



## U District Advocates

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## Want more customers?

Invite people attending the U District celebration of soccer during the *final* weekend of the World Cup™

**Saturday - Sunday**  
**July 18 - 19**

*Not affiliated with or  
endorsed by FIFA® or  
the FIFA World Cup™*

ADDRESS SERVICE REQUESTED

## The Games are coming to the U District.

*Is your business ready?*

Thousands of attendees are expected in the U District on **July 18 & 19** for a *free*, two-day celebration during World Cup™, and we want them walking through your door.

Join the **Passport to Businesses** program:

- Choose a discount of at least 10% off for wristband bearers
- Display the participation sticker we provide on your front door
- Register by June 30, 2026

*That's it!* A QR code on every attendee wristband directs them to a directory of participating businesses, *including yours*. Optionally, offer a \$50 gift certificate as a raffle prize and we'll call out your business to all attendees.

Register by **June 30** at [soccer.udistrict.org/businesses](https://soccer.udistrict.org/businesses)

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Questions? Contact us at [soccer@udistrict.org](mailto:soccer@udistrict.org)

