



METROWEST ★ REGIONAL ★ FAN ZONE 2026

OFFICIAL FAN ZONE GUIDE





Marlborough

Kelleher Field • 45 Jefferson Street

June 11-13

ACTIVITIES

Enjoy a fun lineup of interactive games including Quest Diagnostics Soccer Kick Wall, Southwick's Zoo Basketball Shootout, Sartorius Soccer Fever, Alltown Fresh Axe-Throwing, MWRTA Soccer Darts, Shaw's Photobooth, New England Revolution Corn Hole and more!

FOOD & BEVERAGES

ID REQUIRED FOR ALCOHOL PURCHASES

Experience a diverse mix of food trucks and local vendors serving everything from classic festival favorites like cotton candy, popcorn, chips, snow cones, and drinks to handmade empanadas, vibrant Venezuelan and Caribbean flavors, and sweet treats like fried dough and fried Oreos. Plus, wine, beer, and cocktails in the Beer Garden featuring Lawson's Finest Liquids.

Lawson's Finest Liquids

lawsonsfineest.com

IMPORTANT INFORMATION

This is a rain or shine event. Visitors are welcome to bring lawn chairs or picnic blankets to relax and enjoy the matches. Please do not bring pop-up tents, as they may block the viewing screen for other attendees.

PROHIBITED ITEMS INCLUDE

Weapons, coolers, outside food and beverages, bags, fireworks/sparklers, smoking or vaping devices, bikes/scooters, pets, tailgating equipment, and speakers.

GENERAL & HANDICAP PARKING

Parking is available at the following locations.

- Newton Street Parking Garage
20 NEWTON STREET
- Court Street Parking Garage
1 COURT STREET
- Marlborough High School
431 BOLTON STREET
- Marlborough Boys & Girl's Club
169 PLEASANT STREET
- Navin Ice Skating Rink
451 BOLTON STREET

Dedicated handicap lot:

45 JEFFERSON STREET

Full lot is handicap parking only! Only those with a handicap placard will be allowed entry to the lot. Please enter via Hudson St.

PARKING SHUTTLES

Free shuttle service will be available from MWRTA picking up at the Newton Street parking garage, the Court Street parking garage, and the Navin Ice Skating Rink. Please see event website for additional route details.

SPONSORS:

 Brazilian Times

 SOUTHWICK'S ZOO



This program is supported in part by a grant from the Bellingham Cultural Council, Marlborough Cultural Council, Natick Cultural Council, and Wayland Cultural Council, local agencies which are supported by the Mass Cultural Council, a state agency.

EVENT SCHEDULE & MAP

THURSDAY JUNE 11
1PM - 6PM

1:00pm-2:00pm

World Cup Anthems

2:00pm-2:30pm

Mariachi Music

2:30pm-3:00pm

Opening Ceremonies

3:00pm-5:00pm

Mexico vs. South Africa

5:00pm-6:00pm

Just Dance on Jumbotron

ALL DAY: Meet Slyde, the New
England Revolution's mascot

FRIDAY JUNE 12
5PM - 11PM

5:00pm-6:00pm

World Cup Anthems

6:00pm-7:00pm

World Cup Dance Party

7:00pm-8:00pm

Just Dance on Jumbotron

8:00pm-9:00pm

World Cup Game Highlights

9:00pm-11:00pm

USA vs. Paraguay

SATURDAY JUNE 13
5PM - 11PM

5:00pm-6:00pm

Samba Dance Performance

6:00pm-8:00pm

Brazil vs. Morocco

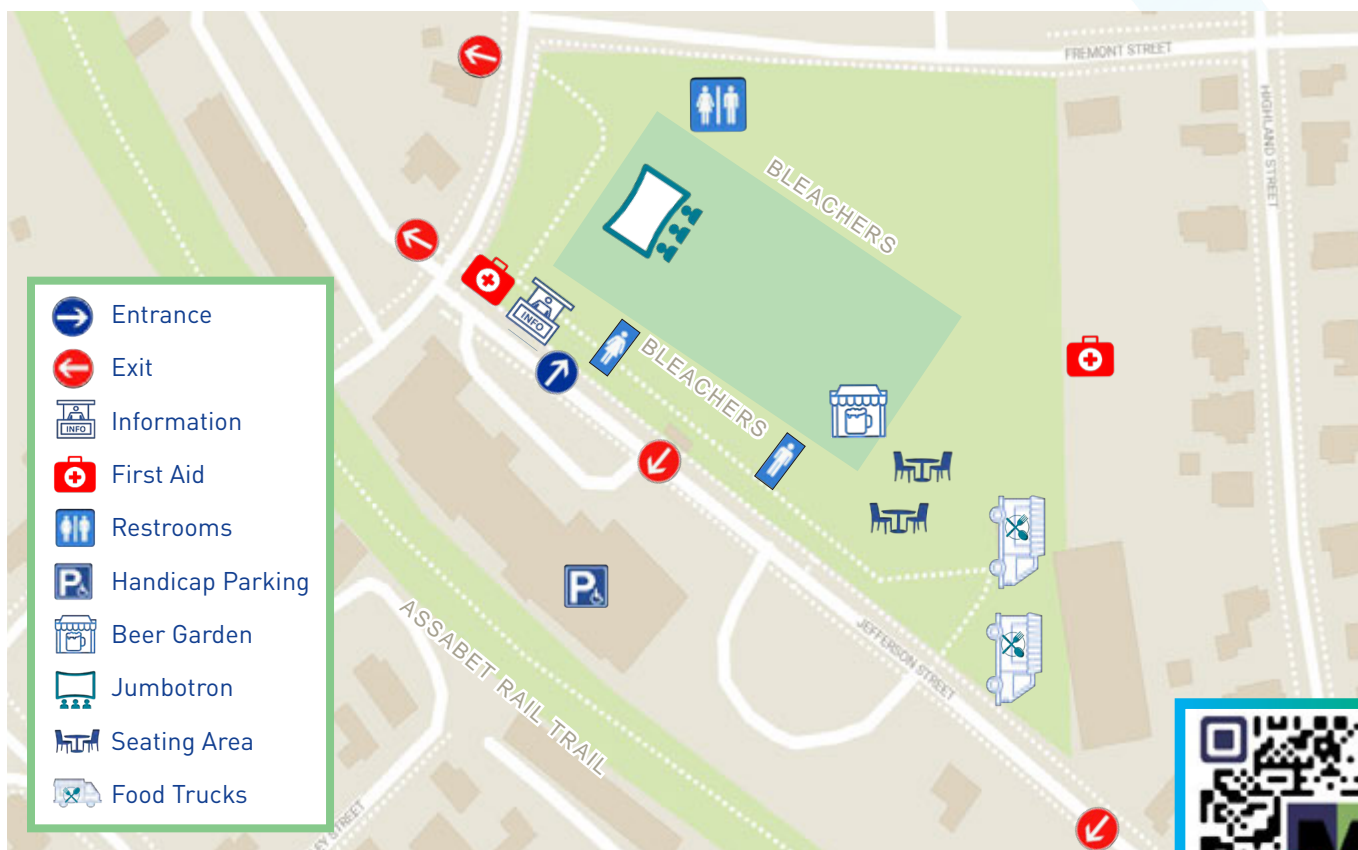
8:00pm-9:00pm

World Cup Anthems

9:00pm-11:00pm

Haiti vs. Scotland

Please note: Official match kickoff coverage will begin at least 10 minutes prior to each featured match on the jumbotron



This is a FREE event, tickets are required:
www.metrowestvisitors.org/world-cup



Franklin

Franklin Town Common • 200 Main Street

June 24-25

ACTIVITIES

Enjoy a fun lineup of interactive inflatables and lawn games including Franklin Youth Soccer's Soccer Darts & Soccer Shootout, Southwick's Zoo Giant Tic-Tac-Toe, "Take Your Shot" Photobooth, New England Revolution Accuracy Kick Wall and more!

FOOD & BEVERAGES

ID REQUIRED FOR ALCOHOL PURCHASES

Experience a diverse mix of food trucks and local vendors serving everything from classic festival favorites to handmade empanadas, vibrant Venezuelan and Caribbean flavors. Plus, beer and wine in the **Michelob Ultra Beer Garden**



IMPORTANT INFORMATION

This is a rain or shine event. Visitors are welcome to bring lawn chairs or picnic blankets to relax and enjoy the matches. Please do not bring pop-up tents, as they may block the viewing screen for other attendees.

PROHIBITED ITEMS INCLUDE

Weapons, outside food and beverages, fireworks/sparklers, tailgating equipment, and speakers.

SPONSORS:



SOUTHWICK'S ZOO



GENERAL & HANDICAP PARKING

Parking is available at the following locations.

- Franklin Senior Center
10 DANIEL MCCAHILL STREET
- Franklin High School
218 OAK STREET
- Horace Mann Middle School
224 OAK STREET
- Union Street & High Street
ADJACENT TO TOWN COMMON
- Franklin Public Library
118 MAIN STREET
- Dean College
Campus Center, 109 W. CENTRAL STREET
3 EMMONS STREET
55 EMMONS STREET
60 SCHOOL STREET
77 SCHOOL STREET
- St. Mary's Parish
31 PLEASANT STREET

Dedicated handicap lot:

Federated Church
171 MAIN STREET

Full lot is handicap parking only! Only those with a handicap placard will be allowed entry to the lot.



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EVENT SCHEDULE & MAP

WEDNESDAY JUNE 24

2PM - 9PM

2:00pm-3:00pm

TOWN COMMON: Live Band

HAYWARD MANOR: Live Band on Jumbotron

3:00pm-5:00pm

TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Switzerland vs. Canada

5:00pm-6:00pm

TOWN COMMON: Brazilian Dance Party

HAYWARD MANOR: Brazilian Dance Party

6:00pm-8:00pm

TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Scotland vs. Brazil

8:00pm-9:00pm

TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Just Dance on Jumbotron

THURSDAY JUNE 25

3PM - 9PM

3:00pm-4:00pm

TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Just Dance on Jumbotron

4:00pm-6:00pm

TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Ecuador vs. Germany

6:00pm-7:00pm

TOWN COMMON: Electric Youth performance

HAYWARD MANOR: Latin Dance Party

7:00pm-9:00pm

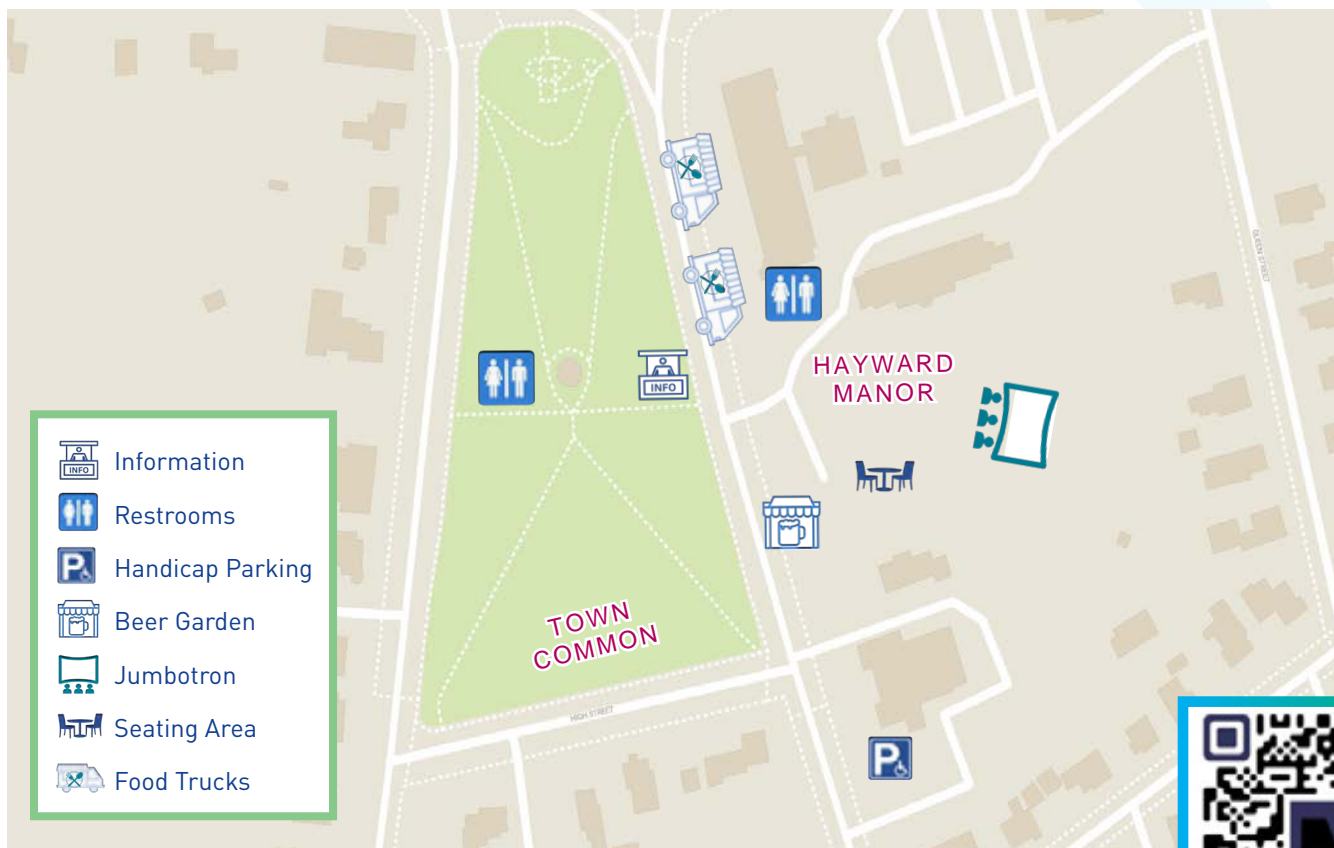
TOWN COMMON: World Cup Dance Party

HAYWARD MANOR: Tunisia vs. Netherlands

ALL DAY: Meet Slyde, the New England

Revolution's mascot

Please note: Official match kickoff coverage will begin at least 10 minutes prior to each featured match on the jumbotron



This is a FREE event, tickets are required:
www.metrowestvisitors.org/world-cup

Stay & Play in MetroWest Boston

01

DAVE & BUSTER'S

Welcome to the Fun! Come watch all the games on more than 40 huge TVs in our enormous Sports Viewing Lounge, have a snack and a drink in our gigantic Viewpoint Bar, or just unwind in our Midway. It's the perfect place to eat, drink, play, and watch sports!

508-810-3650 • 1235 Worcester Street, Natick
daveandbusters.com

02

GARDEN IN THE WOODS

Explore the beauty of New England's native plants at the enchanting Garden in the Woods. Wander along woodland trails with a babbling brook, lily pond, family activity area, and multiple gardens that make up this 45-acre hidden gem, then shop for plants for your garden.

508-877-7630 • 180 Hemenway Street, Framingham
nativeplanttrust.org

03

LEVEL99

A sprawling playground for adults with 50+ life-sized mini-games and real-world challenges, plus handcrafted cocktails and scratch made food at adjoining Night Shift Kitchen & Tap.

617-865-8599 • 1235 Worcester Street, Natick
level99.com

04

NEW ENGLAND BOTANIC GARDEN AT TOWER HILL

Featuring 18 distinct garden spaces, beautiful conservatories, an arboretum, preserved woodlands, and miles of walking trails, plus a visitors center offering a charming cafe, shop, gallery space, and special events.

508-869-6111 • 11 French Drive, Boylston
nebg.org

05

THE ROME RESTAURANT

The Rome Restaurant serves a wide range of casual, hearty, and traditional Italian-American dishes in Franklin including pasta specialties, chicken & veal entrées, seafood dishes, pizza, subs, sandwiches & burgers, appetizers, salads, soups and desserts.

508-528-4740 • 4 East Central Street, Franklin
the-rome.com

06

SASSY, CRASSY & CREATIVE

An eclectic shoppe with 40+ local artisans, upcycled finds, and vintage pieces. A must-stop for unique, locally-made souvenirs to take home.

508-656-0801 • 10 Church Street, Northborough
sassycrassycreative.com

07

NATICK CENTER CULTURAL DISTRICT

Wander the shops, galleries, and artist studios to discover locally made gifts, art, and specialty finds, catch live performances, films, and community programming at The Center for Arts in Natick (TCAN), and enjoy public art installations, seasonal festivals, and year-round events that bring the district to life.

natickcenter.org

08

SKYBOKX109 SPORTS GRILL & BAR

Make SKYBOKX your world soccer match destination. With 24 screens, 20 beers on tap, and global food features, we're the ultimate itinerary stop for every match.

508-903-1600 • 319 Speen Street, Natick
SKYBOKX109.com

09

LAKE WILLIAMS FLOATING BOARDWALK

Stroll along the pretty floating boardwalk across Lake Williams, then continue along the 2-mile shaded woodland loop path that surrounds the lake to enjoy the trees in their summer splendor.

Lizotte Drive, Marlborough
marlborough-ma.gov/443/Lake-Williams-Trail

10

DACEY FIELD DISC GOLF

Try your hand at a round on this highly-rated 18-hole course with a babbling brook running through it.

700 Lincoln Street, Franklin
franklinma.gov/354/Dacey-Field-Disc-Golf

11

FRANKLIN CULTURAL DISTRICT

Visitors can explore the nation's first public library, stroll through the historic campus of Dean College, discover local shops, restaurants, and colorful public art. Don't forget to pick up a Ladybug Trail map at the Franklin Historical Museum for a self-guided walk through downtown to find the decorated ladybug sculptures while enjoying photo ops, festivals, and concerts throughout the year.

franklinculture.org

12

SOUTHWICK'S ZOO

New England's largest zoo is home to over 900 animals in naturalistic habitats. Feed giraffes, white rhinos, and two-toed sloths. Enjoy live shows, a carousel, maze, and train ride, the Soaring Eagle Zipline, and more!

508-883-9182 • 2 Southwick Street, Mendon
southwickzoo.com

13

HOPKINTON STATE PARK

The park's 1,500 acres are crisscrossed by trails around a lake with beaches, stocked fishing, and more. Regatta Point rents sailboats, kayaks, canoes, rowboats, pedal boats, paddleboards, and complimentary beach wheelchairs. The bucolic forest offers hiking, horseback riding, and mountain biking trails.

508-435-4303 • 164 Cedar Street, Hopkinton
mass.gov/locations/hopkinton-state-park

14

MUSEUM IN THE STREETS

This self-guided walking tour of Marlborough features plaques with historical photos and information of each location and includes fascinating stops with history on the Praying Indians of Ockommakesit, sites important to King Philip's War, slavery, Colonialism, and more. Start your tour at the Carnegie Library, where there is a full map of the route.

35 W. Main Street, Marlborough
historicmarlborough.org/tour

Beyond the Fan Zones

The excitement of the tournament extends far beyond the Fan Zones with communities across MetroWest joining in with their own soccer-themed activities and special events:

- SKYBOKX109 Sports Bar & Grill will show every match across 24 HD TVs and feature a match-day menu with themed dishes representing participating countries.
- Town of Westborough will host community soccer programming alongside summer events, including Pickleball in the Park and activities near the farmer's market.
- "Natick Nights" on July 16 will bring soccer-themed activities and family-friendly programming to downtown Natick.
- CraftRoots Brewing and Cold Harbor Brewing Company will host watch parties and show select matches throughout the tournament.
- Start Line Brewing will have daily match watch parties for games kicking off between 12:00 PM and 7:30 PM.
- Hyatt Place Marlborough/Apex Center will also feature matches in its onsite bar, open to both hotel guests and the public.

Stadium Express

Visitors staying in MetroWest during FIFA World Cup™ match days can take advantage of the Stadium Express Official Bus Service, a dedicated luxury bus service offering direct transportation from select MetroWest hotel properties to Boston Stadium. Operated by Yankee Line and supported by the Commonwealth of Massachusetts and FIFA World Cup™ Boston, the ticketed service provides a seamless way for fans to get to matches.

Participating MetroWest hotel locations currently include:

- TownePlace Suites Framingham
- Renaissance Framingham Hotel & Conference Center
- Fairfield Inn & Suites Framingham
- Aloft Framingham
- The Verve Hotel Boston/Natick Tapestry Collection by Hilton
- Hampton Inn Natick
- Doubletree Westborough
- Embassy Suites Marlborough
- Courtyard Marlborough
- Hilton Garden Inn Marlborough
- Fairfield Inn & Suites Marlborough
- Doubletree Milford
- Residence Inn Franklin

To book your ride, visit bostonstadiumexpress.com



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LawsonsFinest.com

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JUNE 11 - JULY 19



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Glass in Flight
BY ALEX HEVERI



New England Botanic Garden
AT TOWER HILL

BOYLSTON, MA

NEBG.ORG





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QuestDiagnostics.com

Quest Diagnostics proudly supports the MetroWest Regional Fan Zone. Best wishes for a great event!

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www.mwrta.com

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& Tours*

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www.metrowestvisitors.org

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WHAT WE OFFER

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- Business Resources
- Education & Training
- Community Impact
- Local Events

IT'S TIME TO
Visit
Marlborough

WHY CHOOSE MARLBOROUGH?

The City of Marlborough offers a wide variety of amenities, world-class hotels, the largest sports complexes and recreational facilities in the state, green spaces, bike trails, beaches, and more. From upscale eateries to casual coffee shops and hometown breweries, it boasts more than 100 fabulous dining establishments.

PLAN YOUR VISIT TODAY

- ✔ Things to do
- ✔ Local Events
- ✔ Eats & Drinks
- ✔ Stay Awhile
- ✔ Calendar



info@marlboroughedc.com
91 Main Street, Suite 204
Marlborough MA 01752
visit-marlborough.com

visit marlborough

Welcome to Franklin SUMMER 26'

With its rich history and inviting downtown, Franklin is "The First of Many" experiences that define New England charm—where tradition, community, and creativity come together. Visit franklinma.gov



@townoffranklinma
 @franklinculture

MetroWest
 CHAMBER OF COMMERCE
 THE POWER OF CONNECTION

W2W CONNECT

The MetroWest Chamber of Commerce, located in Framingham, Massachusetts, is a regional, not-for-profit business association serving more than 400 member organizations ranging from sole proprietorships and small/mid-tier businesses to Fortune 100 enterprises, municipalities, and not-for-profit organizations in Greater MetroWest region.

We provide programming and events for networking and business development, an independent "voice for business" at municipal and state levels, and support for community and economic development within and among the communities we serve.

MORE EVENTS:

ANNUAL MEETING

Scan below to check out our calendar of events. Visit METROWEST.ORG to find out more about the MWCoC and what we do!

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PHOTO BOOTH
at the MetroWest Regional Fan Zone!



Strike your best pose in our immersive photo booth and make a memory that will last long after the final whistle.



shaws
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193 Boston Post Road West, Marlborough

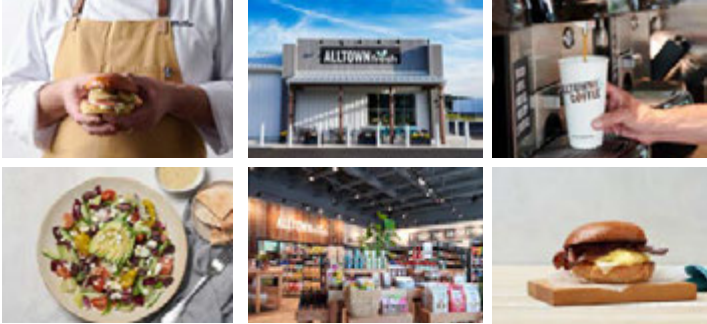
METROWEST REGIONAL FAN ZONE | Join us for the ultimate soccer celebration.

FIFA World Cup 26™ takes place in the United States, Canada and Mexico. Local Fan Zones are not affiliated with FIFA.



ALLTOWN fresh.

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opening spring '26

WWW.ALLTOWNFRESH.COM

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📍 860 West Central Street
Franklin, MA 02038

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🌐 glenpharmer.com

📷 @glenpharmer

