

2026 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 be the largest FIFA World Cup ever, and Mexico alone expects to welcome approximately 5.5 million visitors, creating unparalleled visibility and engagement opportunities. Our Canada Day reception, which will take place during the World Cup, will be World Cup-themed.

SOCIAL MEDIA EXPOSURE

The Embassy's social media accounts (Instagram, Facebook, X) have a strong base of over 610,000 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 \$250,000

Benefits:

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

Gold Level – MXN \$200,000

Benefits:

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

Silver Level – MXN \$150,000

Benefits:

- Prominent logo recognition on **eligible** event venues and invitations
- 2 double tickets/ invitations to all **eligible** events (**number of events TBC**)
- Verbal acknowledgment in Ambassador’s speeches

Single-event packagesCanada Day - \$80,000

A World Cup–themed Canada Day reception (exact date TBC) promoting Canadian food and beverages and positioning Canada as a trusted business and investment partner, complemented by on-screen videos showcasing Canada’s key industries and technology sectors.

Benefits:

- Logo recognition on event venue and invitations
- 3 double tickets/ invitations to the event
- Verbal acknowledgment in Ambassador’s speech

Canadian Pavilion in Mexico City’s Global Village – \$100,000

Mexico City and the Bosque de Chapultepec Foundation are organizing a Global Village featuring immersive experiences from the 48 qualifying FIFA World Cup nations. A Canadian pavilion could showcase Canadian exports, investment opportunities, and tourism. The Global Village will operate from June 7 to July 5, 2026, in Mexico City’s Chapultepec Park—one of the world’s most visited urban parks. The estimated attendance is 100,000 visitors per day.

Benefits:

- Logo recognition inside Canada’s pavilion
- Exhibition space in the pavilion (space permitting)
- Acknowledgment in promotional messages, including on social media

CONTACT

To indicate your company’s interest in becoming a sponsor, please contact the Canadian Embassy (mxicorsvp@international.gc.c) as soon as possible.