Ascendus®

BUSINESS RESOURCE · BUSINESS OPERATIONS

The Ascendus Fixture: your World Cup 2026 business playbook

Five phases and 25 moves to get your business ready for the World Cup and build on it after the Final.

The FIFA World Cup arrives in the United States on June 11, 2026. Thirty-two countries, 48 matches across 11 cities, and an estimated 5 million visitors moving through host markets over 39 days. For small business owners in New York, Los Angeles, Miami, Dallas, Houston, Atlanta, Philadelphia, Seattle, the Bay Area, Kansas City and Boston, this means foot traffic, new customers and a concentrated window to grow revenue.

> *The opportunity is real. The Ascendus Fixture helps your business get ready to meet it.*

We designed it as a practical, phase-by-phase playbook that follows the tournament from pre-game preparation through the Final on July 19 and into what comes after. Five phases, 25 specific moves, one clear objective: make sure you are positioned to capture what this moment brings.

Five phases, 25 moves

01

Pre-Game: get match-ready

Now to June 10

The work starts before the first whistle. In the weeks leading up to June 11, the priority is operations.

- Update your Google Business Profile: hours, photos, languages, description.
- Add your business to Yelp and TripAdvisor if you are not there yet.
- Activate WhatsApp Business with a welcome message.
- Confirm your payment systems accept contactless: tap, Apple Pay, Google Pay.
- Download the FIFA 2026 match schedule and mark the games in your host city.
- Plan one themed item per key match.
- Order extra inventory now, before supply chains tighten.
- Assess whether you need extra staff on game days.
- If you need working capital to get ready, talk to Ascendus.

02

Kick-Off: group stage

June 11 to 26

Once the tournament starts, the focus is visibility and rhythm.

- Launch your first Match Day Special and post it 24 to 48 hours before kickoff, on Instagram and Facebook, with the game time, the flag and your offer.
- Put up visible signage: a chalkboard, a window sign, a 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 against your normal baseline, so you know in real time what is working.

03

Knockout rounds: follow the bracket

June 27 to July 9

As the field narrows, the opportunity gets more specific.

- Follow which teams are still alive and double down on those communities, the fans showing up in your neighborhood, on your block, in your store.
- Partner with a neighboring business for a joint match day. The customers coming through your door at this stage are invested. Meet them where they are.

04

Final sprint: semis and Final

July 10 to 19

Create your biggest special of the tournament for the Final on July 19 at MetLife.

- Document everything: photos, video, packed moments, happy customers.
- Boost your best-performing post; $10 to $20 a day can make a real difference.
- Capture customer contact information: an email list, a WhatsApp group, a loyalty sign-up.
- Thank your regulars; they are the ones who brought people in.

05

Post-Game: build on the momentum

After July 19

This is the phase that compounds.

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

One tactic worth highlighting: Cook the Match

Every match is a cultural moment tied to a country, a fanbase, and a set of foods and flavors those fans recognize. The move is simple: one themed dish or drink per game, announced 24 to 48 hours in advance, posted with your location tagged.

Brazil plays	Pão de queijo fresh from the oven, a caipirinha on the side.
Argentina plays	Empanadas, choripán with chimichurri, or a milanesa a la napolitana.
Mexico plays	Tacos al pastor, chilaquiles, or a bowl of esquites.
Spain plays	Croquetas, patatas bravas, and a round of tapas for the table.

One decision made in advance, one post that tells people where to find you, and a dish that says: we see who you are rooting for.

YOUR ACTION STEP **Starts June 11**

Pick your first move

Download The Ascendus Fixture and choose the first move for your business.

Keep building

Every guide gives you one practical step on cash flow, credit or growth. Find the next one at ascendus.org/resources.

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