

**To: LP Licensees**

**Subject: Liquor Licensing Considerations for FIFA World Cup**

Dear Licensee,

We're writing to provide information about the 2026 FIFA World Cup, taking place from **June 11 to July 19, 2026**, and to highlight options available to Liquor Primary (LP) licensees who may wish to host events or make temporary changes to their liquor licence during the tournament. The LCRB will be prioritizing FIFA-related applications and providing hands-on support to help licensees make the most of the economic opportunities associated with the tournament.

If you're considering hosting events in your establishment or making changes to your licence during this period, we strongly encourage you to begin planning early.

**Important:** The [LCRB online licensing portal](#) will be unavailable from **February 5 to February 9, 2026**, due to scheduled maintenance. Licensees planning to submit applications are encouraged to do so before or after this period.

### **Entertainment options Under a LP licence**

LP licensees may offer entertainment that is permitted under their existing licence [terms and conditions](#), including televised sporting events, music, DJs, and dancing, provided these activities occur within approved service areas, hours, and capacity limits.

If you wish to make changes to hours, capacity, or licensed service areas during the FIFA tournament period, a temporary change application must be submitted to the LCRB in advance.

### **Temporary Extension of Licensed Area – Outdoor**

If you wish to use additional outdoor space to serve liquor for the duration of the FIFA tournament period, you must:

- Submit a [temporary change application](#) for a Temporary Extension of Licensed Area through the LCRB portal.
  - Approved capacity will be based on the requested extension capacity, and an occupant load is not required.
  - Applicants must demonstrate valid interest in, or approval to use, the outdoor space and meet all applicable local government or Indigenous Nation requirements.

Where supported by the local government or Indigenous Nation, any temporary changes approved by the LCRB for the duration of the FIFA tournament period will count as **one** temporary change toward your annual limit of **six**. No discretion request is required for Outdoor TELAs.

### **Other Temporary Changes (Indoor Temporary Extension of Licensed Area (TELA) - Indoor, Extended Liquor Service Hours, Patron Participation, Terms and Conditions)**

If you wish to make any of the following temporary changes during the FIFA tournament period, you must apply to the LCRB:

- **Extending liquor service hours** (Temporary Extension of Hours)
- **Using additional indoor space to serve liquor** (Temporary Extension of Licensed Area)
- **Temporary changes to a specific term and condition** (Temporary Term and Condition)

These changes all require a [temporary change application](#).

When you apply for these temporary changes for the FIFA tournament period of **June 11, 2026, to July 19, 2026**, please include a request for discretion with an application, explaining why the request is related to FIFA.

While the LCRB will share your application with your local government or Indigenous Nation through the licensing portal, we encourage you to connect with your local government or Indigenous Nation to review details and local requirements that will assist them in supporting your application.

Where supported by the local government or Indigenous Nation, any FIFA-related temporary changes approved by the LCRB for the duration of the tournament period will count as **one** temporary change toward your annual limit of **six**.

To ensure your application is processed in time, we encourage you to submit any required licence change applications by **March 31, 2026**.

### **When Local Government or Indigenous Nation Review is Required**

Certain types of permanent changes to an LP licence must be referred to the local government or Indigenous Nation, including:

- **Permanent or temporary increases to occupant load or seating capacity**
- **Permanent or temporary extensions to the hours of liquor service**
- **Structural changes altering the establishment's size, layout, or entry/exit points**

- **New permanent or temporary patios or expansions to existing patios**

Local authorities review these applications to assess public safety, community impacts, zoning/bylaw alignment, and any public input requirements. The LCRB cannot issue a final decision until the local government or Indigenous Nation provides its recommendation or the response period ends. Applications must include complete documentation before they can be processed and will be reviewed in the order received.

LCRB staff will be working diligently to ensure applicants who submit complete and timely applications are ready for the tournament. But queues are unpredictable, meaning that late or incomplete applications for temporary or permanent changes are unlikely to be processed in time.

Licensees operating in the City of Vancouver must meet all local government requirements and obtain any necessary local government approvals before applying to the LCRB. Information on liquor licensing, special events, and temporary patios is available on the [City of Vancouver's website](#).

In addition, LP licensees using public space for a temporary patio require local government approval. TELAs may be cancelled if required approvals are not in place, especially in Vancouver.

## **Safety and Responsible Service**

A key priority is ensuring that visitors and residents have a safe and positive experience. Licensees and event organizers are expected to support this goal by promoting responsible service and managing their premises effectively. As always, licensees must comply with all licence terms and conditions and apply in advance for any activity requiring approval.

## **Special Event Permits (SEPs)**

An LP must temporarily de-license (temporarily suspend) to allow someone to apply for a Special Event Permit (SEP) in their licensed area so that the space can operate under the rules of a SEP. However, an LP cannot exceed the combined threshold of six temporary changes per year.

## **Helpful Resources**

- Planning to host a special event? Learn about the liquor [Special Event Permit](#)
- Planning FIFA-related activations? Refer to FIFA's brand guidelines in the [FIFA Vancouver Community Activation Playbook](#)

The LCRB is committed to supporting licensees in preparations for the 2026 FIFA World Cup, while maintaining established regulatory and public-safety requirements.

If you have questions or need further assistance, please contact us in Victoria call: [250-952-5787](tel:250-952-5787), in Canada call toll-free: [1-866-209-2111](tel:1-866-209-2111) or reach out via email to [LCRBLiquorPolicy@gov.bc.ca](mailto:LCRBLiquorPolicy@gov.bc.ca).

Sincerely,

Liquor and Cannabis Regulation Branch  
Ministry of Public Safety and Solicitor General  
Province of British Columbia

**To: Manufacturers**

**Subject: Licensing Considerations for FIFA World Cup**

Dear Licensee,

We're writing to provide information about the 2026 FIFA World Cup, taking place from **June 11 to July 19, 2026**, and to highlight options available to Manufacturer (MFR) licensees who may wish to host events or make temporary changes to their liquor licence during the tournament. The LCRB will be prioritizing FIFA-related applications and providing hands-on support to help licensees make the most of the economic opportunities associated with the tournament.

If you're considering hosting events in your establishment or making changes to your licence during this period, we strongly encourage you to begin planning early.

**Important:** The [LCRB online licensing portal](#) will be unavailable from **February 5 to February 9, 2026**, due to scheduled maintenance. Licensees planning to submit applications are encouraged to do so before or after this period.

### **Vancouver-Specific Requirements – 2 km FIFA Event Zone**

If your manufacturing site or proposed activation is within the City of Vancouver, please be aware that a restricted **2 km FIFA event zone** will apply around competition venues. Within this zone, additional municipal rules and event-related restrictions may apply regarding:

- Temporary events
- Outdoor activations
- Brand displays and marketing
- Signage
- Vendor operations

The City of Vancouver's [FIFA Vancouver Community Activation Playbook](#) provides guidance on permits, event-zone requirements, and activation opportunities such as sampling and off-site events.

### **Take Home Sampling Events**

Manufacturers planning Take Home Sampling Events in Vancouver may face additional restrictions during the tournament period. The City may require permits, impose location restrictions, or limit commercial activity near the event zone.

Licensees operating in the City of Vancouver must meet all local government requirements and obtain any necessary approvals before they apply to the LCRB.

Information on liquor licensing, special events, and temporary patios is available on the [City of Vancouver's website](#).

Once you have confirmed local government requirements and finalized your plan, you can submit your application through the [LCRB's liquor and cannabis online licensing portal](#).

### **Temporary Extension of Licensed Area (TELA) – Outdoor**

If you wish to use additional outdoor space to serve liquor for the duration of the FIFA tournament period, you must:

- Submit a [temporary change application](#) for a Temporary Extension of Licensed Area through the LCRB portal.
  - Approved capacity will be based on the requested extension capacity, and an occupant load is not required.
  - Applicants must demonstrate valid interest in or approval to use the outdoor space and meet all applicable local government or Indigenous Nation requirements.

Where supported by the local government or Indigenous Nation, any temporary changes approved by the LCRB for the duration of the FIFA tournament period will count as **one** temporary change toward your annual limit of **six**. No discretion request is required for Outdoor TELAs.

### **Other Temporary Changes (Temporary Extension of Licensed Area (TELA) Indoor, Extended Liquor Service Hours, Terms and Conditions)**

If you wish to make any of the following temporary changes for the duration of the FIFA tournament period, you must apply to the LCRB:

- **Extending liquor service hours (Temporary Extension of Hours)**
- **Using additional indoor space to serve liquor (Temporary Extension of Licensed Area - Indoor)**
- **Temporary changes to a specific term and condition (Temporary Term and Condition)**

These changes all require a [temporary change application](#).

When you apply for these temporary changes for the FIFA tournament period of **June 11, 2026, to July 19, 2026**, please include a request for discretion with an application, explaining why the request is related to FIFA.

While the LCRB will share your application with your local government or Indigenous Nation through the licensing portal, we encourage you to connect with your local government or Indigenous Nation to review details and local requirements that will assist them in supporting your application.

Where supported by the local government or Indigenous Nation, any FIFA-related temporary changes approved by the LCRB for the duration of the tournament period will count as **one** temporary change toward your annual limit of **six**.

To ensure your application is processed in time, we encourage you to submit any required licence change applications by **March 31, 2026**.

### **When Local Government or Indigenous Nation Approval is Required**

Certain types of changes to a manufacturer licence must be referred to the local government or Indigenous Nation, including:

- **Permanent or temporary increases to occupant load or capacity for existing manufacturer lounge/special event area endorsements**
- **Permanent or temporary extensions to the hours of liquor service for existing manufacturer lounge/special event area endorsements**
- **New permanent patio for existing manufacturer lounge/special event area endorsements**
- **Temporary extension of licensed area for existing manufacturer lounge/special event area endorsements**

Local authorities review these applications to assess public safety, community impacts, zoning/bylaw alignment, and any public input requirements. The LCRB cannot issue a final decision until the local government or Indigenous Nation provides a recommendation or the response period ends. Applications must include complete documentation to be processed and will be reviewed in the order received. **Please note that permanent change applications may not be approved in time for FIFA.**

Licensees in the City of Vancouver must meet all local government requirements and obtain any necessary local government approvals before applying to the LCRB. Information on liquor licensing, special events, and temporary patios is available on the [City of Vancouver's website](#).

In addition, manufacturer licensees using public space for a temporary patio require local government approval. TELAs may be cancelled if required approvals are not in place, especially in Vancouver.

### **Safety and Responsible Service**

A key priority is ensuring that visitors and residents have a safe and positive experience. Licensees and event organizers are expected to support this goal by promoting responsible service and managing their premises effectively. As always, licensees must comply with all licence terms and conditions and apply in advance for any activity requiring approval.

The LCRB is committed to supporting licensees in preparation for the 2026 FIFA World Cup, while maintaining established regulatory and public-safety requirements.

If you have questions or need further assistance, please contact us in Victoria call: [250-952-5787](tel:250-952-5787), in Canada call toll-free: [1-866-209-2111](tel:1-866-209-2111) or reach out via email to [LCRBLiquorPolicy@gov.bc.ca](mailto:LCRBLiquorPolicy@gov.bc.ca).

Sincerely,

Liquor Policy and Communications  
Liquor and Cannabis Regulation Branch