

2025 CANADA DAY AND FIFA WORLD CUP EVENTS

SPONSORSHIP OPPORTUNITIES

ABOUT THE FIFA WORLD CUP

In the summer of 2026, Canada, Mexico, and the United States will co-host the FIFA World Cup. This significant trilateral event will provide an excellent opportunity to showcase North American cooperation, foster dialogue, and forge lasting bonds through a series of events the Embassy and the CanCham will be involved in throughout 2025.

SOCIAL MEDIA EXPOSURE

The Embassy's social media accounts (Instagram, Facebook, X) have a strong base of nearly 580,000 followers, which provides wide exposure but also opportunities to target specific audiences.

SPONSORSHIP PACKAGES

As for any important initiative, success will depend on how we can work as a team and leverage each other's resources and strengths for our mutual benefit. As such, you will find below a proposal of sponsorship packages for your organization. We will be happy to work with you to customize the benefits in order to best fulfill your corporate needs.

Platinum Level – MXN \$300,000

Benefits:

- Premium logo recognition on **eligible** event venues and invitations
- 5 double tickets/invitations to all **eligible** events
- Verbal acknowledgment in Ambassador's speeches
- Display of company banner in all **eligible** events (to be supplied by sponsor)

Gold Level – MXN \$250,000

Benefits:

- Prominent logo recognition on **eligible** event venues and invitations
- 3 double tickets/ invitations to all **eligible** events
- Verbal acknowledgment in Ambassador's speeches

Silver Level – MXN \$200,000

Benefits:

- Prominent logo recognition on **eligible** event venues and invitations
- 2 double tickets/ invitations to all **eligible** events
- Verbal acknowledgment in Ambassador's speeches

CONTACT

To indicate your company's interest in becoming a sponsor, please contact the Canadian Embassy ([mxicorsvp@international.gc.c](mailto:mxicorsvp@international.gc.ca)) as soon as possible.