

# FWC26 Small Business Initiative Program (SBIP)

## Program Guidelines & FAQ

Program Launch Date: February 17, 2026

### Program Overview & Objectives

The FWC26 Small Business Initiative Program (SBIP) is designed to empower local businesses to participate in the economic and cultural opportunities of the FIFA World Cup 2026™ in Toronto. This program helps ensure inclusive growth, visibility, and readiness for the global event.

### Next Steps After Registration

1. Review this document thoroughly.
2. Complete your onboarding form and confirm your business information.
3. Attend the virtual orientation session (link will be provided via email).
4. Subscribe to the official mailing list for ongoing updates.

### Timeline & Important Dates

- Registration Period: Open Now
- Onboarding Sessions: January 2026
- Program Launch Date: February 17, 2026
- Vendor/Participant Activation: From March 2026 onward

### Frequently Asked Questions (FAQs)

Q: Who can participate?

A: All local small businesses and vendors operating in Toronto or surrounding areas.

Q: Is there a registration fee?

A: No, participation is free, but capacity may be limited.

Q: How will I know if I'm approved?

A: You'll receive a confirmation email once your onboarding steps are complete.

Q: Will there be training or marketing support?

A: Yes, both programs include free training sessions and promotional resources.

### Key Contacts & Support Channels

For support or inquiries:

■ [support@fwc26.ca](mailto:support@fwc26.ca)

■ [www.fwc26.ca](http://www.fwc26.ca)

Instagram: [@fwc26\\_canada](https://www.instagram.com/fwc26_canada)

## Resources & Useful Links

- Vendor Portal: [www.toronto.ca/vendors](http://www.toronto.ca/vendors)
- SBIP Toolkit & Resources: [www.fwc26.ca/resources](http://www.fwc26.ca/resources)
- Partner Opportunities: [www.fwc26.ca/partners](http://www.fwc26.ca/partners)