



World Cup 2026 Community Celebrations Guidelines

Funding Overview

The Seattle Office of Arts & Culture invites community groups and arts and cultural organizations to apply to create World Cup 2026 Community Celebrations throughout the city, centered on civic and cultural pride, shared humanity, cross-cultural learning, and joy.

These Community Celebrations will be opportunities for Seattle residents in all Council Districts to celebrate the games, build connections, and showcase their own culture and identity within their neighborhoods. Events may include, but are not limited to:

- Free festivals in public locations
- Free performances and arts activations that engage the public
- Free art workshops, lessons, or presentations at community gathering places

We will provide funding for 1-2 Community Celebrations in each of the [seven Seattle City Council districts](#) to ensure people have an opportunity to celebrate this historic event not only downtown, but also in their own neighborhoods. Each grant recipient may be awarded **up to \$40,000** to put toward an event that:

- takes place between June 11 – July 19, 2026, to coincide with the [World Cup games in Seattle](#);
- is free and open to the public;
- is in one of the Seattle City Council districts; and
- is promoted and made available to Seattle residents, workers, and visitors.

Grant funds **may not** be used for capital improvement projects, religious services, events where fundraising is the primary purpose, gifts, administrative costs not directly related to the project, and purchases of equipment or software.

Application Process

1. Apply to take part in the World Cup Community Celebrations by proposing your project concept and requested funding amount below by Tuesday, July 15, 2025, 5 p.m. Pacific.
2. Please note all applications must be submitted via Submittable, unless you have contacted us and requested another format. In addition to written proposals, we can also accept audio and video responses. **Contact Kate Fernandez, Downtown Activations Supervisor**, to discuss alternative applications: Kate.Fernandez@seattle.gov or call 206-948-3059.

3. Our staff will work with selected applicants to ensure project feasibility before entering the contract phase.
4. **Submit your application early** – please do not wait until the last day, to avoid errors or technical difficulties.

Deadline for applications: Tuesday, July 15, 2025, 5 p.m. Pacific

Please allow ample time to complete your application. Applications submitted after the 5 p.m. Pacific deadline will not be accepted.

Application Instructions

The following questions must all be addressed as part of your application and event proposal:

1. Describe the organization or community group that will be hosting and implementing the event. Include your areas of expertise, key accomplishments, and experience producing activations, performances, events, or other relevant work.
2. Identify who will be the fiscal sponsor for the event (entity contracting with City of Seattle with tax ID)
3. (Optional) Share your website or social media accounts that show your organization's work.
4. Please provide a statement about your organization's connection to the proposed neighborhood. What are the defining characteristics of your neighborhood that you would like to highlight as part of your event?
5. Please describe the event you would like to host. Include:
 - a. anticipated location
 - b. anticipated timing and duration
 - c. participants (local organized groups, local business, etc.)
 - d. activities you intend to include in the event (must include arts and culture components)
 - e. anticipated attendance
 - f. anticipated permitting needs
6. Provide an overview of your outreach plan to the public for your event. How will you get the word out?
7. How will you make your event accessible to people of all ages, dis/abilities, languages, and identities?
8. Identify your requested award amount (may range from \$10,000 to \$40,000) and high-level budget breakdown.
9. Identify the [Seattle Council District](#) where your even will take place.

Evaluation & Selection Process

The Seattle Office of Arts & Culture is committed to reflecting the diversity and cultural richness of our city in the selection of grantees. Applications will be reviewed by a panel of City of Seattle officials who will assess proposals using the following evaluation criteria:

Celebrating Seattle as a Welcoming, Globally Diverse, Inclusive City (25%)

Your project directly represents the neighborhood where it will take place and is welcoming for all. The project/event advances World Cup themes such as cultural pride and identity, global unity, and community building. The project/event describes meaningful efforts to be inclusive, foster community, encourage participation, reach a diverse audience, and creates accessibility especially for people of many ages, dis/abilities, languages, and identities.

Public Benefit (25%)

Your project has the potential to draw community members and visitors to the chosen site and is intentionally developed with the neighborhood in mind. You have outlined thoughtful outreach and engagement plans, and your event will be accessible to the general public free of charge.

Artistic/Cultural Contribution (25%)

Your proposal is compelling and would provide a unique arts and culture experience for Seattle residents and visitors alike. Your event provides economic opportunity for local artists, culture bearers, and creative workers. The project uplifts stories, creatives, ancestors, and audiences from communities that represent Seattle's diversity.

Achievability (25%)

You demonstrate the potential to complete the proposed project through relevant experience and support from experienced partners. Your proposal is technically and logistically feasible and the requested funding amount is appropriate for the project.

Applicants will be notified of funding decisions in September 2025.