

WELCOME WORLD REWARDS PROGRAM



The Welcome World Rewards Program will connect residents and visitors with participating small businesses through a digital experience that rewards neighborhood exploration, drives foot traffic, and highlights the diverse commercial corridors that define communities across New York and New Jersey.



Free for businesses, region-wide program to drive foot traffic, connect fans with local shops and restaurants, and unlock once-in-a-lifetime FIFA World Cup™ match experiences



Opportunity for two fans to attend FIFA World Cup 2026™ Final

HOW IT WORKS

The Welcome World Rewards Program is free and easy to use for both businesses and fans:



1. BUSINESSES OPT IN

Small businesses opt in at no cost through a simple application process, which will open on March 31 and can be accessed via the NYNJ Host Committee's website.



2. FANS ENGAGE

Fans engage with participating businesses through digital check-ins and collect points in a digital wallet that are redeemable for prizes.

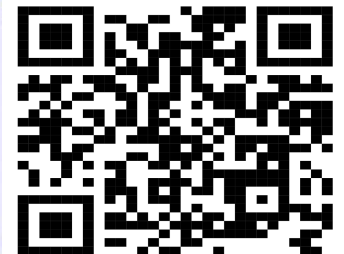


3. OFFERS & PROMOTIONS

Businesses may extend fan-friendly promotions such as discounts or tournament-themed specials, or other offers.



Through a web-based platform, the Welcome World Rewards Program will launch on May 25, and fans will be able to explore a directory of participating small businesses across the region and discover available promotions. As fans visit and check in at participating locations, they will earn points and unlock exclusive games and interactive experiences — creating a dynamic, engaging way to explore neighborhoods and connect with local businesses throughout the FIFA World Cup.



Small businesses can access the Welcome World Rewards Program application by scanning the QR Code above.