

10 WAYS TO MAKE MONEY

FIFA WORLD CUP 2026



TORONTO



VANCOUVER



BUSINESS STRATEGY EBOOK

**HOW ENTREPRENEURS AND SMALL BUSINESSES CAN PROFIT
FROM THE WORLD'S BIGGEST SPORTING EVENT**



Service inquiry:
FWC26@GMAIL.COM



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INTRODUCTION

The FIFA World Cup 2026 is more than just a sporting event — it's a multi-billion dollar opportunity for entrepreneurs and small business owners. With matches taking place in Vancouver and Toronto, this global event will bring millions of fans, tourists, and media attention to Canada.

Whether you run a local shop, offer services, or are just starting out, this guide offers 10 real, practical ways to make money during the World Cup — no big budget required.

Let's turn your hustle into a winning game plan.

1. Sell Themed Merchandise

Design and sell World Cup-inspired merch — think T-shirts, scarves, wristbands, tote bags, and flags.

Pro Tip: Focus on local pride (e.g., “Toronto to the World”, “VanCity United”) or fan humor. Use platforms like [Shopify](#), [Printful: Custom Print On Demand & Dropshipping](#), or [Etsy - Shop for handmade, vintage, custom, and unique gifts for everyone](#) to launch quickly.

2. Launch a Pop-Up Food Stall or Mobile Cart

Food trucks and pop-ups near match zones or viewing parties can bring in serious revenue.

Hot Ideas: Offer themed menu items (e.g., “Messi Wrap,” “Nigeria Jollof Bowl”), partner with bars, or join vendor fairs. (contact fwc26info@gmail.com) for step by step guide to getting started.

3. Rent Out Your Space (Airbnb-Style)

Got a room, condo, or basement? Turn it into a short-term rental for traveling fans.

Pro Tip: Make your listing “World Cup Ready” with flags, snacks, and nearby transport info. (contact fwc26info@gmail.com) for step by step guide to getting started.

4. Host Fan Watch Parties or Experiences

Transform your backyard, café, or venue into a World Cup party zone.

What to Offer: Big screen streaming, themed decor, drinks/snacks, tickets or packages. You

can even partner with local DJs or vendors for add-ons.

5. Offer Creative Services to Local Businesses

Are you a designer, photographer, or videographer? Help brands capitalize on the event with themed campaigns.

Ideas: Create posters, promo videos, product packaging, or even Instagram reels for businesses targeting fan foot traffic.

6. Sell Digital Products for Fans & Businesses

Create and sell downloadable assets like travel checklists, printable schedules, content templates, or social media kits.

Where to Sell: Gumroad, Etsy, Canva templates, or your own site.

7. Launch a Local Transport or Shuttle Service

Fans will need help getting around the city. Create a branded shuttle or partner with Airbnb hosts to offer reliable pick-up/drop-off services.

Tip: Offer flat-rate pricing and bonus extras like water bottles, phone chargers, or local tips.

(contact fwc26info@gmail.com) for step by step guide to getting started.

8. Start a Niche Content Channel or Podcast

Got opinions, humor, or insights? Start a TikTok, YouTube, or podcast around World Cup hype, team predictions, fan culture, or travel tips.

Monetize with: Brand partnerships, affiliate links, merch, or ad revenue.

9. Offer Concierge & Tourism Services

Help international fans discover your city. You can build custom itineraries, lead cultural tours, or offer shopping/dining guides.

Bundle it with: Airport pickup, welcome gifts, and local SIM cards.

(contact fwc26info@gmail.com) for step by step guide to getting started.

10. Offer Done-For-You Business Packages

If you're a service provider (web dev, marketing, printing, logistics), offer packages for businesses trying to get FIFA-ready.

Package Ideas: "Pop-up branding kit," "Event landing page + ad setup," "Social content bundle."

CLOSING: TAKE ACTION

No matter your niche, skills, or starting point — there's a lane for you during the FIFA 2026 World Cup.

Use this eBook as your launchpad. Consult Our experts for a step-by-step guide to getting started, Our team specializes in

- Assisting with building your offer, audience, or product.
- Turning your idea into a actionable business strategy
- Building the frameworks required to operate your business
- Assisting with getting business licenses, registrations and permits.
- Help merge partnerships with other aligned business for optimized revenue growth.

GET STARTED TODAY!

Book a free 15-min strategy session with our business development expert

 [🌐 60min Strategy Session + Niche Ideation - Fwc26 info]

