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Governor Phil Murphy

# Ahead of Major Global Sporting Events Coming to New Jersey, Governor Murphy Signs Legislation to Expand Alcohol Beverage Licensing Framework

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**TRENTON** – As New Jersey continues to lead as a premier location for global sporting events, including the FIFA Club World Cup 2025 and FIFA World Cup 2026, Governor Phil Murphy today signed [legislation \(https://njleg.state.nj.us/bill-search/2024/S3848\)](https://njleg.state.nj.us/bill-search/2024/S3848), enhancing the state’s alcoholic beverage licensing framework to support operations at host venues. The legislation permits alcohol licensing exclusively for global sporting events, expanding all-inclusive areas at New Jersey’s largest venues while maintaining public safety standards.

“New Jersey could not be more thrilled to welcome to world to the upcoming FIFA Club World Cup 2025 and FIFA World Cup 2026 matches,” **said Governor Phil Murphy**. “As we continue to plan for this once-in-a-lifetime opportunity, we want to provide the greatest possible entertainment experience for our guests this summer and next. By modernizing our alcoholic beverage licensing framework, we can cement New Jersey’s legacy as an ideal destination for global events while also serving as an economic engine for the state and region.”

The FIFA World Cup matches played at New York New Jersey Stadium (MetLife Stadium) in 2026, including the final, are projected to generate over \$2 billion in economic impact for the NYNJ region, and to support over 14,000 jobs. Moreover, it is expected that the tournaments will bring well over one million visitors to the region. The legislation signed by Governor Murphy today will not only support planning for 2025 and 2026, but will help New Jersey continue to position itself as the ideal global destination for future sporting events.

“We thank Governor Murphy and the bill’s sponsors for the state’s continued support of FIFA World Cup 2026, the biggest sporting event in the world, and all events at MetLife Stadium,” **said Ron VanDeVeen, MetLife Stadium President and CEO**. “The new licensing framework streamlines the process which is both timely and essential and reflects the state’s commitment to enhancing the fan experience for guests attending the nine FIFA Club World Cup 25 matches and eight FIFA World Cup 26 matches, including back-to-back finals.”

“With the world’s biggest sporting event coming up, delivering an unforgettable fan experience is our top priority,” **said Alex Lasry, CEO of the FIFA World Cup 26™ New York New Jersey Host Committee**. “We’re grateful to Governor Murphy and the bill’s sponsors for their leadership in enhancing the fan experience and regional impact.”

The new licensing framework will apply to venues over 50,000 seats located on public property. The bill will also allow for the sporting facility license to establish up to five all-inclusive areas within the licensed sporting facility provided the total capacity of the all-inclusive area or areas within the sporting facility for each game or event does not exceed more than 500 persons or five percent of the total capacity of the sporting facility.

“Today’s action will help maximize the economic impact of major international events in New Jersey,” **said NJSEA**

**President & CEO Nick Mammano.** “MetLife Stadium continues to bring millions of visitors to our state on an annual basis, and the upcoming FIFA soccer tournaments will further boost tourism and showcase New Jersey and the region on a global stage.”

Primary sponsors of S-3848/A-5007 include Senator Paul Sarlo and Assemblymembers Clinton Calabrese and William F. Moen Jr.

“This will bring New Jersey’s licensing laws into line with industry practices so that premiere venues like MetLife Stadium can attract and retain world-class sporting events,” said Senator Paul Sarlo, chairman of the Senate Budget Committee. “We can capitalize on the opportunities to host events such as the World Cup, the Olympics and a Super Bowl with the economic activity they generate. We want to continue to be a magnet for sports tourism here in the Garden State.”

“With the FIFA World Cup rapidly approaching, this legislation will allow New Jersey’s sports venues to better serve their communities while ensuring responsible and regulated access to alcoholic beverages,” said **Assemblyman William F. Moen Jr., Chair of the Assembly Tourism, Gaming and the Arts Committee.** “Through this bill, we’re not only able to enhance the fan experience but also support our local economies, creating new opportunities for businesses, and contributing significantly to our state’s tourism.”

“Bringing world-class events to New Jersey requires smart, forward-thinking policies that balance economic opportunity with public safety,” said **Assemblyman Clinton Calabrese, Vice-Chair of the Assembly Tourism, Gaming, and the Arts Committee.** “As the sponsor of A5007 and a representative of District 36—home to the Meadowlands and MetLife Stadium—I am proud to see this legislation signed into law. By modernizing our alcohol licensing framework for global sporting events, we are ensuring that New Jersey remains a premier destination for major international sporting events, strengthening our economy, creating jobs, and enhancing our state’s competitive edge in the global sports market.”

## Governor Phil Murphy

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