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De Alba Communications

Victoria Sanchez De Alba | (650) 270-7810

Lucho Ramirez | (415) 425-0445

Gardenia Zuniga | (341) 206-0466

CARNAVAL SAN FRANCISCO TO BRING WORLD CUP ENERGY AND “LA COPA DEL PUEBLO” TO THE MISSION DISTRICT

The 48th Annual Festival Debuts Community Soccer Experience, “La Plaza del Fútbol,” Celebrating the People’s Game Ahead of the World Cup



San Francisco, CA – April 15, 2026 – Carnival San Francisco, one of the largest festivals on the West Coast, is bringing the energy of the world’s game to the Mission District with the debut of “*La Copa del Pueblo – The People’s Cup*” at its 48th annual celebration, taking place May 23–24, 2026.

As the Bay Area prepares to host matches for the world’s premier sporting event, the 48th annual Carnival San Francisco —taking place **May 23–24, 2026**— is leaning into the moment with the theme “*La Copa del Pueblo- The People’s Cup*” by incorporating a soccer arena to the festival- *La Plaza del Fútbol*. It will be a space for soccer enthusiasts of all ages to participate in various activities: scrimmages, skill building, 3-on-3 matches, youth clinics, giveaways, and fan experiences in collaboration with the Bay Area Host Committee and Bay Area soccer teams.

“This partnership marks an exciting moment for Carnival San Francisco and the communities we serve,” said Rodrigo Duran, Executive Director of Carnival San Francisco. “For nearly five decades, Carnival has celebrated culture and community. “Carnaval is more than a party, it’s a powerful economic engine, drawing over 500,000 attendees and driving nearly \$20 million annually into local businesses, food and arts vendors, while creating opportunities for small businesses and entrepreneurs. By bringing soccer into the celebration, we are connecting our local traditions to a world stage.”

Partnerships with the Bay Area Host Committee and Bay Area Soccer Teams

The Bay Area Host Committee (BAHC) is a non-profit organization that unites the Bay Area by partnering with local teams, civic leaders, and businesses to drive lasting economic, cultural and social impact by bringing mega sporting events like the World Cup to the region. The organization is responsible for managing regional festivities across the Bay Area to ensure that the road to the World Cup 2026 reflects the diversity and spirit of the Bay Area.

“Carnaval San Francisco captures the spirit of the Bay Area, where culture, community, and sport come together” said Patty Hubbard, Chief Marketing Officer of the Bay Area Host Committee. “Soccer is a universal language that unites culture and community, and this event brings the excitement of the World Cup directly to the people.”

Bay Area professional soccer teams will be a part of festival programming throughout San Francisco's Mission District. Activities will include youth clinics, community matches, cultural performances, and fan experiences with additional programming to be announced in the coming weeks. Teams include San Jose Earthquakes, Bay FC, Oakland Roots, San Francisco Glens, SF City FC, Frisco United FC, Volo, Bay City Futsal Club, The Jamestown Community Center, and Futbol by the Bay.

This partnership highlights the understanding of the deep cultural connections and traditions between soccer and diaspora communities, which is at the heart of Carnaval, while expanding access to the sport and building excitement ahead of the World Cup.

Carnaval San Francisco draws over 500,000 attendees annually, making it one of the largest multicultural celebrations in California. The Bay Area is one of the select host regions for the World Cup, further elevating the global significance of this year's festival.

Calendar Listing / Arts & Culture / Festivals / Community Event

What: Carnaval San Francisco

Where: Mission District., SAN FRANCISCO

Tickets: <https://carnavalsanfrancisco.org>

When: May 23-24, 2026 11AM-6PM

Advance interviews with organizers are available upon request.

Note to editors:

Carnaval San Francisco Assets:

Link: [2026 Soccer Arena, Carnaval SF La Copa del Pueblo](#)

Graphic Design: Luis Guardado

Link: [2026 Poster Carnaval SF La Copa del Pueblo.jpg - Google Drive](#)

Artist: Pancho Pescador

Design: Gino Squadrito

About Carnaval San Francisco

Founded in 1978, Carnaval San Francisco is the largest multicultural celebration on the West Coast, honoring the diverse traditions of Latin America, the Caribbean, and beyond through music, dance, art, and community engagement. A family-friendly event, Carnaval San Francisco brings together neighbors, friends, and visitors of all ages for a weekend of joy, creativity, and cultural pride. Each year, the festival features top headliners, vibrant performances, and interactive experiences that showcase local and international talent while celebrating the Bay Area's rich multicultural heritage.

For more information, schedule, and updates visit - CarnavalSanFrancisco.Org and follow us on [Instagram @CarnavalSF](#); [Facebook @CarnavalSanFrancisco](#); [YouTube Channel @CarnavalSF](#)

About Bay Area Host Committee

The Bay Area Host Committee (BAHC) is the region's first long-term sports entity, dedicated to uniting the Bay Area through sport by building pride, connecting communities, and reenergizing the region. As a nonprofit, BAHC partners with local teams, civic leaders, and businesses to bring world-class sporting events to the Bay Area—driving lasting economic, cultural, and social impact. BAHC is proud to have Boston Consulting Group (BCG), EA SPORTS, Kaiser Permanente, Genentech and other visionary organizations as founding partners, supporting its mission to bring communities together and create lasting legacies through world-class events and sports. For more information, visit www.bayareahostcommittee.com or email us at info@bayareahostcommittee.com.

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