

2026 MetroWest Regional Fan Zone Activation Partner Opportunity



REGIONAL FAN ZONE OVERVIEW

The MetroWest Boston Visitors Bureau is leading a regional initiative to create a Fan Zone experience throughout MetroWest during the 2026 FIFA World Cup™. This initiative is in partnership with the City of Marlborough, Marlborough Economic Development Corporation, Town of Franklin, MetroWest Chamber of Commerce and Marlborough Regional Chamber of Commerce. The Fan Zone will operate across multiple days and locations, bringing the excitement of the World Cup directly into several MetroWest communities.

Each Fan Zone will feature a watch party on a jumbotron surrounded by a festival that includes a beer garden, food trucks, vendors, interactive activities, and live entertainment.

Attendance is projected at 1,500–3,000 guests per location per day. Foot traffic will be driven through a robust marketing campaign including print, digital, and social advertising, the official Fan Zone Guide, media outreach, and out-of-home advertising (billboards, commuter rail trains and stations, etc.). The Fan Zone Guide will be printed in English, Spanish, and Brazilian Portuguese and distributed in the Fan Zone, at hotels, and through local partners. It will also be distributed digitally on the websites of the MetroWest Boston Visitors Bureau, Meet Boston, FIFA World Cup™ Boston 26, VisitMA.com, Discover New England, MetroWest municipalities and chambers of commerce, advertisers, regional hotels, additional partners and promoted through an ad campaign for total estimated impressions of 8.86 million people.

FAN ZONE LOCATIONS

Marlborough

The Marlborough Fan Zone will run **June 11–13 (Opening Weekend)**, showcasing four matches at Kelleher Field's complex:

- June 11: 1-6pm, showing Mexico vs. South Africa
- June 12: 5-11pm, showing USA vs. Paraguay
- June 13: 5-11pm, showing Brazil vs. Morocco and Haiti vs. Scotland (at Boston Stadium)

Franklin

The Franklin Fan Zone is scheduled for **June 24-25**. The Fan Zone will be located on the Franklin Town Common and at Hayward Manor, across the street. Featured games include:

- June 24: 2-9pm, showing Switzerland vs. Canada and Scotland vs. Brazil
- June 25: 3-9pm, showing Ecuador vs. Germany and Tunisia vs. Netherlands



HOW TO GET INVOLVED

Your company can be part of the excitement through an interactive activity booth and brand activation. There are limited booths available. Pricing includes both the booth and the activity cost, with three tiered options. Pricing is per Fan Zone location and includes the following:

- o **Standard Interactive Game: \$3,000** – basic activity with local + visitor engagement (example, inflatable axe throwing wall)
- o **Premium Interactive Game: \$5,000** – larger activity with increased visibility and engagement (example, soccer kick wall)
- o **Super Premium Interactive / Inflatable: \$7,500** – marquee attraction with maximum foot traffic and strategic exposure (example, inflatable obstacle course)
- o Booth electricity included



EXPOSURE & BENEFITS

- o Extra-large booth that can be fully branded and decorated. Your booth staff can hand out swag or literature promoting your company while participants are enjoying the accompanying activation.
- o Designation in press releases, in the marketing campaign, on the MBVB World Cup Fan Zone webpage, and in the Fan Zone Guide as “Activity x hosted by (your company)”.
- o Logo inclusion on event website page
- o Ability to fully brand booth activity
- o Display ad in the official MetroWest Regional Fan Zone Guide. Size based on partnership level:
 - Standard receives a ¼ page ad (value \$750)
 - Premium receives a ½ page ad (value \$950)
 - Super Premium receives a full page ad (value \$1,300)
 - More information about the Fan Zone Guide can be found at www.metrowestvisitors.org/fan-guide
- o Video or static ads shown on jumbotron before and after games:
 - Standard receives two 15 second spots (value \$500)
 - Premium receives four 15 second spots (value \$1,000)
 - Super Premium receives six 15 second spots (value \$1,500)
- o On-site emcee acknowledgments throughout each event day



Don't miss this exclusive opportunity to put your business in front of thousands of engaged visitors and locals!

To reserve your space, please contact Stacey David at sdavid@metrowestvisitors.org
www.metrowestvisitors.org