

# #FRANKLINWELCOMESTHEWORLD



The Town of Franklin will tentatively host two days of festivities celebrating the international soccer games playing at neighboring Gillette Stadium. These events will take place on June 25 and June 26 on the Franklin Town Common and at one of our community partner locations, Haywood Manor. See page 4 for funding clarifications under the 'Questions' section.

The festivities will include live streamed games on a large screen; enabling viewing from the Town Common and the Haywood lawn; as well as community vendors, food trucks and live music. These free, community-centered days are designed to create a welcoming, festive atmosphere for residents and visitors while supporting downtown activity and cultural tourism.

Programming is also part of the broader 'Franklin Welcomes the World' marketing campaign, reinforcing Franklin's role as a regional gathering place during a global event.

Flip to page 2 to learn more about the marketing campaign and how you can participate.

## Tentative Viewing party & Community Engagement

### Primary Location:

- Franklin Town Common & Hayward Manor
  - LED screen viewing area with open lawn seating at Haywood Manor; will host outdoor viewing, including a beer garden component (pending licensing and approvals).

### Watch Party/Festivity Timeline: 3-9pm June 25th+26th

#### Streamed games:

- Thursday, June 25
  - 4pm Ecuador v Germany
  - 7pm Tunisia v Netherlands
    - 10pm USA - Go watch elsewhere!
- Friday, June 26
  - 3pm Norway v France
  - 8pm Uruguay v Spain



Does your business stream international soccer games?  
Email Cory Shea to be included as a location that will be streaming!!

## Community Engagement Elements | Vendors & Community Partners

### See next page for more details.

Presented on the Town Common and Haywood Manor. Note that the beer garden is at Haywood Manor only, and no alcohol is permitted on the Town Common.

- Live music performances before and/or after matches
- Community Partners/Vendors on the Town Common
- Food trucks
- Wayfinding and signage connecting the Common, downtown, and partner locations + 'Franklin Welcomes the World' marketing campaign

## Estimated Attendance

- Projected total attendance: 1,000-1,500 visitors over two days, Audience includes: Franklin residents, Regional visitors attending Gillette matches, Families, young adults, and soccer fans.

# FRANKLIN WELCOMES THE WORLD | HOW TO GET INVOLVED

## Tier 1 – Franklin Welcomes the World Marketing Campaign

### Overview

“Franklin Welcomes the World” town-wide marketing campaign, designed to drive tourism and economic activity into Franklin businesses and community spaces during the 2026 World Cup at neighboring Gillette Stadium. This campaign connects businesses, community organizers, and cultural organizations with a unified platform to promote events, deals, and activities across the town. **Consists of printed guide, connective wayfinding signage and digital promotion on the Town of Franklin website, and the Cultural District website (and social media reposting).** Or visit [franklinculturaldistrict.org](http://franklinculturaldistrict.org)

Franklin Welcomes the World  
[franklinma.gov](http://franklinma.gov)



**Campaign Timeline (ongoing, ramped up starting in April) April–July 2026.** Focus: June/July programming. Supports town-wide visibility for all participating businesses, both inside and outside the Cultural District.

**Print:** Spring/Summer Cultural District Guide. Printed April, dispersed May. Visit website for further details, [franklinculturaldistrict.org](http://franklinculturaldistrict.org). As well as physical wayfinding signage linking the town common to the downtown businesses + businesses that will be streaming the games.

**Digital engagement:** Website presence; Town-wide social media promotion, shareable graphics, templates, and campaign hashtags to create a unified presence.

### Digital Hub & Promotion

Dedicated landing page on the Town of Franklin website (stated above). Resharing of social media posts connected to ‘Franklin Welcomes the World’ campaign; **tag @FranklinCulture**

### Insight Snapshot of @FranklinCulture Instagram | 1.5.26–2.4.26

Views: 14.6K

Interactions: 167

New Followers: 20

Content @FranklinCulture Shared: 221

Even in a ‘non-promotional month’, @FranklinCulture sustained strong visibility, organic follower growth, and consistent engagement, proving Instagram is an essential baseline communication tool that complements, rather than duplicates, email outreach.

**Cultural District Weekly Emails**, will have a dedicated section in their weekly Eblasts to “Franklin Welcomes the World.” Sent out every Wednesday morning at 7am. With 666 subscribers, our email outreach generated over 67,000 opens and nearly 5,000 clicks in the past year—achieving a 64% open rate, more than 27% above the industry average, demonstrating strong community trust and engagement.



**Not getting the Cultural District Eblasts? Scan the QR code to sign up!**



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**Printed Cultural District Guide inclusion:** Needed by March 30<sup>th</sup> Email Cory Shea your information, [cshea@franklinma.gov](mailto:cshea@franklinma.gov)

**Weekly Cultural District Eblast inclusion:** Email Cory Shea your information, [cshea@franklinma.gov](mailto:cshea@franklinma.gov) Eblasts are typically constructed on the Monday mornings to be included in that week’s eblast.

**Tag @franklinCulture** in your social media posting and we do our best to reshare/repost all tags.

## Tier 2 – Community Engagement on the Town Common & Haywood Manor Beer Garden

### Overview

Geared towards community organizations and businesses. Tier 2 builds on Tier 1 by providing a physical presence at the festivities events on the Franklin Town Common and/or Haywood Manor Beer Garden; giving businesses and organizations the opportunity to host community-focused activities during the events, or sell their retail goodies on the tentatively planned June 25–26. All Tier 1 benefits apply, including inclusion in the digital hub, print guide, and town-wide promotion.

### Types of Community Engagement:

#### Vendors

- Vendors participate to sell goods or services directly to the public at events on the Town Common or at Haywood Manor.
  - Examples include: food trucks, retail vendors, artisans selling handmade goods, or small businesses offering products.

#### Community Partners

- Community partners pay for a space to host an activity, demonstrate their mission, or engage the public—not to sell products.
  - Examples include: local nonprofits, arts organizations, cultural associations, youth programs, educational groups, or civic clubs.

#### Fee Information

- Vendor and community partner fees will vary based on the type of participation.
- Fees and official registration will be published as soon as licensing is confirmed on the Town of Franklin website | [ma-franklin.civicplus.com/1177/Franklin-Welcomes-the-World](https://ma-franklin.civicplus.com/1177/Franklin-Welcomes-the-World)



#### Fee Purpose

Vendor and community partner fees help cover essential event costs; including the public viewing license required to stream the matches legally, as well as police/security details for the events.

[Visit page 4 for Questions for more details about fee purposes]

#### Participation & Submission for Vendor & Community Partners

Email Cory Shea, to be alerted of when the community engagement and vendor application officially opens on the Town of Franklin website.

#### Special Note – Farmers Market Vendors

Vendors already approved for the Franklin Farmers Market may participate in community engagement events without paying an additional fee. DACCE will coordinate with market staff to ensure vendor placement, setup times, and operations align with both market and watch party activities.



# QUESTIONS?

## Why aren't we calling it the "FIFA World Cup"?

To respect trademark and licensing rules. The name "FIFA World Cup" is a protected trademark owned by FIFA, and using it in event promotion without official authorization can create legal and licensing issues. To avoid confusion and stay compliant, Franklin is using more general language like "World Cup celebrations" or "soccer watch parties." This lets us celebrate the excitement of the tournament while respecting intellectual property rules and keeping our community events simple and safe to promote.

## Who is paying for all of this free community programming?

Funding for these events comes from a combination of local and state sources, including support from the Franklin Cultural District, the Franklin Cultural Council, and the Town of Franklin Department of Recreation.

Franklin has applied for state funding through the Massachusetts Office of Travel and Tourism in partnership with the MetroWest Boston Visitors Bureau.

The Healey-Driscoll Administration recently announced (2.3.26) the opening of the Sports and Entertainment Events Fund Grant Program, which was created through the Fiscal Year 2025 Supplemental Budget. This \$10 million program supports communities across Massachusetts hosting 2026 FIFA World Cup-related events that promote tourism, public safety, transportation, and celebrations.

## Why isn't funding confirmed yet?

Funding decisions are still pending because of the timelines involved in coordinating with multiple partners; Working with international organizations connected to World Cup activities can take time, as approvals and confirmations often happen on longer planning schedules.

In addition, state-level funding opportunities were only finalized recently through programs administered by the Massachusetts Office of Travel and Tourism, which means communities like Franklin are still in the application and review process. Once those decisions are made, we'll share updates with the community right away.

## What if we don't receive grant funding to sponsor international soccer game screenings?

Even if grant funding is not awarded for game screenings, Franklin's summer programming will continue as planned. From June 1 through mid-July, more than 11 community events are already scheduled—including the Franklin Farmers Market, Concerts on the Common, and Strawberry Stroll—and each will feature a fun World Cup-inspired theme through activities, decorations, and community engagement.

These events will also be highlighted in our digital marketing campaign, which is specifically designed to invite residents and visitors to Franklin to take part in the many festivities the town has to offer and support local businesses throughout the season. **The goal is to celebrate together using the strong programming Franklin already offers each summer, with support from local partners like the Franklin Cultural District, Franklin Cultural Council, and the Town of Franklin's Department of Recreation. Grant funding would help expand programming, but our community celebration will move forward either way.**

## Will 'watch parties' be accessible and family-friendly?

Absolutely. Programs are being planned to be inclusive, welcoming, and accessible for residents of all ages and abilities.



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For further questions please email Cory Shea, Director of Arts, Culture and the Creative Economy, Town of Franklin MA

[cshea@franklinma.gov](mailto:cshea@franklinma.gov) | Last updated 2.17.26