

## The World Is Coming to Your Doorstep. Here's How Your Business Can Be Part of It.

Dear New York and New Jersey Small Business Community,

This summer, the FIFA World Cup 2026™, the largest sporting event in human history, is coming to New York and New Jersey.

With the FIFA World Cup 2026™ — including the Final at MetLife Stadium on July 19, 2026 — millions of fans will travel across the region, visiting neighborhoods, restaurants, and local businesses like yours. It's a rare opportunity to bring new customers through your doors.

To help make that happen, the NYNJ Host Committee is launching the Welcome World Rewards Program, the official small business rewards platform designed to connect World Cup visitors directly to local businesses across the region.



This is a once-in-a-generation moment, and the NYNJ Host Committee's vision is that its benefits are distributed across the entire region, felt in communities across New York and New Jersey. The Welcome World Rewards Program is one of the many ways we are bringing that vision to life for businesses like yours.

### What is the Welcome World Rewards Program?

A simple, free way to get your business in front of World Cup fans and turn visibility into real foot traffic.

### How It Works

- **Join for free** — opt in through a simple and free application process to be featured on the Welcome World Rewards platform as a go-to spot for World Cup fans.
- **Get discovered** — fans use the platform to find places to eat, shop, and explore nearby.
- **Drive real foot traffic** — visitors earn rewards for checking in at participating businesses.
- **Offer a simple incentive** — a game-day special, discount, or offer of your choice.
- **Benefit from bigger rewards** — the Host Committee is working to offer high-value prizes (including potential match tickets) to drive participation


You'll also receive a digital welcome kit with setup support and promotional assets to help you get started.

**This is your moment — enroll your business today.**

Applications are open on a rolling basis through May 15.

[Apply Now Here](#) 

### Key Dates

WHEN	WHAT
Now – May 15, 2026	<b>Local Business Enrollment Open:</b> Apply to join the platform and secure your spot as an official Welcome World destination.
April 14, 2026 11am EST	<b>Get World Cup-Ready: Google Business Profile Virtual Workshop:</b> Join the NYNJ Host Committee and Google for a free and exclusive hands-on workshop designed to help your business capture the massive wave of global tourism coming this summer. <a href="#">Register here.</a> 
June – July 19, 2026	<b>FIFA World Cup 2026™ Tournament:</b> The platform goes live. Fans discover, visit, earn, and spend at your business.
July 19, 2026	<b>World Cup Final at NYNJ Stadium:</b> The biggest moment in global sport, right in our backyard.

The FIFA World Cup 2026™ is a once-in-a-generation moment for this region and its local businesses. The Welcome World Rewards Program is designed to ensure the energy and spending from this global event reach communities across New York and New Jersey.

We hope you'll be part of it.



Alex Lasry  
Chief Executive Officer  
FIFA World Cup 26™ New York New Jersey Host Committee