

The Ascendus[®] Fixture

YOUR WORLD CUP 2026 BUSINESS PLAYBOOK

11 HOST CITIES:

· NY/NJ · LA · Miami · Dallas
 · Houston · Atlanta · Philadelphia
 · Seattle · SF Bay Area
 · Kansas City · Boston

5 PHASES · 25 MOVES · ONE BIG OPPORTUNITY

1. Pre-Game

Now → June 10 · Get match-ready

- Update your Google Business Profile: *hours, photos, languages, description*
- Add your business to Yelp and TripAdvisor *if you're not there yet*
- Activate WhatsApp Business *with hours and a welcome message*
- Check payment systems — accept contactless: *tap, Apple Pay, Google Pay*
- Download the FIFA 2026 match schedule and mark games in your host city
- Plan your Match Day Specials: *one themed item per key match*
- Order extra inventory now, *supply chains tighten during major events*
- Assess staffing: *do you need extra hands on game days?*
- Make sure your business is visible in AI-generated search results
- Talk to Ascendus if you need working capital to prepare**

2. Kick-Off

June 11 → 26 · Group Stage

- Launch your first Match Day Special *and post it 24-48 hrs before kickoff*
- Post on Instagram/Facebook *with game time, flag, and your special*
- Put up visible signage: *chalkboard, window, or table tent*
- Extend your hours on game days in your city
- Greet international customers in their language, *even one word matters*
- Track your daily revenue to compare against your normal baseline

3. Knockout Rounds

June 10 → July 9

- Identify which teams are still alive, *double down on their communities*
- Partner with a neighboring business for a joint match day promotion
- Send an email or WhatsApp blast to your customer list with your special
- Feature a 'fan of the match' moment on your social: *build community*
- Replenish inventory based on what's moved fastest so far

4. Final Sprint

July 10 → July 19

- Create your biggest special of the tournament for the Final (July 19, MetLife)
- Document everything: photos, video, packed moments, happy customers
- Boost your best-performing post (\$10-20/day can make a real difference)
- Capture customer contact info, *email list, WhatsApp group, loyalty sign-up*
- Thank your regulars, they brought people in

5. Post Game

After July 19 · Build on the momentum

- Compare revenue: World Cup weeks vs. your typical baseline
- Write down what worked, *menus, hours, promotions, partnerships*
- Use your World Cup story for press, grants, and future financing applications
- Keep international customers, *maintain multilingual touchpoints*
- Meet with Ascendus to plan your next move with the capital you built**

POWER MOVE: COOK THE MATCH

Turn the schedule into your menu

Every match day is a cultural moment.

One themed dish, drink, or offer per game is enough to create a moment worth sharing.

Brazil plays → brigadeiros + passion fruit agua fresca**Mexico plays → mezcal specials + elote****Morocco plays → mint tea + lamb sliders**

Announce it 24-48 hrs before. Tag your location.

The magic: we see you, we celebrate you.The world is coming to your city.
Make sure they find you — and come back.Need capital to prepare? We support your journey.
ascendus.org · (866) 245-0783

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