



Human Rights x World Cup Marketing Campaign

The Need for Support

Major global events can bring tremendous opportunities, but **they can also heighten risks for hate, discrimination, labor exploitation, trafficking and other human rights violations that disproportionately impact vulnerable communities.**

This is compounding the already tense situation in Los Angeles due to the presence of ICE, and following years of record setting hate crime reports.

SPORT

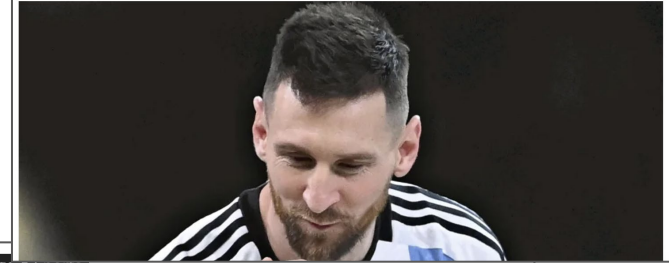
Amnesty warns of 'huge' human rights risks at football World Cup

9:37 am on 1 April 2026

Share this



By Iain Axon, Reuters



Immigration News Exchange Sports



'Not a World Cup for the World': Rights Advocates Sound Alarm Ahead of Tournament

By Selen Ozturk 📅 Jun 3, 2026

WHY HOSTING THE WORLD CUP MAY HAVE WORSENERD HUMAN RIGHTS ABUSES IN QATAR

Core Opportunity & Strategy

LA vs Hate and the Human Relations Commission are partnering with the LA Host Committee to provide **a 1-stop shop to provide support to those experiencing any kind of human rights violations.** While this encompassing our core anti-hate work, it is also includes a broader suite of services.

We'll use the Fan Zones and watch parties across the County **to ensure Angelenos know their rights are protected** during the World Cup and that there is a new resource they can reach out to for help. **This will also serve as an opportunity to engage and educate the community about this issue.**

We will leverage the moment to **expand awareness of LA vs Hate with new audiences.**

**IN LOS ANGELES
YOUR RIGHTS
ARE PROTECTED**

GET HELP BY REPORTING

Hate or Discrimination
Immigrants & Workers Rights Violations
Human Trafficking

CALL 211

**OR VISIT
211LA.ORG/HUMANRIGHTS**

Reporting is confidential
If this is an emergency call 911



Audience

The World Cup will see a massive influx of travelers to Los Angeles County. The spirit of the event is global connection, but with it comes a heightened risk for vulnerable people in Los Angeles.



Global Sports Fans

People from around the world will be in LA. They have different expectations about rights, help, enforcement, and community engagement.



Local Community Members

Our workforce, restaurants, vendors, hotels, parks, and public spaces will all be busy during the World Cup. Protecting these rights is part of our role.



County / City Leadership

Making our messaging visible and vibrant reinforces agreed upon norms, and strengthens our ability to combat hate in the long term.



Fan Fest Activations

OVERVIEW

With 5 official World Cup fan zones, multiple County watch parties, and over 100 community events, **LA vs Hate** had the unique opportunity to reach a mass audience of community members and visitors at these spaces of celebration and excitement.

La Vs Hate Goals for Pop Up Events:

- Promote LA vs Hate and overall Human Rights campaign, encouraging people to report to 211 for support
- Spread the message of unity, celebrating diversity and multicultural County, and acceptance of different cultures, teams, and traditions
- Distribute LA vs Hate/HRC resources and merch, engage in soccer activity, and share resources about the campaign



ACTIVATIONS

Community Impact

Through working with the host committee we were able to activate in various locations in LA county and brought together our Rapid Response Network.

Activations included an engaging bench soccer game and spin wheel to win a prize.

Giveaways included a bandana, pin, fan, stickers and posters. Over 1,500 giveaways were given away.

We engaged with over 2,000 community members with events totaling 10,000+ attendees, all over LA County.

Rapid Response Network Partners



Activation Metrics

14

Watch Parties

4

Fan Zones

Burbank, El Segundo, Whittier,
West Hollywood

6

Rapid Response Network
Partners Participation





Spin wheel



Step-and-Repeat

Bench Soccer Game Pop-Up



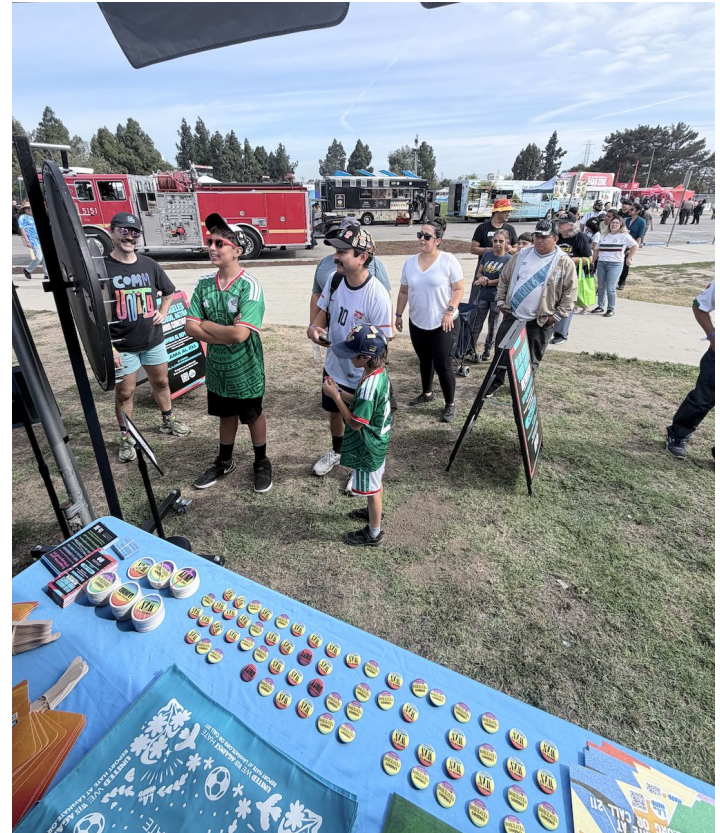
FEEDBACK

“We also met a family whose 10 year old is trans nonbinary. Witnessing the mom bringing first their cis child at our booth talk about all the messages on the posters, and **then inviting the trans sibling in** after all the questions had been answered was **truly a powerful moment.** It felt like **our tent was a safe space** for learning and growing.”

- Jordan Reeves, TaskForce World Cup Production Lead

“Our activation really stood out and jumped out”

- Anthony Ephriam, Brotherhood Crusade



Informational Resources

We created new and updated existing informational resources to distribute to businesses, partners (including County Supervisor and City partners), marketing and advertising, and watch party attendees.

PROTECTING HUMAN RIGHTS DURING FIFA WORLD CUP 2026

Connecting residents, workers, and visitors to trusted support before, during, and after the game

HUMAN RIGHTS SUPPORT DURING FIFA WORLD CUP 2026

FIFA World Cup 2026 games are expected to significantly increase tourism and economic activity across Los Angeles County. The infrastructure and workforce needed to support these events may also increase the likelihood of human rights-related concerns, including issues related to hate, discrimination, workers' rights, immigrant rights, and human trafficking.

In preparation for the games, 211 LA is partnering with the Los Angeles County Commission on Human Relations, with support from Los Angeles County and the FIFA World Cup 20™ Los Angeles Host Committee, to help implement a human rights reporting line that supports residents, workers, visitors, and vulnerable communities before, during, and for a limited time after the games. Individuals can connect with 211 LA's services for support related to the below topics by dialing 2-1-1, or visiting the website www.211la.org/humanrights.

WORKER'S RIGHTS:

Workers - including permanent employees, temporary and contract workers, migrant workers, and youth workers - are entitled to robust protections under local, state, and federal law. Workers' rights concerns encompass a broad range of issues, including:

- **UNFAIR WAGES:** Wage theft, unpaid wages, overtime violations, or worker misclassification
- **UNSAFE OR UNHEALTHY WORKPLACES:** Unsafe conditions, health hazards, or lack of required protective measures
- **HARASSMENT AND ABUSE:** Retaliated for reporting, intimidation, abuse, or hostile treatment
- **DISCRIMINATION AND HIRING:** Employment discrimination, unequal treatment, or barriers to fair and inclusive hiring
- **CHILD LABOR:** Unlawful employment of minors or violations of youth employment protections
- **FORCED LABOR AND LABOR TRAFFICKING:**

IN LOS ANGELES YOUR RIGHTS ARE PROTECTED

GET HELP BY REPORTING

Hate or Discrimination
Immigrant and Worker Rights Violations
Human Trafficking

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LA vs HATE

Fact Sheet

About LA vs Hate

LA vs Hate is a community-centered program designed to support all residents of Los Angeles County. Led by the County's Human Relations Commission, LA vs Hate is a system of creating and amplifying diverse anti-hate messaging, providing easy ways to report and get help for hate, and expanding networks for actions against hate. LA vs Hate partners with community organizations from all four County districts, representing a diverse coalition of voices committed to ending hate.

Its mission is to ensure that every person feels a sense of belonging and safety in our county. LA vs Hate boosts reporting of hate activity and helps hate victims access a broad range of assistance and support. LA vs Hate is based on continuous campaigning and a unique approach to anti-hate messaging that recognizes the diversity of community identities, and the ease of experiencing about hate incidents, in addition to hate crimes. To reduce stereotypes and prejudices.

The goal of the system are as follows:

- Reduce the normalization of hate and inspire people to stand up to it
- Build understanding about what constitutes hate and how to report it
- Support individuals and communities as they heal from the trauma of hate

By tracking and reporting hate, we can ensure that resources are allocated appropriately, that those targeted by hate receive the support they need, that offenders are held accountable, and that together, we can build respectful and resilient communities.

Report Hate to the website only by calling 2-1-1 Victims and witnesses can report any hate incident or hate crime in order to receive free follow-up services and supportive resources in your community.

About 211

Contacting 211 LA is free, confidential, and accessible in 160 languages. 211 LA is a public non-profit organization that connects with the County of Los Angeles to provide confidential information and referral services, along with specialized hotline and service navigation resources.

Reporting with 211 is intended to report a hate incident, including any act of verbal or physical aggression, refusal of services, housing or employment discrimination, or harassment.

Confidentiality: Reports are not shared with law enforcement, and residents can report anonymously. 211 LA shares reports only after getting approval for hate prevention, advocacy, and counseling services, as well as the Los Angeles County Human Relations Commission.

LA vs HATE

Reach out and get help. Support is free, confidential, and available in +140 languages. Call 211 or visit www.LAvsHate.org

HAVE YOU EXPERIENCED HARASSMENT OR DISCRIMINATION RELATED TO IMMIGRATION?

If someone targets you because they think you may be an immigrant — or because of your race, ethnicity, language, or national origin — it may be an illegal act of hate or discrimination. Your legal, civil and human rights may have been violated.

You are entitled to help, regardless of your immigration status.

You decide what information you share and what support you want to receive.

WHY REACH OUT TO LA VS HATE?

- **It's easy:** You can either go online to LAvsHate.org or call 211 (LA County)
- **It's important:** By reporting, it helps us to stop hate and discrimination
- **It's free:** You can speak to trained specialists called "care coordinators" who will help you find the help you need, including accessing legal referrals and know-your-rights resources, as well as mental health and emotional support services

YOUR INFORMATION IS CONFIDENTIAL

- You can remain anonymous
- Your personal information is confidential. It is not shared with immigration authorities or law enforcement
- LA vs Hate does not work with ICE
- You are never required to speak with law enforcement in order to receive help

WHAT DOES HATE LOOK LIKE?

- Harassment or threats because someone believes you are an immigrant
- Discrimination in housing, work, school, or public spaces
- Verbal harassment based on language, accent, or national origin
- Being targeted because of your race, ethnicity, or culture

Not sure if it is an act of hate or discrimination? We can help you figure it out — You can still reach out to LA vs Hate for help.

Call 211 or visit www.LAvsHate.org



Human Rights
Campaign
Informational Overview

Human Rights Campaign Poster

LA vs Hate Fact Sheet

LA vs Hate Immigration Flyer



Earned & Digital Media

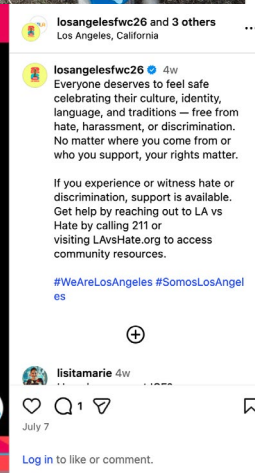
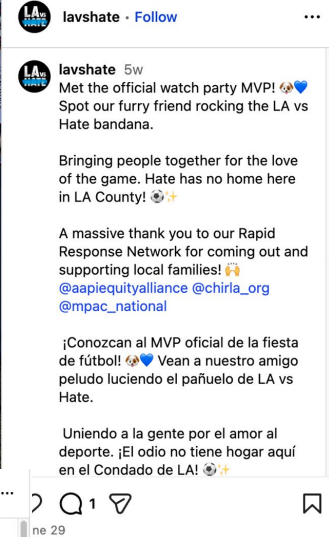
Owned Media

Throughout the games, we have encouraged fans and guests to follow LA vs Hate on socials and subscribe to our newsletters.

Our World Cup presence has boosted an online following on our Instagram and newsletters!

Owned Media Metrics

- 1000+ new followers
- 92k + profile views
- 2,313 interactions (likes, comments, reshares)
- 1841 additional newsletter subscribers



Earned Media

In close alignment with the host committee, 211, and all 5 Board offices, we announced the expansion of Human Rights services via a press release.

- [Press Release](#)
- [Media Kit](#)
- [Press Tracker](#)

The [LA Daily News](#) story which was syndicated across multiple neighborhood papers including the Pasadena Star-News, Daily Breeze, Press-Telegram and a few others.

The hotline was also included in an [LA Times](#) Espanol story, which was syndicated across statewide media outlets.

Both KTLA and Telemundo aired stories discussing the program, including an interview with HRC's, Pierre Arreola. Local Korean outlet Radio Seoul also shared a story highlighting the new resource.



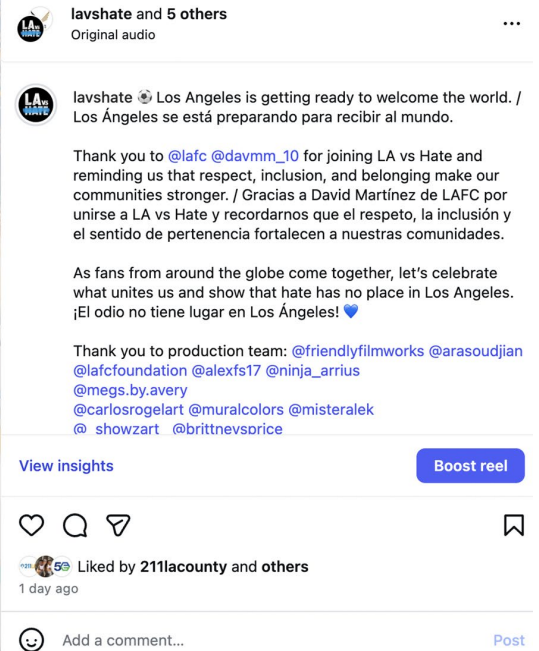
Public Service Announcement

We teamed up with **LAFC players David Martinez and Nkosi Tafari** to promote unity ahead of the World Cup in partnership with LA vs Hate.

KTLA ran the PSA in-kind (free!), while we secured paid ad campaigns with Spectrum digital network and on YouTube.

Distribution methods:

- [Blog post](#)
- [LA vs Hate social media post](#)
- [Social media toolkit](#)
- LA vs Hate newsletter
- In-kind promotion from KTLA, with a potential reach of 200,000 viewers each broadcast.
- Paid Advertising on YouTube and Meta



Spectrum Paid Ad Campaign

Campaign Overview

We ran World Cup PSA Paid Ad campaigns on Spectrum from June 13 - July 19, delivering across Spectrum News, Spanish Channels, Sports Channels and Local Traditional Networks.

location_on

Local TV Spots Geography

Antelope Valley
Burbank
Central LA
Downey
Lakewood
East San Fernando Valley
Foothills - East San Gabriel Valley
Hacienda Heights - Norwalk
Hollywood
Long Beach
Los Feliz
Pasadena-Alhambra
South Bay - Torrance,
San Pedro - Carson
West LA

Targeted TV Broadcast

Spectrum News 1

Total Impressions: 152K
Top Performing Devices: XUMO TV,
Roku, Samsung Smart TV

Spanish Networks

Total Impressions: 361K
Top Performing Channels: Univision,
NBC Universo, Unimas

Sports Networks

Total Impressions: 364K
Top Performing Channels: Spectrum
Sportsnet, LA Dodgers, ESPN

878K+

Total streaming impressions from all
three networks.

Viewing Completion Rate

This is measuring the number of
viewers who complete watching
the advertisement till the very end.

The World Cup PSA Ad had a

98%

 viewing completion rate
which surpasses the industry
benchmark of 92%-96%.

**Impressions are the number of times a piece of content is being displayed*

YouTube Paid Ad Campaign

We ran World Cup Paid PSA Ad campaigns on YouTube from June 9 - July 19. Post World Cup, both Spanish and English are now hosted on our YouTube Channel. Check the PSAs here: [Spanish](#) & [English](#).



YouTube Ad Campaign

High-Engagement Video Reach

1.1M

YouTube Impressions

The English & Spanish PSAs were shown over 1.1 million times to highly targeted viewers.

56%

View-Through Rate

From the 1.1M impressions, over half of viewers chose to keep the ad on their screen and kept watching. Industry average view through-rate is 31.9%.

80%

Audience Retention

An exceptional majority of the viewers continued watching the advertisement till the 25 second mark..

Social Media Graphics

**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT UNFAIR
TREATMENT OF
UNHOUSED PEOPLE**

HELP IS AVAILABLE

CALL 211

OR VISIT
211LA.ORG/HUMANRIGHTS

Reporting is confidential
If this is an emergency call 911



**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT HUMAN
TRAFFICKING**

HELP IS AVAILABLE

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**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT HATE OR
DISCRIMINATION**

HELP IS AVAILABLE

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**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT
IMMIGRANT RIGHTS
VIOLATIONS**

HELP IS AVAILABLE

CALL 211

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**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT
ACCESSIBILITY
ISSUES**

HELP IS AVAILABLE

CALL 211

OR VISIT
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Reporting is confidential
If this is an emergency call 911



**YOUR RIGHTS IN LOS ANGELES
ARE PROTECTED**

**REPORT WORKERS
RIGHTS VIOLATIONS**

HELP IS AVAILABLE

CALL 211

OR VISIT
211LA.ORG/HUMANRIGHTS

Reporting is confidential
If this is an emergency call 911



**EN LOS ÁNGELES
SUS DERECHOS
ESTÁN PROTEGIDOS**

OBTÉN AYUDA AL REPORTAR

Actos de Odio o Discriminación
Violaciones de los Derechos de Inmigrantes y Trabajadores
Tráfico de Personas

LLAME AL 211

O VISITE
211LA.ORG/HUMANRIGHTS

El reporte es confidencial
Si se trata de una emergencia, llame al 911



**EN LOS ÁNGELES
SI VES ABUSO, ACTÚA
ESTAMOS CONTIGO**

**REPORTA VIOLACIONES
DE LOS DERECHOS
DE LOS INMIGRANTES**

PODEMOS AYUDAR

LLAMA AL 211

O VISITA
211LA.ORG/HUMANRIGHTS

El reporte es confidencial
Si es una emergencia, llama al 911



We created a [partner toolkit](#) with 11 of our Human Rights campaign graphics, LA vs Hate PSA, and additional LA vs Hate graphics with premade captions **for partners and supporters to uplift the message on their digital social media platforms**, totaling **34 social media shares**.

Distribution methods:

- LA vs Hate newsletter
- LA vs Hate Rapid Response Partners
- Additional partners and supporters
- LA vs Hate website
- County and City offices

Our communities are strongest when people can gather without fear and celebrate their cultures proudly, especially through the spirit of the World Cup and the love for soccer.

If you or someone you know experiences hate or discrimination, immigrant or worker rights violations, or human trafficking this World Cup season, call 211 for help.



Off the field, we're one team. As fans from around the globe come together, let's celebrate what unites us and show that hate has no place in Los Angeles. ¡El odio no tiene lugar en Los Angeles! 💙

Call 211 or visit LAvsHate.org to report hate or discrimination in LA County.



Fútbol is bigger than a game. For many of us, it's about family traditions, cultural pride, and community joy. As the World Cup approaches our front door, let's come together to make sure every fan feels safe celebrating who they are and where they come from.

No matter who you're cheering for in this series, we should all come together to confront hate. If you see or experience an act of hate during the World Cup, you can get help by calling 211 or visiting LAvsHate.org. #LAvsHate #FIFAWorldCup [Read More](#)





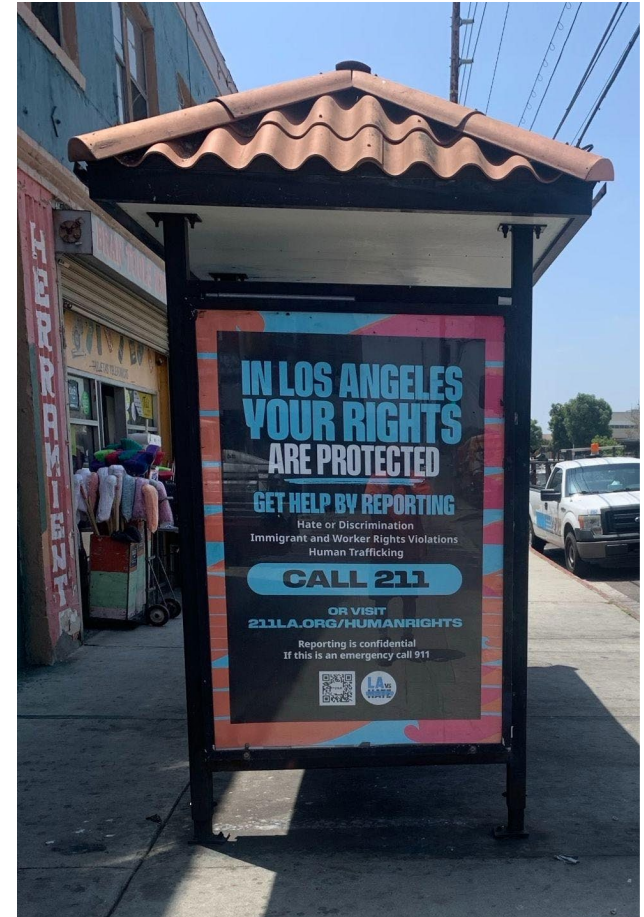
Community Signage

OVERVIEW

In order to maximize visibility, we are bringing LA vs Hate and Human Rights Signage into a variety of signage strategies – reaching different demographics and communities, focusing on priority neighborhoods, and uplifting the messaging of unity and human rights. Signage is showing up across LA County libraries, on the street, and at businesses and watch parties.

Below are our four key signage strategies:

- Lawn sign distribution focused on neighborhood unity
- OOH signage focused on human rights protection [billboards and bus shelter advertising]
- Business outreach
- Guerilla tactics [wheatpastes]

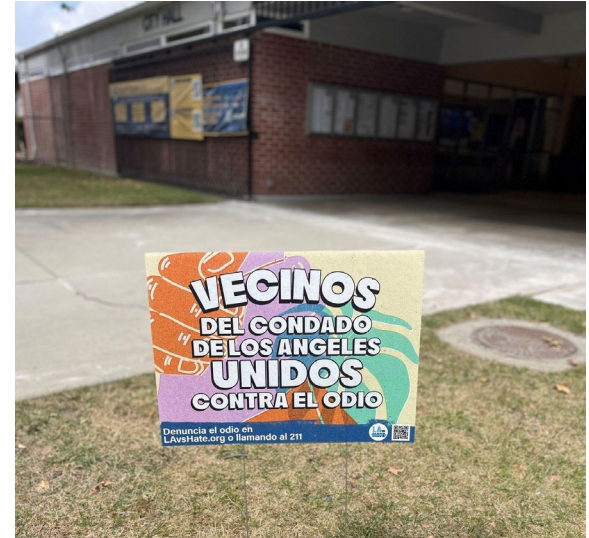
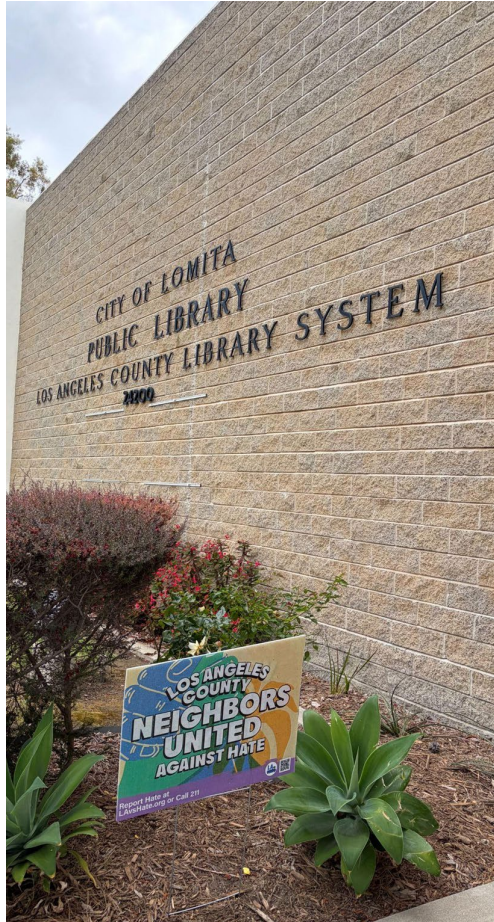


Lawn Sign Distribution

A continuation of *Signs of Solidarity* lawn sign distribution, we've partnered with the LA County Public Libraries to scale visibility and distribution across the whole County.

We have distribution hubs set up at **all 86 county libraries across LA County**.

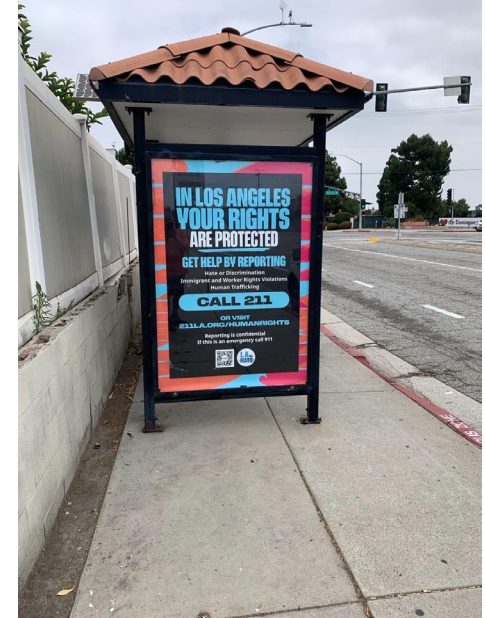
- [Press release](#)
- [Social media collaboration](#)
- Bookmarks
- Social media graphics
- [LA County Public Library landing page](#)
- [Blog post](#)



DPW Bus Shelters

In partnership with Department of Public Works (DPW), there was advertising at 25 bus shelter locations in priority/targeted neighborhoods, mostly focused in South Central and East LA, to reach denser and more bias-targeted and public transit dependent communities.

Willowbrook	2	Avalon Blvd.	Compton Blvd.
Willowbrook	2	Avalon Blvd.	El Segundo Blvd.
Florence	2	Central Ave.	68th St
Florence	2	Central Ave.	83rd St
Florence	2	Compton Ave.	Florence Ave.
Florence	2	Compton Ave.	Florence Ave.
Willowbrook	2	El Segundo Blvd.	Central Ave.
Willowbrook	2	El Segundo Blvd.	Avalon Blvd.
Willowbrook	2	El Segundo Blvd.	Avalon Blvd.
Willowbrook	2	El Segundo Blvd.	Keene Ave.
Willowbrook	2	El Segundo Blvd.	McKinley Ave.
Willowbrook	2	El Segundo Blvd.	Main St.
Florence	1	Firestone Blvd.	Fir Ave.
ELA	1	Gage Ave.	Cesar E. Chavez Ave.
ELA	1	Garfield Ave.	Olympic Blvd.
ELA	1	Hillview Ave.	Beverly Blvd.
Florence	2	Holmes Ave.	Randolph St.
Florence	2	Holmes Ave.	68th St.
Willowbrook	2	Normandie Ave.	El Segundo Blvd.
Florence	2	Pacific Blvd.	Grand Ave.
Florence	2	Pacific Blvd.	Live Oak St.
Willowbrook	2	Rosecrans Ave.	Broadway
Willowbrook	2	Rosecrans Ave.	San Pedro St.
Harbor City	2	Vermont Ave.	Torrance Blvd.
Harbor City	2	Vermont Ave.	228th St.

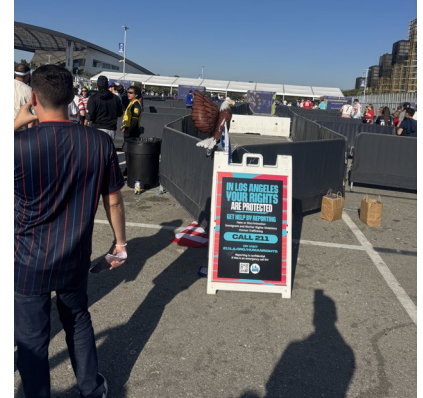


Official Fan Zones + Games

Collaboration with the Host Committee has facilitated with restrictions places where we can promote reporting to 211 as the grievance mechanism for any Human Rights concerns or violations.

Includes digital and/or printed signage at:

- LA (SoFi) stadium – the venue
- Coliseum, Official Fan Fest
- LAX airport
- Metro buses and trains



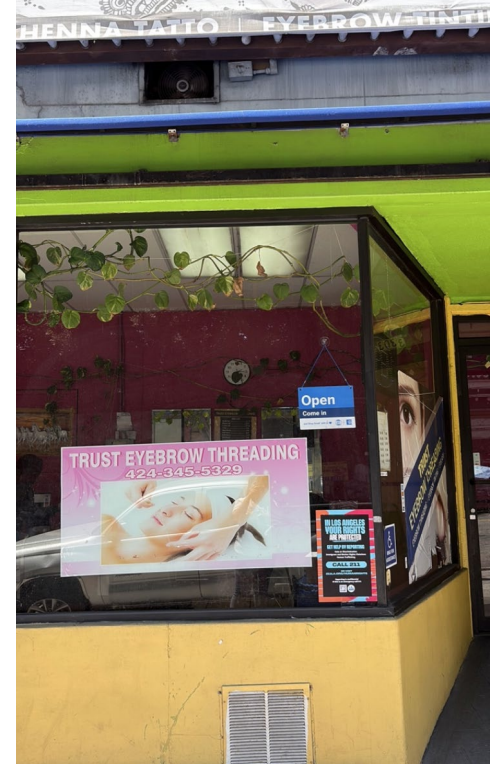
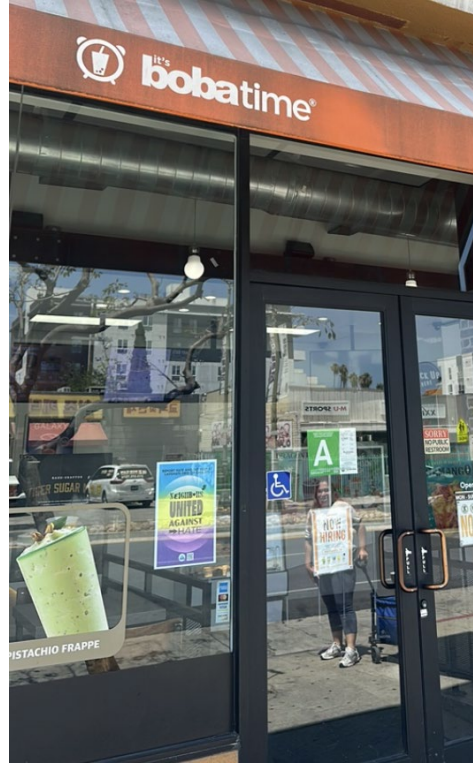
Street Teams: Overview

Business outreach to display and distribute LA vs Hate x HRC x World Cup posters, coasters, and stickers in neighborhoods we are expecting high traffic and an increase in visitors, with a strong businesses district.

The goal is to increase program awareness to customers, workers, and visitors on how to get support.

Neighborhoods

- Chinatown
- Koreatown
- Downtown LA (DTLA)
- Inglewood

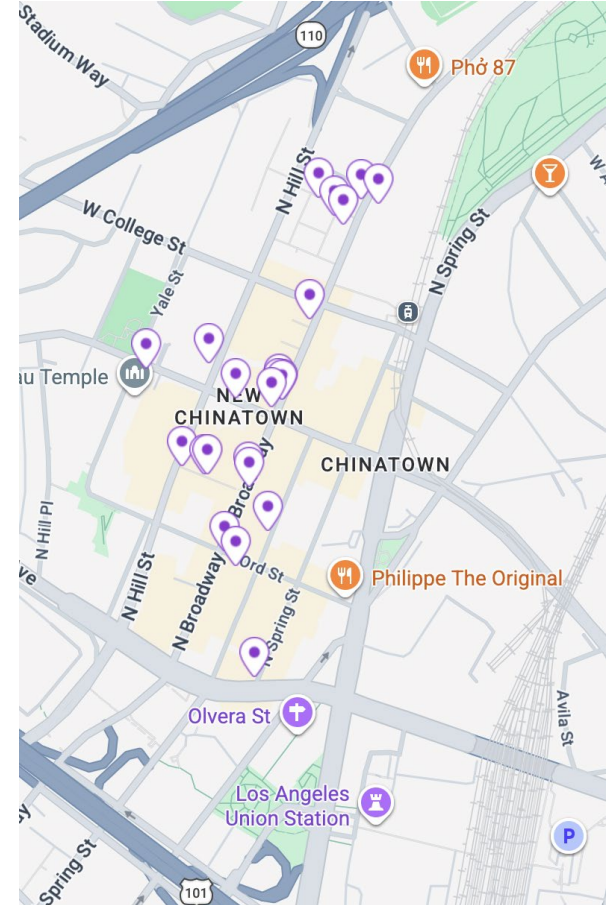


Street Teams: Chinatown

In close proximity to an official Fan Zone at Union Station and zip code that experienced higher rates of hate based on the 2024 Hate Crime Report.

Distribution metrics:

- 38 posters in English
- 20 posters in Mandarin Chinese

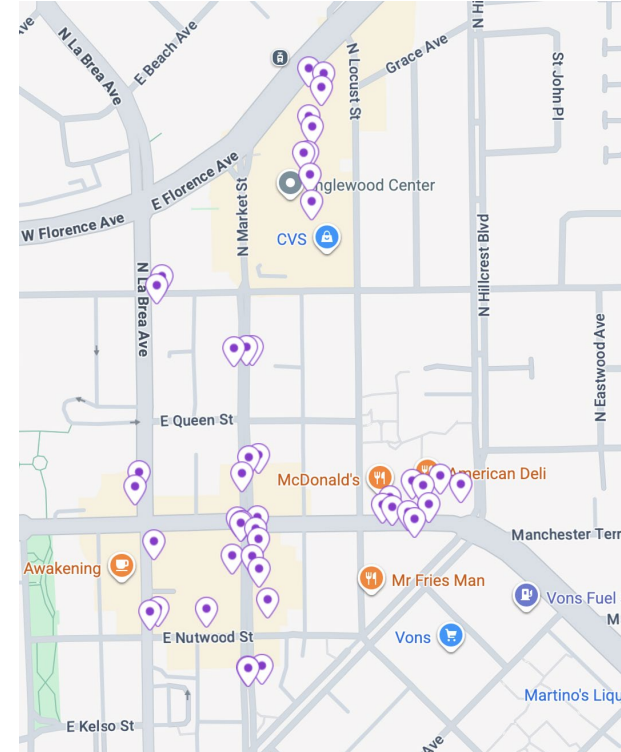
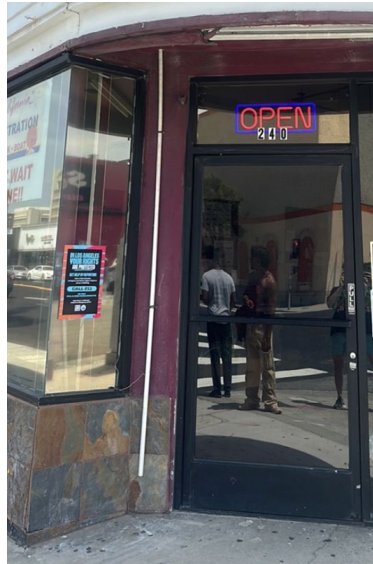


Street Teams: Inglewood

Where World Cup games were played in Inglewood (SoFi stadium), priority neighborhood, and expected increase in foot traffic and visitors around their business district

Distribution metrics:

- 21 businesses



Street Teams: Bars/Restaurants

In addition to poster outreach, we targeted specific bars and restaurants hosting World Cup Watch Parties to partner with us in distributing LA vs Hate branded coasters!

Distribution metrics:

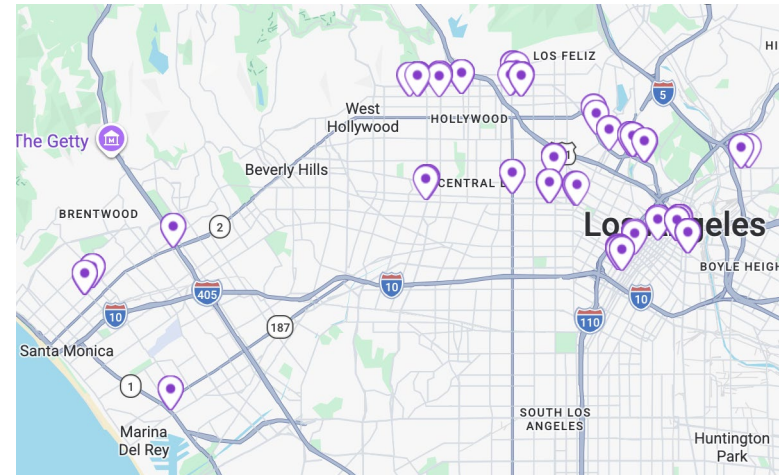
- Distributed 2,500+ coasters to 12 bars/restaurants
 - The Regent Theater (DTLA)
 - Skyduster Beer (DTLA)
 - Ditroit Taqueria (Arts District)
 - Escala (Koreatown)
 - Untamed Spirits (Silverlake)
 - 33 Taps (Silverlake and Culver City)
 - The Greyhound Bar (Highland Park)
 - Boomtown Brewery (Little Tokyo)
 - Highland Park Brewery (Chinatown)
 - All Season Brewing (Mid-Wilshire)
 - Love Hour (Koreatown)

Wheatpastes

Wheatpastes are a successful marketing guerilla tactic to reach people on the street.

Using our distinct Colby designs that have been widely recognized on the Metro, while incorporating Human Rights Campaign and soccer symbols, we are targeting high foot traffic, priority neighborhoods (based on the 2024 Hate Crime Report), and areas with expected increase in watch parties to increase visibility.

Over 400, 4x6 foot posters have been installed on a rolling basis across the LA Metro region to drive awareness of the reporting hotline.



Billboards

Large scale placements at key locations around the county.

- Vue – on 6th street in K-Town, reaching outbound traffic to Melrose, Miracle Mile & Beverly Grove.
- Hollywood Crossing – This is on Hollywood Blvd, offering a consistent presence throughout the event.
- Nexus – South Bay digital billboard on Crenshaw Blvd. in Gardena



Billboards

