





City of
Philadelphia

Introducing: **PHAMBASSADORS**



PHILADELPHIA
**VISITOR
CENTER**
CORPORATION



Harnessing the love

The Phambassador program will provide a vehicle for Philadelphians to show their love and pride leading up to 2026 and lasting far beyond.

We will invite people to join us as we build greater civic engagement, leadership capacity citywide, and drive tourism.

Building a movement



To show the world what we already know

Philadelphia is warm, authentic, clever, and full of heart - an incredible place to live, work, play, and call home.

The Phambassador program is a bold movement designed to amplify the pride, passion, and influence of Philadelphians.

Showing unconditional love

Phambassadors recognize that we love our city in spite of its challenges - through thick and thin, for better or worse.

Phambassadors are excited to showcase the Philly we know and love - its grit, energy, and unmatched spirit.



1 - Join the Pham

PHAMBASSADORS

YO, PHILLY!

I BROTHERLY LOVE YOU(SE) MORE THAN:

CHEESE *LOVES* A STEAK ★ BEN *LOVES* HIS KITE

ROCKY *LOVES* ADRIAN ★ THE ROOTS *LOVE* A PICNIC

**AND BECAUSE I BROTHERLY LOVE YOU
THIS MUCH, I PROMISE TO:**

TELL THE WORLD JUST HOW "PHILLY SPECIAL" YOU ARE
AND INVITE EVERYONE TO COME SEE YOU FOR THEMSELVES.

**DO MY PART TO MAKE YOU EVEN BETTER
AND MORE BEE-U-TIFUL THAN YOU ALREADY ARE.**

**SHOW KINDNESS TO MY FELLOW PHILADELPHIANS
AND THOSE JUST PASSING THROUGH.**

EXPLORE EVERY LAST BIT OF YOU
FROM FAIRMOUNT PARK TO FRANKLIN FIELD AND BEYOND.

**DEFEND YOU PASSIONATELY
AND FIERCELY - EVEN WHEN YOU FUMBLE.**

TAKE MY PHILLY PRIDE

AND INVINCIBLE PHILLY SPIRIT WITH ME EVERYWHERE I GO.

I AM A PHAMBASSADOR, AND THIS IS MY PLEDGE.

2- Level Up!



Register for Pham
Camp



Recruit other Phams



Digital Ambassador



Exclusive invites

Pham Camp: Phambassador Boot Camp



Told & untold stories of Philadelphia



Storytelling expertise - both in person & digitally



“Philly special” moments & experiences



3 - Level Up - Most Valuable Phambassador (MVPh)



Most engaged
Phambassadors



Volunteer at Pop up
Visitor Centers



Invited to curate
“Philly Wit” itinerary



We are playing the long game

Through authentic, meaningful experiences, Phambassadors will showcase Philadelphia's culture, opportunity and unstoppable spirit in ways that only those who truly know the city can - ensuring the world sees our city for what it truly is.



Our goal

Recruit 10,000 **PHAMBASSADORS** to engage with visitors and Philadelphians through 2026 & beyond.

Sign the Pledge



Follow Us on Social

Facebook & Instagram: @phl.phambassadors

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250

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**20
26**

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SEMIQUINCENTENNIAL ORGANIZATIONS

LOCAL

Coalition
2026



2026 Director



STATE



NATIONAL



TASKFORCE
250

SEMIQUINCENTENNIAL ORGANIZATIONS



VISIT PHILADELPHIA
COALITION 2026

VISIT
PHILADELPHIA®

PHILADELPHIA
250
by the people • For all people

PHILADELPHIA
VISITOR
CENTER
CORPORATION

PHLCVB
Philadelphia Convention
& Visitors Bureau

Pennsylvania
Convention Center
PHILADELPHIA

250
AMERICA PA

Wanna
welcome
America
PHILADELPHIA

THE CHAMBER
of Commerce for Greater Philadelphia

City of
Philadelphia

WORLD AFFAIRS COUNCIL
of Philadelphia

FIFA
PHILADELPHIA

VISIT
BUCKS
COUNTY
Pennsylvania

VALLEY FORGE
TOURISM & CONVENTION BOARD

Visit Delco
★ DELAWARE COUNTY, PA

br
CHESTER COUNTY'S
Brandywine
Valley
In the Countryside of Philadelphia

DISCOVER
Lancaster

DISCOVER
Lehigh
Valley

2026 SIGNATURE EVENTS

WE
ARE



FIFA

PHILADELPHIA

FIFA World Cup

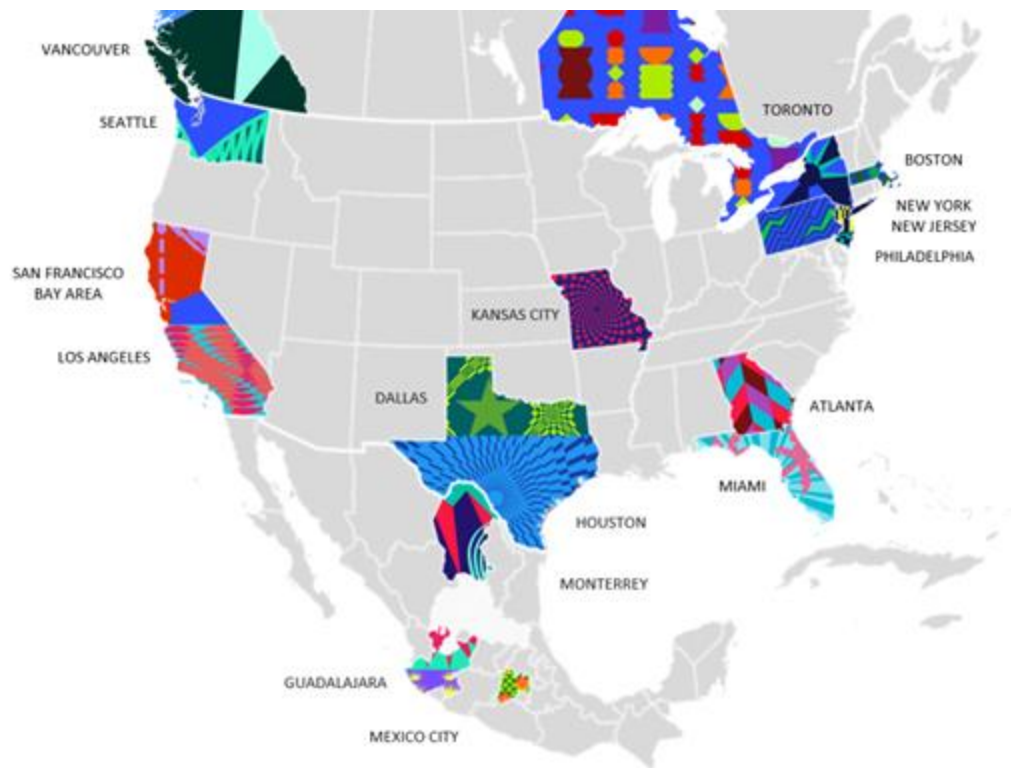
A satellite view of North America, showing the green landmasses and dark blue oceans. The text is overlaid on this image.

FIFA WORLD CUP 26™

THE BIGGEST SPORTING EVENT IN THE WORLD

CANADA | MEXICO | USA

PHILADELPHIA SOCCER 2026



PHILADELPHIA SOCCER 2026

STATE OF PLAY

FIFA World Cup 26™ Draw

December 2025

FIFA World Cup 26™ Tournament

June 11 - July 19 (40 Days)

Philadelphia Matches (6)

Group Stage: June 14, 19, 22, 25, 27

Knockout Stage/Round of 16: July 4

FIFA World Cup 26™ Final

July 19 at MetLife Stadium, NJ



ECONOMIC IMPACT



PHILADELPHIA SOCCER 2026

FAN FEST





Major League Baseball All-Star Game



PGA

PGA Championship



NCAA Men's Basketball First and Second Rounds

Welcome America





GOVERNOR
JOSH SHAPIRO
Commonwealth
of Pennsylvania



PHILADELPHIA

PHILADELPHIA
2026

TED

TED Democracy

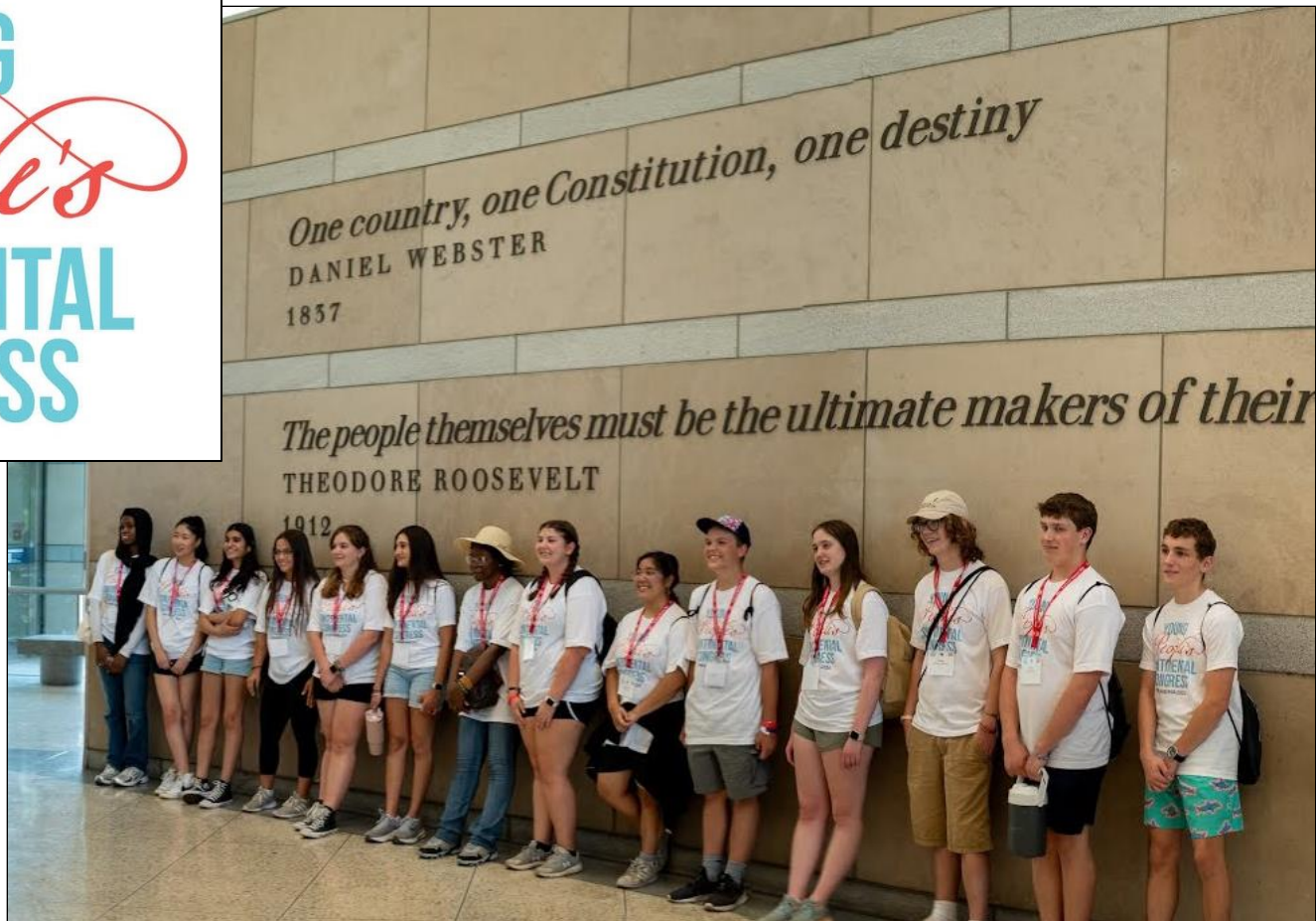


52 Weeks of Firsts



Red, White & Blue To Do

YOUNG
People's
CONTINENTAL
CONGRESS







First Bank Opening

The Declaration's Journey



ART PHILLY



Mann Center 50th Anniversary





1776 The Musical



Rocky Fest 2026



20+ Citywide Conventions

2026
NEIGHBORHOOD
ACTIVATIONS

Neighborhood Legacy

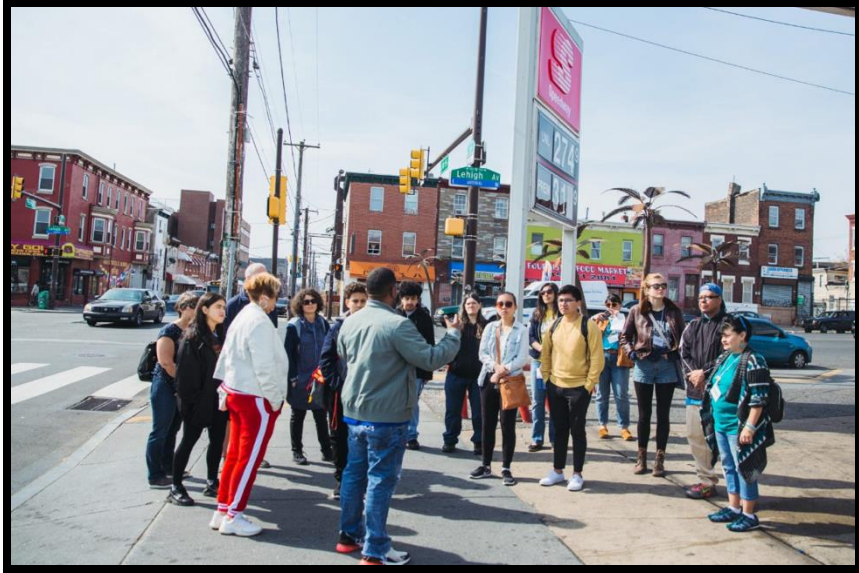
Legacy investments will be made along 20 commercial corridors to expand economic growth for local businesses, enhance civic pride, and build the capacity of community organizations.

- **Activations:** local professional event planners will be paired with community organizations to enhance existing events or create new events to activate commercial corridors.
- **Beautifications:** commercial corridors will receive physical improvements featuring commemorative benches, planters, and banners.

A public-private partnership between Commerce Department, Parks & Rec, the Office of Clean and Green, Streets Department, City Council and PHL250.



Neighborhood Tour Series



- Showcasing neighborhoods beyond Center City and the Historic District.
- Highlighting the untold histories, hidden gems and cultural treasures of Philadelphia.
- Experienced tour guides will be paired with local residents and community historians to co-create tours.
- Tours to various neighborhoods will be offered weekly during 2026 tourism season

Block Party Bonanza



- Block parties are a time-honored and beloved tradition for every neighborhood across Philadelphia.
- 250 block party applicants will be selected for special 2026 enhancements to amplify their celebration
- 25 finalists for Philly's "Most Beautiful Block" contest will receive a "Super" block party featuring local vendors (DJ's, food/treat trucks, inflatables, face painters, etc.)



Women's Committee for the 250th

- Continuing the tradition of women coming together to leave a legacy in honor of our nation's birthday, from 1876 to the present.
- Launched in 2024, PHL250 has already recruited nearly 250 women, we continue to recruit and welcome new members.





Philadelphia
2026



<https://www.visitphilly.com/2026>

VISIT PHILADELPHIA

HOW TO SHARE YOUR EVENT

Visit Philly Content Request Form

Have a big event or festival coming up? Ready to release your exhibition schedule for the year? Just opened a new shop? Restaurant news to share? Offering a great hotel package? Announcing some big news ahead of America's 250th anniversary in 2026?

Give us the scoop as far in advance as you can (two-plus weeks preferred), and we'll determine if and how we can help amplify your message. Note that submission does not guarantee coverage.

To be clear, we can only promote content that aligns with our mission to promote leisure travel to our region.

<https://www.visitphilly.com/contact/#content-coverage-requests>

Thank you.