U DISTRICT

2026 Games in U District

July 18-19, 2026

OFFICE OF ARTS & CULTURE

Hosted by **U District Advocates**.
This event is supported by the **Seattle Office of Arts & Culture**.

LET'S PLAY SEA 26

The Opportunity

- FIFA World Cup™ draws an international audience
- U District will be an active hub, especially on July 18 & 19
- Local businesses have a rare chance to capture foot traffic

Goal: Connect attendees directly to U District businesses

How the Program Works

- Free wristbands issued to event attendees
- Each printed with unique raffle number & QR code
- QR code links to participating businesses
- Businesses offer discount to any wristband bearer
- Businesses register & display window sticker

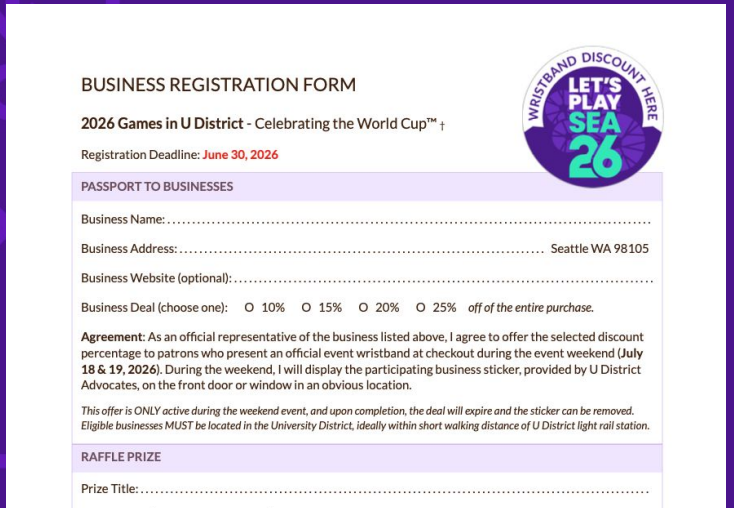
The Raffle Component

- Option to donate a gift certificate of $50 as raffle prize
- Raffle prizes & donor announced at the event
- May request $25 subsidy from event funds
- Consistent with FIFA license requirements
- Issue gift card, coupon, or
  use one we provide

What Businesses Need to Do

- Register & select discount of 10% *(or more)*
- Optionally contribute raffle prize of $50 *
- Display sticker on storefront during the weekend
- No other commitment required

Wristband & QR code drives traffic to you



BUSINESS REGISTRATION FORM

2026 Games in U District - Celebrating the World Cup™ †

Registration Deadline: June 30, 2026

PASSPORT TO BUSINESSES

Business Name: .....

Business Address: ..... Seattle WA 98105

Business Website (optional): .....

Business Deal (choose one): O 10% O 15% O 20% O 25% *off of the entire purchase.*

Agreement: As an official representative of the business listed above, I agree to offer the selected discount percentage to patrons who present an official event wristband at checkout during the event weekend (**July 18 & 19, 2026**). During the weekend, I will display the participating business sticker, provided by U District Advocates, on the front door or window in an obvious location.

This offer is ONLY active during the weekend event, and upon completion, the deal will expire and the sticker can be removed. Eligible businesses MUST be located in the University District, ideally within short walking distance of U District light rail station.

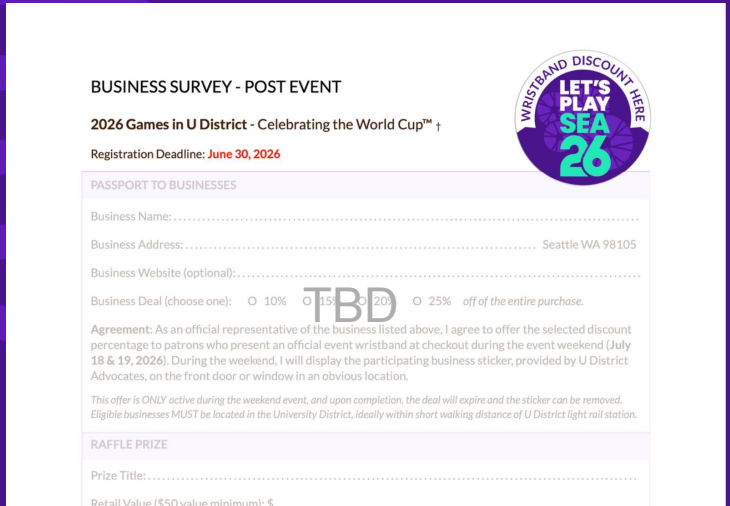
RAFFLE PRIZE

Prize Title: .....

Post-Event Survey

- Businesses receive brief survey following the event
- Survey captures foot traffic, sales lift, wristband redemption, & overall program value
- Data collected will inform future events

Goal: Build a repeat program to drive more business activity



BUSINESS SURVEY - POST EVENT

2026 Games in U District - Celebrating the World Cup™ †

Registration Deadline: June 30, 2026

WRISTBAND DISCOUNT HERE
LET'S PLAY SEA 26

PASSPORT TO BUSINESSES

Business Name: .....

Business Address: ..... Seattle WA 98105

Business Website (optional): .....

Business Deal (choose one): O 10% O 15% O 20% O 25% *off of the entire purchase.*

TBD

Agreement: As an official representative of the business listed above, I agree to offer the selected discount percentage to patrons who present an official event wristband at checkout during the event weekend (**July 18 & 19, 2026**). During the weekend, I will display the participating business sticker, provided by U District Advocates, on the front door or window in an obvious location.

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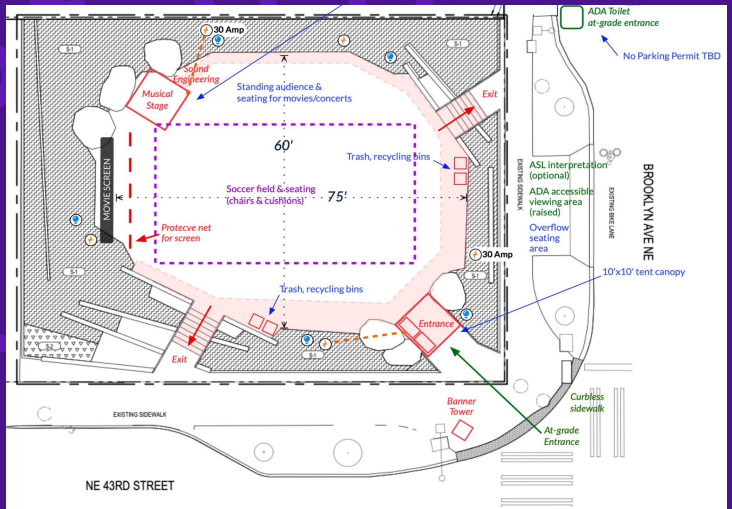
RAFFLE PRIZE

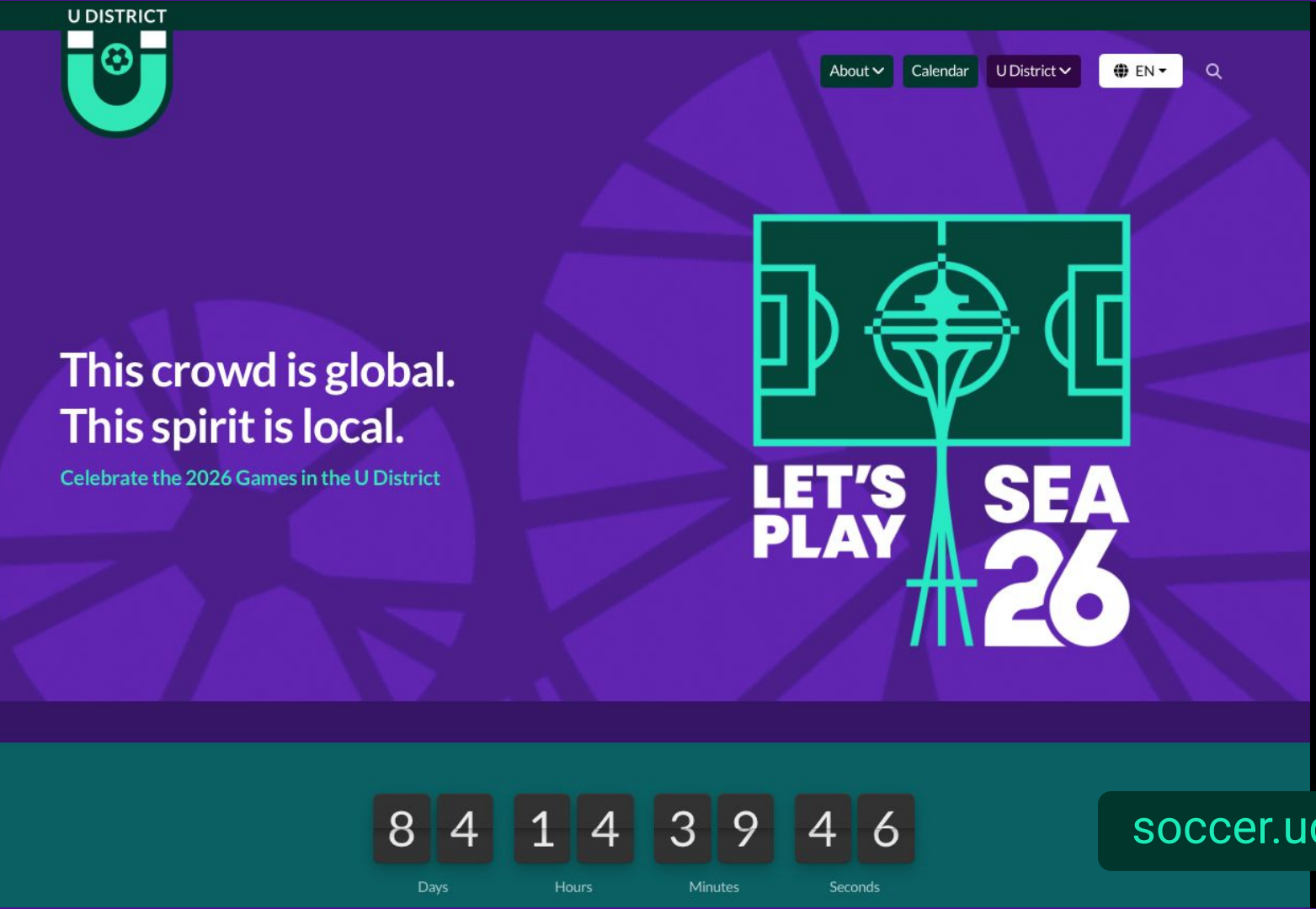
Prize Title: .....

Retail Value ($50 value minimum): $ .....

Event Details - *Tentative*

- Final weekend of World Cup™ - July 18 & 19
- Hosted at the Square at U District Station
- Free & open to the public, a full weekend of events
- Passport to local businesses
- Soccer *'Futsal'* tournament
- Live concerts & outdoor movie
- Watch Bronze & Final matches





See Website for Updates

soccer.udistrict.org