





WORLD CUP 2026 AGENCY SWEEPSTAKE

Are you ready to go 'All In On ITV' this summer?

If you are reading this, then you lucky things have just received your sweepstake box, placing you in the running to win the ultimate grand prize: a post-cup celebration, hosted by ITV!

Now, it's time to talk tactics and run through your sweepstake checklist...

1

Scan the QR code inside the lid of your sweepstake box to watch the exclusive intro video.

2

Look inside your sweepstake box & football bag to find:

- The name and flag of the country your agency will be cheering for throughout the World Cup tournament - found on the A5 print out in your box.
- Decorations to kit out your office, ready for the upcoming matches.
- Items to bring the excitement of the tournament straight to your office floor!

3

How to win the grand prize - don't forget, there's two ways to win!

As well as cheering on your team over the 5 weeks of the World Cup, to increase your chances of winning, we will be setting your agency **3 mini-challenges**. This means you can still win big, even if your assigned sweepstake country gets knocked out early doors.

ITV will be going 'All In' to host the **ultimate post-cup celebration** for the winning agencies!

HOW TO WIN:

The Sweepstake Winners

50 spots for the agency whose assigned country actually wins the World Cup 2026.

The Challenge Winners

50 spots for the agency that scores the highest for completing the 3 mini-challenges.

4

Be on the look out, as your 3 mini-challenges will be coming your way!

These will be emailed to your nominated 'Team Captain' and all challenge entries must be sent to: **bdoads@itv.com**. Further instructions to follow with the first mini-challenge drop!

5

BONUS POINT ALERT!

Want to get a head of the competition? Throughout the 5 weeks of the World Cup, alongside the 3 mini-challenges, we'll be throwing in some easy ways to sub in some extra points.

Here is your first chance to score before the whistle even blows:

- **1 bonus point** – Take a team selfie with your sweepstake box and email it to **bdoads@itv.com**
- **1 bonus point** – Upload that selfie to LinkedIn to announce you're taking part in ITV's Agency Sweepstake! Don't forget to tag **@ITVMedia** and use **#ITVAgencySweepstake**.

WILL IT BE YOU RAISING THE TROPHY? BEST OF LUCK!