

WeirFoulds Associate Arman Poushin Shares Expert Insights Ahead of Toronto's FIFA World Cup Viewing Parties

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With Toronto set to host six FIFA World Cup matches in June 2026, WeirFoulds Associate Arman Poushin was interviewed by [6IX Retail news](#) where he builds on his insights shared in his [recent article](#) into what businesses should watch for in their leases before hosting any viewing parties in.

He offers additional perspectives on preparing for World Cup excitement while staying compliant, including starting landlord conversations now and documenting approvals in writing, reviewing permitted use clauses to confirm that ticketed events, outdoor screens, and large viewing parties are allowed, respecting signage controls and avoiding FIFA trademarks in any marketing, planning for patio and outdoor space rules and municipal permits, aligning operating hours and noise limits with lease terms, and budgeting for event related costs such as security, utilities, and waste removal under triple net leases.

His commentary highlights practical steps that reduce risk, such as submitting comprehensive landlord requests with dates, headcount, layouts, and permit confirmations, and steering clear of protected FIFA marks and terms unless licensed, which helps businesses avoid fines and potential lease defaults.

To learn more about Arman Poushin, please visit his [profile page](#).

To learn more about the Commercial Leasing Group at WeirFoulds, [click here](#).

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