

MARKETING

2026

# World Soccer Event Toolkit



# MARKETING MANAGEMENT

- Marketing Resources
- Checklists
- ServSafe Offers
- Communications Assets including:
  - Newsletter copy
  - Email copy
  - Social media copy

# MARKETING

## OPTIMIZATION

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**We want you to maximize visibility,  
traffic, community engagement and  
revenue this summer**

# MARKETING

## BEST PRACTICES

Articles and white with marketing tips and tricks for the 2026 world soccer event.

WHAT	FOCUS	SUMMARY	LINK
Comprehensive Checklist to Help Businesses Prepare	Overall considerations to keep in mind – especially if you have operations in any of the host cities.	Business checklist overview	<a href="https://online.flippingbook.com/view/948808118/12/">https://online.flippingbook.com/view/948808118/12/</a>
Workforce Management & Scheduling	Geofencing for profit	This article helps you understand geofencing for restaurants, grasp the benefits and illustrate a clear blueprint for implementation.	<a href="https://www.gloriafood.com/restaurant-geofencing">https://www.gloriafood.com/restaurant-geofencing</a>
FIFA Branding Guidelines	Brand resources	The overview of what IP operators can and cannot use to promote 2026 World Cup activities	<a href="https://restaurant.canto.com/b/GIQ2Q">https://restaurant.canto.com/b/GIQ2Q</a>
Ambush Marketing Risk Mitigation	Ambush marketing	The best defense is a good offense – how to best manage Ambush Marketing opportunities	<a href="https://howardandhoward.com/user_area/uploads/BestDefense%20Against%20AmbushMarketing%20-%20Norcross%203-2011.pdf">https://howardandhoward.com/user_area/uploads/BestDefense%20Against%20AmbushMarketing%20-%20Norcross%203-2011.pdf</a>

# CAMPAIGN CANTO LINKS

## WORLD SOCCER EVENT OFFERS

### WHAT

Special offers from ServSafe during this exciting season including 15% off of all hospitality training.

CAMPAIGN ASSET	WHAT	LINK
CAMPAIGN PLAYBOOK	Campaign Playbook	<a href="#">Campaign Playbook</a>
PERIOD 1	Make your Destination Shine during the 2026 Global Soccer Event	<a href="#">Period 1</a>
PERIOD 2	Exceptional Service = Repeat Tourism	<a href="#">Period 2</a>
PERIOD 3	Collaborate with your State Restaurant Association to Prepare your Destination for the Global Soccer Event	<a href="#">Period 3</a>
PERIOD 4	Save 15% on Hospitality Training – Use Code - SOCCER26	<a href="#">Period 4</a>

**ServSafe** **ServSuccess** **AHLEI**  
AMERICAN HOTELS & LODGING EDUCATIONAL INSTITUTE

# SAVE 15%

## on Hospitality Training

Limited-time offer to prepare your destination for the 2026 Global Soccer Event

[EXPLORE TRAINING OPTIONS](#)

# MARKETING

## COMMUNICATIONS RESOURCES

Newsletters and email copy for member restaurant outreach

WHAT	SUMMARY	LINK
Newsletter Blurbs	1 paragraph example copy for newsletter inclusion	<a href="https://restaurant.canto.com/b/JSND1">https://restaurant.canto.com/b/JSND1</a>
Email Copy	Sample email copy to share Workforce resources	<a href="https://restaurant.canto.com/b/R8KNV">https://restaurant.canto.com/b/R8KNV</a>
ServSafe Offer Assets	Assets to share ServSafe offers with member restaurants	<a href="https://restaurant.canto.com/b/PSRDK">https://restaurant.canto.com/b/PSRDK</a>