

February 24, 2026

Dear CanCham Members and Friends of Canada,

We would first like to extend our sincere thanks to all those who partnered with us over the past year to support and contribute to the success of the activities we have undertaken since April 2025. Thanks to your past contributions, we were able to host a memorable and interactive Canada Day that effectively conveyed Canada's identity and values; a lively and impactful academic and sports diplomacy reception featuring legendary Mexican goalkeeper Jorge Campos; and a soccer barbecue with Canada and Mexico's FIFA Sherpas, which highlighted Canada's leadership as a World Cup co-host and its strong commitment to human rights, gender equality, and inclusive participation in sport.

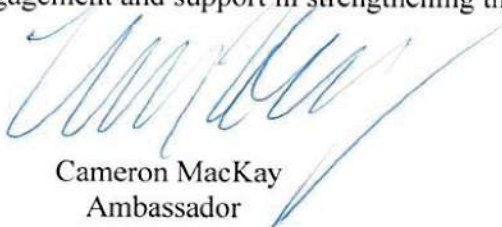
The FIFA World Cup represents a unique opportunity for North America, serving as a powerful platform to showcase the region as a dynamic destination for trade, investment, tourism, and innovation, with benefits that will extend well beyond the tournament itself. It will be the largest FIFA World Cup ever, and Mexico alone expects to welcome approximately 5.5 million visitors, creating unparalleled visibility and engagement opportunities.

In this context, the Embassy intends to continue implementing initiatives related to the World Cup during the coming months to promote Canadian business, tourism, sport and culture, and leverage the unprecedented global attention generated by the tournament to further position Canada as a trusted economic partner and attractive destination for investment.

As leaders from the private sector in Mexico with a strong interest in the Canada–Mexico bilateral relationship and in the broader integration of the North American economy, we warmly invite you to sponsor the FIFA World Cup–related activities in which the Embassy will be involved in 2026.

Enclosed with this letter you will find information outlining the various sponsorship opportunities available. Should you wish to express your interest, we kindly invite you to contact the Embassy of Canada (mxicorsvp@international.gc.ca) by March 16, 2026, so that we may follow up and make the appropriate arrangements.

We look forward to the opportunity to work together and thank you once again for your continued engagement and support in strengthening the ties between Canada and Mexico.



Cameron MacKay
Ambassador



Luis Noriega
President

Canada

