

New Jersey World Cup Community Initiative Grant Awardees

Recognizing the recipients of the NJ World Cup Community Initiative grants

New Jersey World Cup Community Initiative

Choose New Jersey, in partnership with the New Jersey Economic Development Authority and the FIFA World Cup 2026™ New York New Jersey Host Committee, is proud to announce the recipients of \$5 million in grants through the NJ World Cup Community Initiative. These grants will support 34 New Jersey-based organizations in hosting public fan experiences and community events in the lead-up to the FIFA World Cup 2026™.

A full list of Regional, Multi-Day, Multi-Location Event and Statewide Community Experience grant awardees is provided below.

Asbury Park Soccer Celebration: A Downtown Viewing Event

Jul 19, 2:00 pm – 8:00 pm | Asbury Park, NJ | The Greater Asbury Park Chamber of Commerce

Big Match Block Party

Jun 13, 12:00 pm – 10:00 pm | Hoboken, NJ | City of Hoboken

Carteret Summer Soccer Watch Party & Community Celebration

Jun 27, 5:00 pm – 6:00 pm | Carteret, NJ | Carteret Business Partnership

Color and Light Festival

Jul 17 | Asbury Park, NJ | NJPAC

Color and Light Festival

Jun 18 | Asbury Park, NJ | NJPAC

Flag Cities: Bayonne – Stephen Gregg Park

Jun 28, 11:00 am – 6:00 pm | Bayonne, NJ | Meadowlands Regional Chamber & CVB

Flag Cities: Bergen Over Peck Park

Jun 14, 11:00 am – 7:00 pm | Leonia, NJ | Meadowlands Regional Chamber & CVB

Flag Cities: East Rutherford – Riggin's Memorial Field

Jun 26, 5:00 pm – 11:00 pm | East Rutherford, NJ | Meadowlands Regional Chamber & CVB

Flag Cities: Hudson – Laurel Hill County Park

Jun 21, 11:00 am – 5:00 pm | Secaucus, NJ | Meadowlands Regional Chamber & CVB

Flag Cities: Mulberry Commons – Newark

Jun 24, 4:00 pm – 10:00 pm | Newark, NJ | Meadowlands Regional Chamber & CVB

Flemington Cup: The Halfway Point

Jun 19, 2:00 pm – 9:00 pm | Flemington, NJ | Flemington Improvement District

Game On: Sports Business Reception

Jul 13, 5:00 pm – 8:00 pm | Union, NJ | Urban League of Union County

Hackettstown Street Fair with World Cup Celebration

Jul 19, 11:00 am – 6:00 pm | Hackettstown, NJ | Hackettstown Business Improvement District

Ivy Hill Soccer Fest 2026

May 23, 9:00 am – 4:00 pm | Newark, NJ | Ivy Hill Neighborhood Association

Ivy Hill Soccer Fest 2026

Jun 19, 12:00 pm – 8:00 pm | Newark, NJ | Ivy Hill Neighborhood Association

James Taylor in Concert

Jun 27, 7:00 pm – 11:00 pm | Atlantic City, NJ | NJPAC

Linden Welcomes the World

Jun 25, 12:00 pm – 9:30 pm | Linden, NJ | City of Linden Dist Mgmt Corp

Mercer County Community Festival 2026

Jul 17, 12:00 pm – 7:00 pm | Trenton, NJ | African American Chamber of Commerce of New Jersey

New Jersey Youth Mini World Cup 2026

Jun 28, 9:00 am – 6:00 pm | Trenton, NJ | US Latino Affairs Initiatives

Newark Fan Zone – Viewing Parties / Afrobeats Festival

Jun 20, 12:00 pm – 8:00 pm | Newark, NJ | NJPAC

Newark International Food Festival

Jul 18, 5:00 pm – 9:00 pm | Newark, NJ | Newark Alliance Inc.

Ocean County World Cup Watch Parties

Jun 13, 10:00 am – 10:00 pm | Jackson, NJ | County of Ocean

Ocean County World Cup Watch Parties

Jun 14, 2:00 pm – 8:00 pm | Little Egg Harbor, NJ | County of Ocean

Ocean County World Cup Watch Parties

Jul 19, 12:00 pm – 7:00 pm | Lakewood, NJ | County of Ocean

Passport to Paterson: Brazil Meets Morocco

Jun 13, 5:00 pm – 8:00 pm | Paterson, NJ | Andre Sayegh Civic Association

Passport to Paterson: Brazil x Haiti – Celebrating Derrick Etienne Jr.

Jun 19, 7:05 pm – 10:30 pm | Paterson, NJ | Andre Sayegh Civic Association

Passport to Paterson: Colombia x Portugal

Jun 27, 4:30 pm – 10:00 pm | Paterson, NJ | Andre Sayegh Civic Association

Passport to Paterson: USA x Turkey

Jun 25, 9:00 pm – 12:00 am | Paterson, NJ | Andre Sayegh Civic Association

Passport to Paterson: World Cup Final

Jul 19, 2:00 pm – 5:00 pm | Paterson, NJ | Andre Sayegh Civic Association

Red Bank Watch Party Series

Jun 18, 7:00 pm – 10:30 pm | Red Bank, NJ | Borough of Red Bank

Red Bank Watch Party Series

Jun 19, 1:00 pm – 5:30 pm | Red Bank, NJ | Borough of Red Bank

River City Fair (Formerly the Fall Arts and Music Festival)

Sep 26, 11:00 am – 5:00 pm | Hoboken, NJ | City of Hoboken

Saturday Heights Live Watch Party

Jun 13, 3:00 pm – 9:00 pm | Haddon Heights, NJ | Heights in Progress Inc. (HIP Inc.)

Soccerfest26 – Finals Watch Events

Jul 19, 12:00 pm – 6:00 pm | Haddonfield, Haddon Township and Collingswood, NJ | Visit South Jersey

SoccerFest26 – Watch Events

Jul 19, 12:00 pm – 6:00 pm | Mt. Laurel , NJ | Visit South Jersey

SoccerFest26 – Watch Events

Jul 19, 12:00 pm – 6:00 pm | Glassboro, NJ | Visit South Jersey

SoccerFest26 at the Camden Waterfront

Jun 25, 8:00 am – 12:00 pm | Camden, NJ | Visit South Jersey

SoccerFest26 at the Camden Waterfront

Jun 26, 8:00 am – 12:00 pm | Camden, NJ | Visit South Jersey

SoccerFest26 at the Camden Waterfront

Jun 27, 8:00 am – 12:00 pm | Camden, NJ | Visit South Jersey

Sounds of the City – Music/Soccer Fest

Jun 25, 5:00 pm – 9:00 pm | Newark, NJ | NJPAC

Spring Arts and Music Festival

May 17, 11:00 am – 6:00 pm | Hoboken, NJ | City of Hoboken

Stone Pony Summer Stage Viewing Parties / World Cup Asbury Park Community Events

Jun 14, 4:00 pm – 9:00 pm | Asbury Park, NJ | NJPAC

Summer of Soccer and Science Fan Day

Jun 17, 10:00 am – 5:00 pm | Jersey City, NJ | Liberty Science Center

Summer of Soccer and Science Fan Day

Jun 24, 10:00 am – 5:00 pm | Jersey City, NJ | Liberty Science Center

The Battle of Basking Ridge

Jun 13, 3:00 pm – 8:30 pm | Bernards Township, NJ | County of Somerset

The World Cup Final Match -Watch Party

Jul 19, 2:00 pm – 6:00 pm | Trenton, NJ | African American Chamber of Commerce of New Jersey

Tri-County Fair 2026

Jun 18, 5:00 pm – 11:00 am | Rockaway, NJ | CARE Center of New Jersey

Union City Soccer 2026 Festival

Jun 13, 11:00 am – 7:00 pm | Union City, NJ | City of Union City

Watch Party combined with Atlantic City Beach Fest (Latin Fest)

Jul 18, 12:00 pm – 11:00 pm | Atlantic City, NJ | Visit Atlantic City

Watch Party combined with Atlantic City Beach Fest (Latin Fest)

Jul 19, 12:00 pm – 11:00 pm | Atlantic City, NJ | Visit Atlantic City

Welcome World! Princeton's Global Food Festival & Watch Party – Bastille Day Celebration!

Jul 14, 1:00 pm – 6:00 pm | Princeton, NJ | Experience Princeton

Welcome World! Princeton's Global Food Festival and Watch Party!

Jun 28, 1:00 pm – 6:00 pm | Princeton, NJ | Experience Princeton

Welcome World! Princeton's Global Food Festival & Watch Party!

Jun 20, 11:00 am – 7:00 pm | Princeton, NJ | Experience Princeton

Linden Welcomes the World

|Linden, NJ | City of Linden

World Cup 2026 Watch Parties

Jun 19, 3:00 pm – 7:00 pm | Fort Lee, NJ | The Borough of Fort Lee

World Cup 2026 Watch Parties

Jun 24, 8:30 pm – 12:00 am | Fort Lee, NJ | The Borough of Fort Lee

World Cup 2026 Watch Parties

Jun 28, 3:00 pm – 7:00 pm | Fort Lee, NJ | The Borough of Fort Lee

World Cup 2026 Watch Parties

Jul 15, 3:00 pm – 7:00 pm | Fort Lee, NJ | The Borough of Fort Lee

World Cup 2026 Watch Party

Jul 19, 3:00 pm – 7:00 pm | Fort Lee, NJ | The Borough of Fort Lee

World Cup at the Waterfront

Jul 14, 3:00 pm – 5:00 pm | Burlington, NJ | Main Street Burlington

World Cup Fever: Brazil vs Haiti LIVE Watch Party

Jun 19, 4:00 pm – 8:00 pm | Trenton, NJ | African American Chamber of Commerce of New Jersey

World Cup on the Waterfront at Food Truck Tuesdays

Jun 23, 1:00 pm | Burlington, NJ | Main Street Burlington

World Cup Watch Party & Cultural Festival

Jun 27, 3:00 pm – 12:00 am | Hillsborough, NJ | Somerset County Business Partnership

WorldCupGardenState.com Esports Tournament

Jun 13, 10:00 am – 4:00 pm | Atlantic City, NJ | Esports Innovation Center

Summer Fun Movie and Concert Series

Jun 02, 6:30 pm – 11:00 pm | Hoboken, NJ | City of Hoboken

4th of July Celebration – First Responders Night

Jul 02, 5:30 pm – 10:00 pm | Mount Laurel, NJ | Mount Laurel

Hub City GOAL! 2026

Jul 02, 1:00 pm – 9:30 pm | New Brunswick, NJ | City of New Brunswick – Department of Human and Community Services

Flag Cities: Paterson – Hinchliff Stadium

Jul 03, 4:00 pm – 9:00 pm | Paterson, NJ | Meadowlands Regional Chamber & CVB

SoccerFest26 Concert: Camden County Freedom Festival

Jul 04, 3:00 pm – 11:00 pm | Camden, NJ | Visit South Jersey

Freedom to Play: Inclusive World Cup Soccer Experience at The NAACP Juneteenth Freedom Experience

Jun 06, 2:00 pm – 8:00 pm | Edison, NJ | McCovic Foundation

Ivy Hill Soccer Fest 2026

Jul 09, 9:00 am – 4:00 pm | Newark, NJ | Ivy Hill Neighborhood Association

Webinars

Jun 10, 10:00 am – 11:00 am | NJ | African American Chamber of Commerce of New Jersey

Esports Beach Soccer Tournament / Beach Soccer Series

Jul 11, 8:00 am – 8:00 pm | Atlantic City, NJ | NJPAC

Maplewoodstock

Jul 11, 12:00 pm – 10:00 pm | Maplewood, NJ | Music and Arts Education Project, Inc.

The World on Central

Jul 11, 3:00 pm – 12:00 am | Jersey City, NJ | City of Jersey City

Flag Cities: Hudson – Jersey City

Jun 12, 5:00 pm – 11:00 pm | Jersey City, NJ | Meadowlands Regional Chamber & CVB

Mount Laurel Watch Party – USA vs. Paraguay

Jun 12, 8:30 pm | Mount Laurel, NJ | Mount Laurel

Game On: CultureFest

Jul 12, 12:00 pm – 5:00 pm | Elizabeth, NJ | Urban League of Union County

International Food and Dance Festival

Jul 12, 11:00 am – 6:00 pm | Montclair, NJ | Lackawanna Montclair Market LLC

Maplewoodstock

Jul 12, 12:00 pm – 10:00 pm | Maplewood, NJ | Music and Arts Education Project, Inc.
