







Seattle Permit Submission for Lumen Field

Seattle Pioneer Square Preservation Board Submission

23 April 2025



FIFA Club World Cup 2025 at Lumen Field

Introduction

FIFA's new prime club competition - the FIFA Club World Cup 2025™ - will grace the world stage in June and July 2025, when 32 of the globe's leading teams gather in the USA for the inaugural edition.

This truly global event will bring together the most successful club sides from each of the six international confederations: AFC, CAF, Concacaf, CONMEBOL, OFC and UEFA.

The tournament will take place from 14 June to 13 July 2025, with six (6) specific Match Days scheduled in Seattle at Lumen Field between 15 June and 25 June.

General stadium operating hours are typically 10am – 11pm on Match Days (June 15, 17, 19, 21, 23, 25) and 7am – 5pm on Non-Match Days.

Temporary Installations

Expanded Secure Perimeter

FIFA aims to satisfy a series of Security Objectives for this temporary event. They include the following:

- Protect the health and welfare of the event attendees, event performers and event staff
- Ensure an orderly and safe event
- Provide general law enforcement service, traffic management and crowd control
- Monitor the event and maintain a constant state of situation awareness and operational readiness

To support the above objectives, FIFA will install an expanded secure perimeter surrounding key entry points around the stadium. The purpose is to accommodate larger Pedestrian Screening Areas (PSAs) to manage and expedite large spectator crowds with an increased flow rate of individuals entering the stadium perimeter.

These PSAs will consist of large white tent canopies (32' x 210' and 32' x 295') that will cover the security screening equipment, ticketing turnstiles and staff as they screen spectators entering the event.

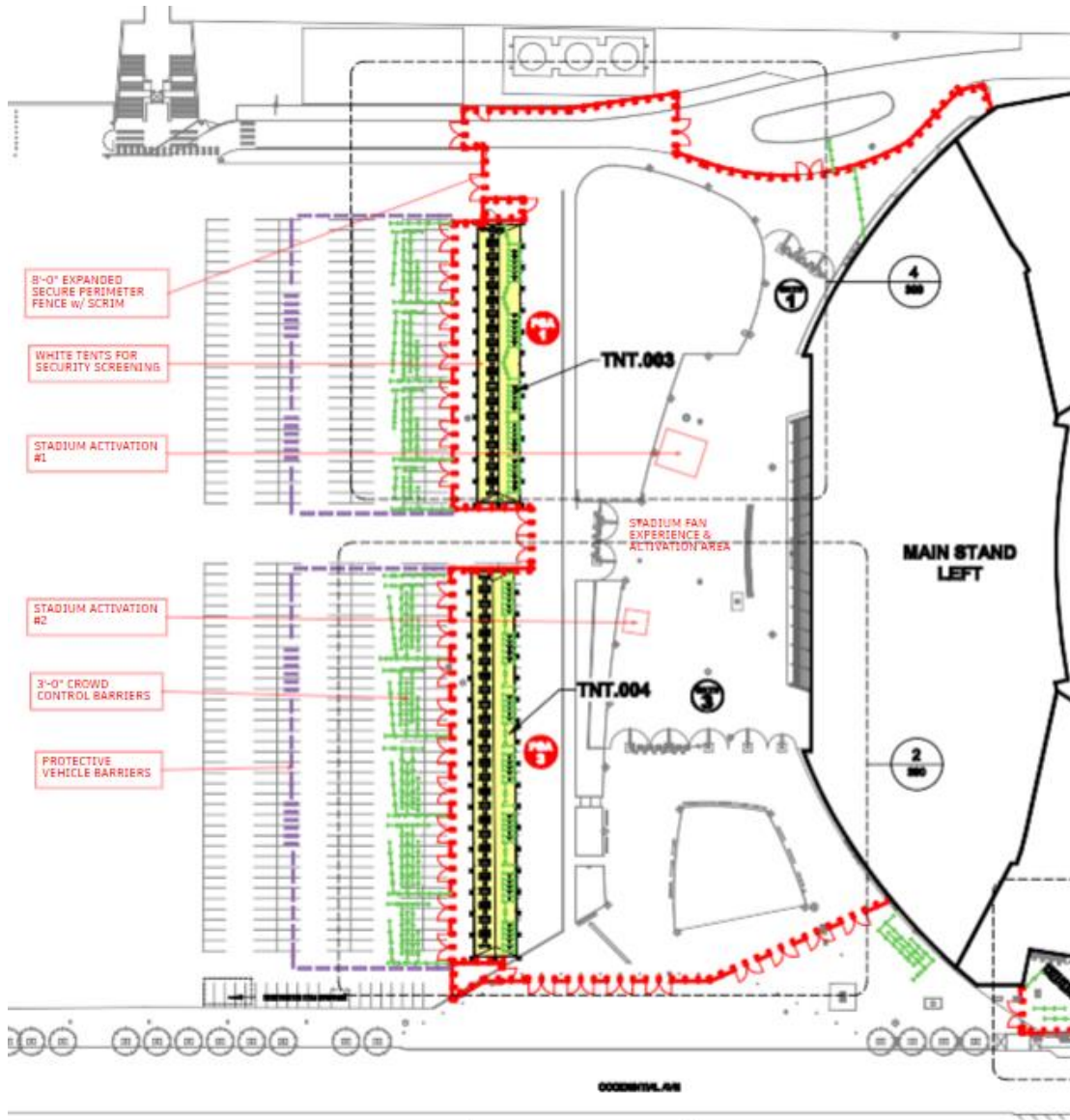
This fence line will consist of an 8'-0" high ballasted panel fence. Gates will be integrated for both ingress and egress to control access in and out of the perimeter. The security fencing around the stadium will be integrated



with the PSAs to ensure all personnel entering the secure area have been screened by stadium security personnel. The fence line will be covered with Club World Cup branding as depicted below.

The temporary secure perimeter & associated tents are scheduled to be installed from Monday June 2nd and will be dismantled following the last match at the stadium. The estimated dismantling date is Friday June 27th.

CWC Site Plan illustrating installation locations for the secure perimeter (fencing, tents, crowd control barriers and concrete vehicle barriers) and the stadium activations in the North Lot of Lumen Field.



CWC fence scrim & crowd control barrier jacket designs
Letter height – Capital 25", lower case 21"





M-H SEA-KOP-FEN-1016.ai 2400mm MED **APPROV.**



10000 MM X 2400 MM

M-H SEA-KOP-FEN-2017.ai 1850mm MED **APPROV.**



10000 MM X 1850 MM

M-H SEA-KOP-FEN-3017.ai 850mm MED **APPROV.**



10000 MM X 850 MM

S-G KOP-FEN-1020.ai 2400mm



5000 MM X 2400 MM

S-G KOP-FEN-2009.ai 1850mm



5000 MM X 1850 MM

S-G KOP-FEN-3008.ai 850mm



5000 MM X 850 MM

M-D KOP-FEN-1003.ai 2400mm MED



10000 MM X 2400 MM

M-D KOP-FEN-2003.ai 1850mm MED



10000 MM X 1850 MM

Stadium Fan Activation Areas

Stadium activation areas are strategically designed spaces adjacent to the stadium to engage fans, promote brands and enhance the overall event experience. The goal is to create memorable moments and host interactive experiences that keep fans entertained and engaged before and after the match.

In Seattle, at Lumen Field, we anticipate two activation areas.

Stadium Activation #1

Michelob Ultra POD

The Michelob Ultra Pod is an 8'-0" x 8'-0" custom-fabricated mini container suitable for use year-round and transported on a specially designed trailer. Essentially a temporary pop-up installation, it includes a 6'-0" primary service bar with two pull-out high bar tables and an opportunity for an iconic photo moment with "Always on" soccer branding.



Stadium Activation #2

Seattle Sounders FC, Inter Milan, Atlético de Madrid

We are currently working with our Club Teams to confirm their installation for the Club World Cup. Currently, we have a dedicated footprint of 15'-0" x 15'-0" identified on the site plan. This could include a tent structure, tables, engaging activities such as face painting, soccer-themed activities, branded merchandise giveaways, photo opportunities and mascot appearances.

Dates include the following:

June 15, 19, 23	Seattle Sounders FC
June 21, 25	Inter Milan
June 19	Atlético de Madrid



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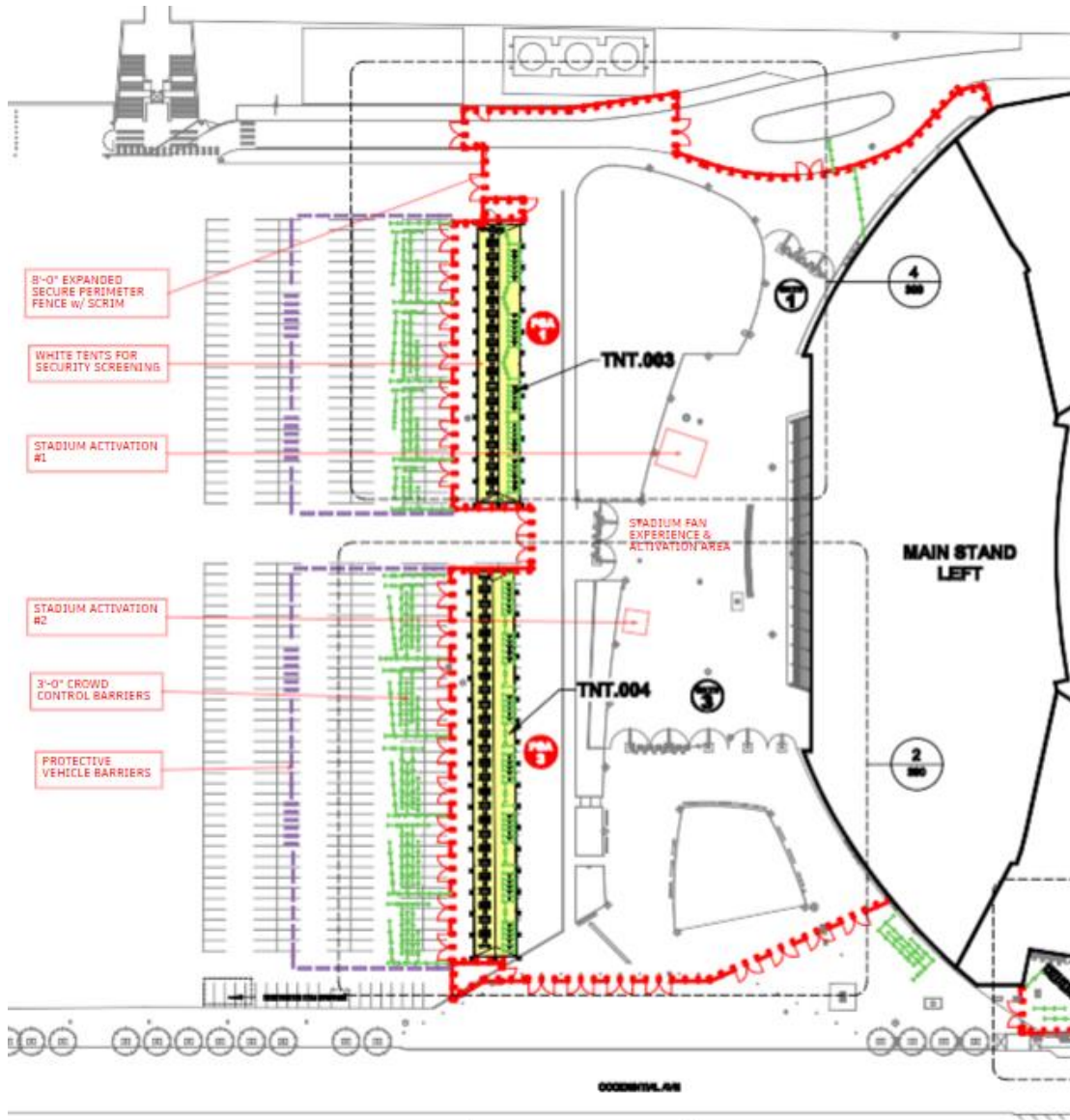
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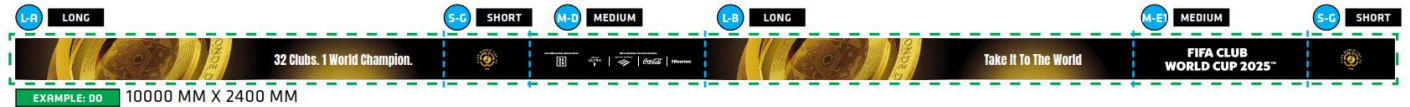
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10000 MM X 2400 MM

M-H SEA-KOP-FEN-2017.ai | 1850mm | MED | **APPROV.**



10000 MM X 1850 MM

M-H SEA-KOP-FEN-3017.ai | 850mm | MED | **APPROV.**



10000 MM X 850 MM

S-G KOP-FEN-1020.ai | 2400mm



5000 MM X 2400 MM

S-G KOP-FEN-2009.ai | 1850mm



5000 MM X 1850 MM

S-G KOP-FEN-3008.ai | 850mm



5000 MM X 850 MM

M-D KOP-FEN-1003.ai | 2400mm | MED



10000 MM X 2400 MM

M-D KOP-FEN-2003.ai | 1850mm | MED



10000 MM X 1850 MM

M-D KOP-FEN-3003.ai | 850mm | MED



10000 MM X 850 MM

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LD
CUP 25
FA

FIFA

PANTONE 185C

PANTONE 7427C

