

FROM OUR STREETS TO THE STADIUM

A fan-powered celebration of the FIFA World Cup 2026 in
Toronto



FIFA Toronto Organizing Committee

Presented by

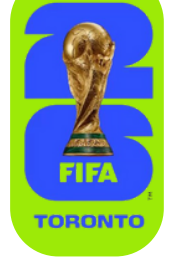


August, 2025



Index

- ▶ Opportunity
- ▶ Challenge
- ▶ Solution
- ▶ Social media strategy
- ▶ Fan experience zones
- ▶ Moodboard
- ▶ Promo commercial
- ▶ Purple team



Opportunity

Toronto as a Global Stage



48 teams, billions of global viewers



6 matches at BMO Field, millions of visitors & locals engaged



Toronto's diversity is its superpower. The world already lives here



Fan experience = city's biggest chance to shine beyond the stadium



Challenge

What?

Toronto is hosting six FIFA World Cup matches but it faces a **\$40M** budget shortfall, **putting fan zones, cultural events** and **public celebrations** at risk.

Most provincial support is tied to services like transit and policing, not **direct funding** for **fan engagement**.



Challenge

Why?

Hosting costs have reached **\$380M**, with only **\$200M** covered by federal and provincial governments.

Why Now?

The tournament starts in less than a year and key decisions are being finalized.



Solution

From Spectacle to Solidarity – Toronto For All

A community-powered celebration that:

- Turns **fan zones** into cultural marketplaces, concert venues and storytelling spaces
- **Drives new revenue streams** (food/beverage, merch, VIP experiences)
- **Ensures** every neighbourhood — Scarborough, Rexdale, Etobicoke, Downtown — gets to live the Cup
- **Uses authentic football** passion to connect sponsors, residents and visitors



Solution

How We'll Do It

Multicultural Food & Drink

World Cup Global Food Court: Ethiopian, Indian, Caribbean, Italian, Latin American, Middle Eastern

Toronto 2026 Signature Dish & Drink: Premium, event-exclusive items

Beer & Beverage Gardens: Local craft + global brands, themed by participating nations



Solution

How We'll Do It

Cultural Entertainment & Music

Live Cultural Stage tied to match-day nations

DJ & Fan Party Nights + celebrity appearances

Merchandise & Collectibles

Limited-edition Toronto World Cup Heritage Box (\$50–\$100)

Fan customization booths, commemorative photo spots



Social Media Strategy

1

Neighbourhood takeovers

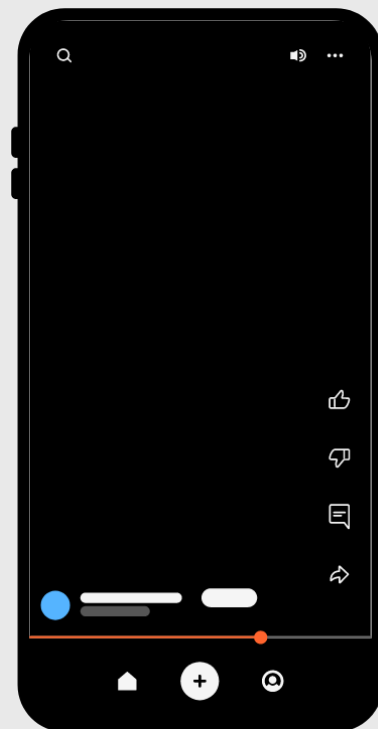


Lifestyle Photo Post + Story

CTA: From every corner of Toronto to the world — celebrate FIFA 2026 with us

2

Fan festival vibes



Teaser clips

CTA: Toronto's ready. Are you? Join the celebration at FIFA Fan Festival 2026.

3

Merch pre-order pushes



Heritage Box scarcity

CTA: Only 5,000 made. Own your piece of Toronto's World Cup history before it's gone.

4

Social media calendar

Social Media Calendar				
FIFA World Cup 2026				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Photo Post	Tourism spots	Informative Post	Inspirational Quote + Story	Volunteer Post
Instagram	Facebook	Instagram	Facebook	Instagram
				
Caption	Caption	Caption	Caption	Caption
Let's go, Toronto! Bring your game to the beautiful game!	Let the game inspire the city. Toronto is full of energy. Go for it! #GoForIt	Countdown to 2026 begins!	Toronto is no accident. It's a hard work, perseverance, history, sports and more of all that makes you who you are. #GoForIt	It's time to start planning applications for the 2026 FIFA World Cup. #GoForIt
Use it, Toronto. Start your social media takeovers now!	Share to any platform to show Toronto's energy. #GoForIt, #GoForIt	See complete details post 2026 in comments!	Let's make it real! Use it to show that we are ready to host the World Cup. #GoForIt	Let's make it real! Use it to show that we are ready to host the World Cup. #GoForIt
#Toronto #FIFAWorldCup #GoForIt	#Toronto #FIFAWorldCup #GoForIt	#Toronto #FIFAWorldCup #GoForIt	#Toronto #FIFAWorldCup #GoForIt	#Toronto #FIFAWorldCup #GoForIt
Status: Posted	Status: Posted	Status: Approved	Status: In progress	Status: In progress

FIFA Toronto 2026 Hype Campaign

[Link to social media calendar](#)



Fan Experience Zones



Sponsor activations embedded in every fan zone



Food, music, merch, live match screenings



Volunteer program to train youth/newcomers in event production & hospitality



Decentralized: Scarborough, Rexdale, Etobicoke, Downtown



Moodboard

Toronto's Soul

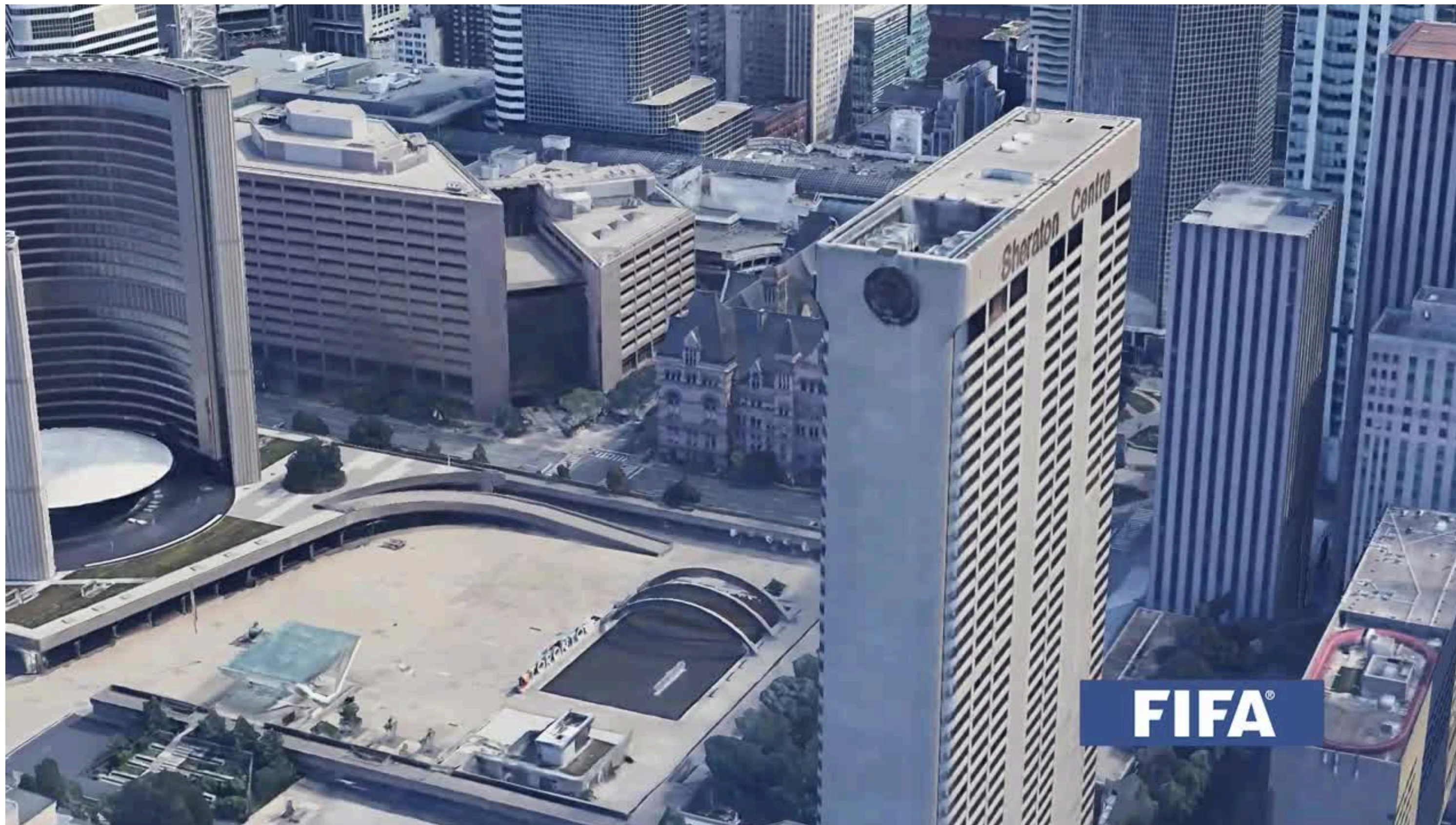


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Promo Commercial



FIFA®



Pitch Deck

Purple Team



Deidre Bonilla
Project Manager



Aung July
Creative Director



Joyce Kagiri
Content Creator



Debaleena Sen
Content Editor



William Caicedo
Copywriter



Emiliana Jorgo
Copywriter

WE ARE TORONTO WE ARE 20

Purple Track is ready
are you?

Partner with us

Let's put Toronto on the world stage





Pitch Deck



July 23, 2025



Contents

1. Team

2. Problem

3. Solution

4. Assets

5. Moodboard



Purple Track Team



William Caicedo
Project Manager



Joyce Kagiri
Creative Director



Debaleena Sen
Content Creator



Emiliana Jorgo
Content Editor



Deidre Bonilla
Copywriter



Aung July
Copywriter

Problem



What?

Spotify isn't connecting with Gen Z in Kenya. They're the biggest, most digital and most music-driven group.

Why?

Gen Z sets the trends on TikTok and YouTube. If Spotify isn't in their world, it gets left behind.

Why now?

Gen Z is online and creating culture—right now. Spotify has a short window to earn their attention and loyalty.



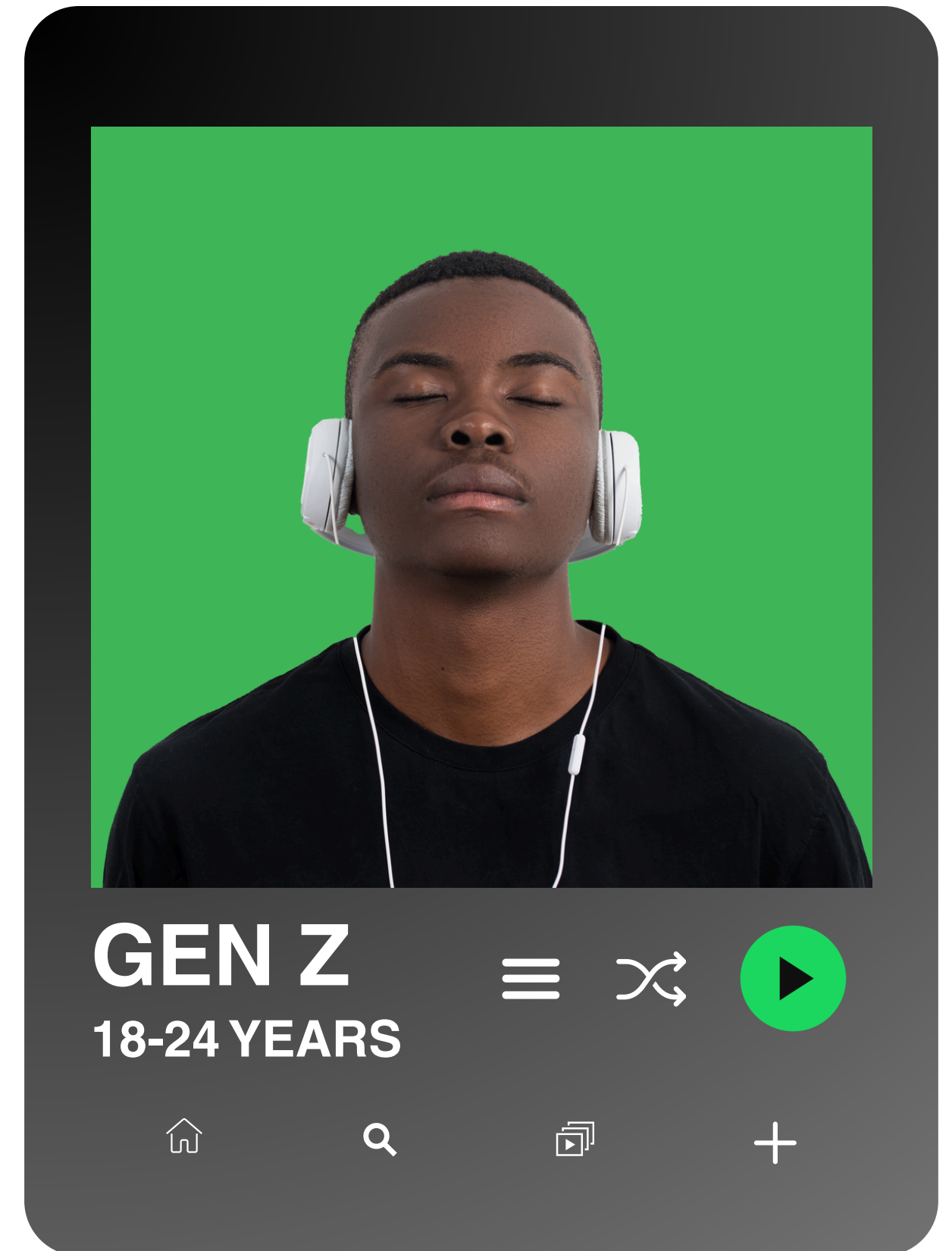
Supporting evidence

33% of Kenya's population is Gen Z

40% of this generation has internet access

Yet, only **6%** of online Gen Z are currently Spotify users

This means there is a **94%** growth opportunity with this high potential audience



Solution

Connect with the audience and expand the brand recognition

- Analyzing marketing trends
- Generate strategies through insights
- Creative execution



Willy Paul



Otile Brown



Wadagaliz



Solution

Bring short-form vertical video to Spotify

- Music-first, TikTok-style feed
- Watch, create & share inside the app
- One-tap export to TikTok, Reels, Shorts






How it changes the world






Spotify becomes a creative platform

- Gen Z lives music; they don't just stream it
- Taps into youth culture & viral loops
- The moment to build with them is now




Assets

-  Welcome
-  About Us
-  Our Teams
-  Agenda
-  Our Services

-  Achievements
-  Our Goals
-  Gallery
-  Pricing
-  Contact Us

Original assets

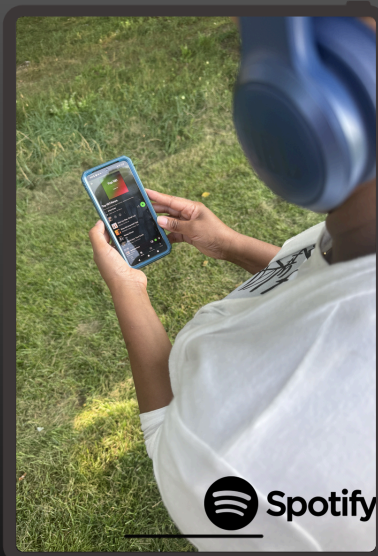



 Original: Pitch Deck

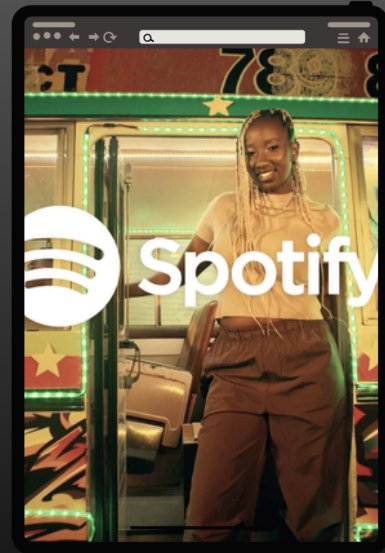
Inspirational assets



 Inspiration: Youtube

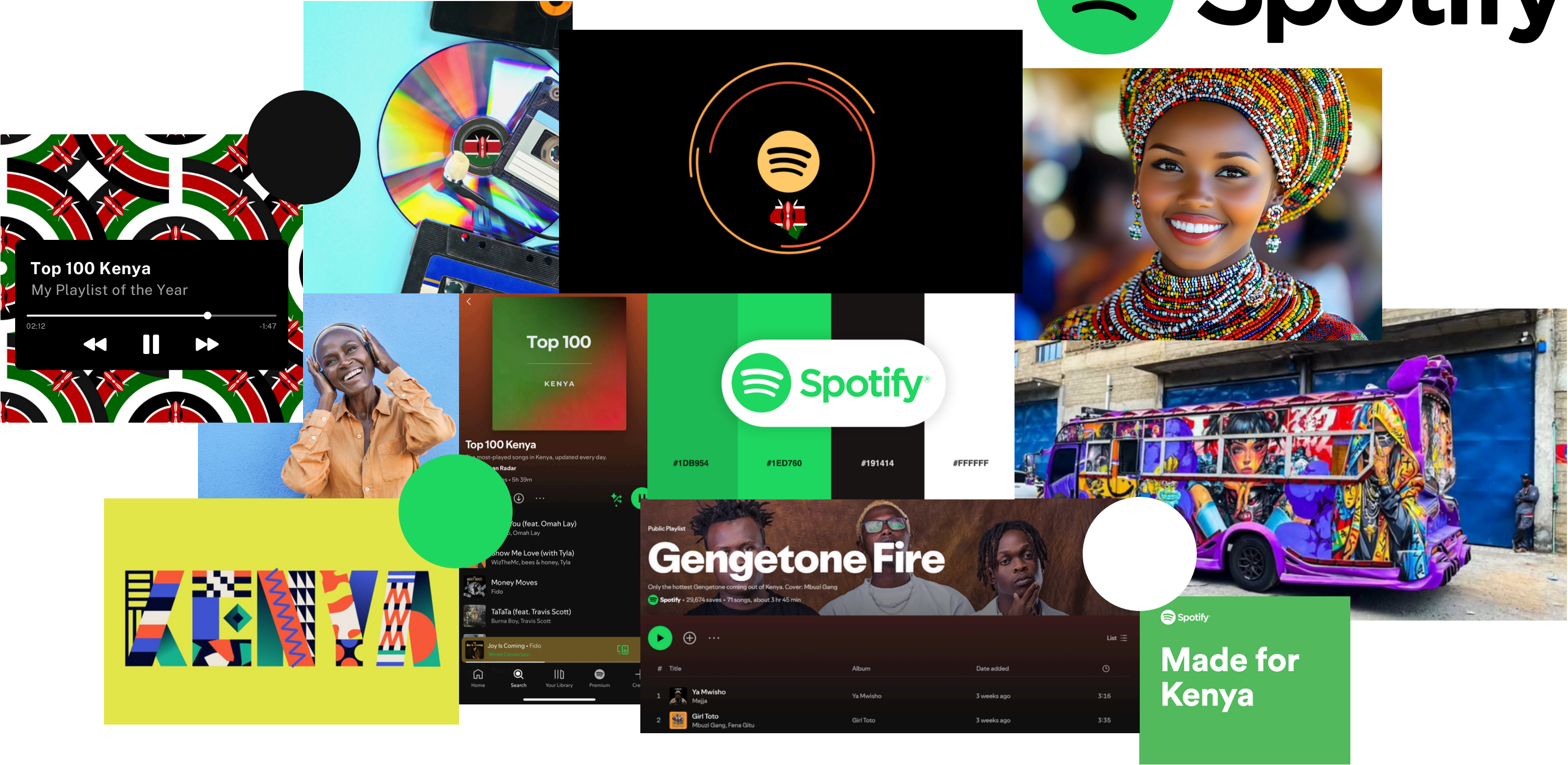


 Original: Pitch Deck



 Inspiration: Machine

Moodboard





Thank you !

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