

TREASURY BOARD DIRECTIVE

TO: MEMBERS OF THE EXECUTIVE COUNCIL
DEPUTY MINISTERS
GOVERNMENT ORGANIZATIONS

DIRECTIVE: 1/26

SUBJECT: FIFA World Cup 2026™ Match Tickets and FIFA Fan Festival™
Premium Tickets

AUTHORITY: This Directive is issued pursuant to sections 4 and 46 of the *Financial Administration Act* and other applicable enactments.

APPLICATION: This Directive applies to (a) the Government of BC including all ministries, ministers, parliamentary secretaries, offices and appropriations under the *Financial Administration Act*, and employees and appointees under the *Public Service Act*, and (b) Government Organizations, including board members, employees, appointees and agents, as further described in Appendix 1

POLICY: SEE APPENDIX 1

EFFECTIVE DATE: May 1, 2026



Honourable Brenda Bailey
Chair

Date: April 30, 2026

TREASURY BOARD DIRECTIVE

APPENDIX 1

**FIFA WORLD CUP 2026™ MATCH TICKETS AND
FIFA FAN FESTIVAL™ PREMIUM TICKETS**

1. POLICY OBJECTIVES

This Directive has the following objectives:

- Provincial FWC26 tickets are handled properly and transparently;
- Provincial FWC26 tickets are used in accordance with statutory, regulatory and appropriation provisions, and not used for personal gain; and
- Provincial FWC26 tickets are used economically and efficiently to advance the Province's objectives, including economic development and to support revenue generation by the City of Vancouver to help offset the City's publicly funded FWC26 hosting costs.

2. DEFINITIONS

The terms set out below shall have the meaning ascribed to each under this Directive:

“**Directive**” means this Treasury Board directive.

“**FIFA Fan Festival**” means a FIFA Fan Festival™ in Vancouver.

“**FIFA Fan Festival premium ticket**” means any FIFA Fan Festival ticket that has a fee or cost regardless of seating area or general admission.

“**FWC26**” means FIFA World Cup 2026™, including any matches or other competition-related events and activities in any host city.

“**Government of BC**” has the same meaning as the “government of British Columbia” in the *Interpretation Act*. Also referred to as “Province” for the purpose of this Directive.

“**Government Organization**” has the meaning as set out in the *Budget Transparency and Accountability Act*.

“**hosting**” includes receiving and entertaining public or private senior leaders and chief executive officers with the aim of building business relationships, attracting new investment, and profiling the Province's economic strengths on the global stage for the benefit of British Columbians.

“**official functions**” includes receiving and entertaining guests commercially, or officially as required by protocol or as consequential and consistent with their provincial role, mandate letter, or position description.

“**Limitations**” means those limitations set out in Section 4.

“**protocol**” means generally recognized rules governing diplomatic conduct, professional courtesies, including ceremonial and diplomatic protocols (such as embassy and consular staff, whether local or visiting from other countries), government-to-government (such as hosting British Columbia First Nations leaders) and formal procedures for events (such as those connected to hosting).

“**Provincial FWC26 ticket**” means any (i) FWC26 match ticket (excluding a FIFA-Invited FWC26 match ticket) and (ii) FIFA Fan Festival premium ticket acquired by the government of BC or a Government Organization but does not include a FWC26 ticket personally purchased through opportunities generally available to the public.

“FIFA – Invited FWC26 match ticket” means FWC26 match tickets provided by or on behalf of FIFA further to a direct FIFA invitation to the Premier and a guest, and to the Lieutenant Governor and a guest. Such tickets are not part of Provincial FWC26 tickets.

3. **POLICY**

Subject to the Limitations and with the prior approval of the Minister of Tourism, Arts, Culture and Sport (TACS), Provincial FWC26 tickets may be acquired and used by:

- a limited number of designated officials that includes: ministers, board chairs and chief executive officers of Government Organizations where attendance is required for the performance of official functions as a representative of the Government of BC or the Government Organization, with the condition that: (i) only one staff member may accompany a minister to support the performance of the minister’s official functions; and (ii) in the case of Government Organizations, only the board chairs and chief executive officers may use the Provincial FWC26 tickets and there can be no delegates; and
- a limited number of hosted guests of the Government of BC, where the Government of BC has formal or informal protocol or hosting obligations, whether arising officially, contractually, or otherwise.

4. **LIMITATIONS**

- A. For any FWC26 match, excepting the Premier and the Lieutenant Governor,
- no more than two individuals at one match who are a Government of BC minister; and
 - no more than two individuals at one match who are a board chair or chief executive officer from Government Organizations,
- may receive a Provincial FWC26 ticket in respect of attendance at the stadium.
- B. Provincial FWC26 tickets may not be:
- used for staff recognition or retention purposes;
 - provided to spouses, family members, or additional personal guests;
 - transferred or sold, or used for any kind of contest, sweepstakes, or promotional purposes; and
 - provided to a contractor as part of compensation for goods or services.
- C. Any Provincial FWC26 tickets that cannot be used must be returned to the provider or, if approved by the Host City and/or FIFA as applicable, reallocated within the Government of BC or Government Organization to another eligible recipient that meets the requirements of this Directive.

5. ACCOUNTABILITY

- A. Ministers will provide a copy of this Directive to all Government Organizations for which they are responsible regardless of whether the Government Organization has any direct or indirect roles or obligations in relation to FWC26.
- B. If the Government of BC or a Government Organization is subject to a purchase agreement in relation to Provincial FWC26 tickets, it will strictly comply with the terms of that agreement.
- C. Each recipient of a Provincial FWC26 ticket will be responsible for assessing and satisfying their own compliance, reporting and disclosure obligations, including as relating to conflict of interest and receipt of gifts / benefits under existing laws, policies (including this Directive), codes of conduct and their individual employment contracts. Recipients are also accountable for complying with the FIFA requirements specific to the type of Provincial FWC26 ticket the recipient receives.
- D. The Ministry of TACS will work together with the Government Communication and Public Engagement organization (GCPE) to ensure there is standardized communication, including for the purpose or proactive disclosure to the public regarding the use of the Provincial FWC26 tickets. Government Organizations that receive any Provincial FWC26 tickets will ensure that their communications are aligned with the standardized communications established by TACS and GCPE.
- E. Recipients of Provincial FWC26 tickets who have reporting or public disclosure obligations will comply with their obligations independent of, and in addition to, the Government of BC's disclosure(s). This Directive is not intended to supersede or replace any of those obligations and operates in addition to them.

6. COORDINATION AND FWC26 TICKETS FOR COMMUNITY GROUPS IN B.C.

- A. TACS will monitor implementation of this Directive. All requests for Provincial FWC26 tickets will be directed to TACS and requests may only be made if in accordance with this Directive. Requests for Provincial FWC26 tickets may not be made directly to the City of Vancouver or to FIFA (or any of FIFA's subsidiaries or agents). TACS will also coordinate returns and approved reallocations of Provincial FWC26 tickets further to Section 4(C).
- B. TACS will work with the City of Vancouver and PavCo to jointly develop an appropriate program to allocate a limited number of FWC26 tickets to selected community groups in British Columbia that focus on equity-deserving youth. In accordance with FIFA's requirements, FWC26 match tickets for selected recipients from community groups will be provided by the City of Vancouver directly to those recipients from the City's allocation of FWC26 tickets.