



118

DAYS TO GO



2026
FIFA
KANSAS CITY



THE BEAUTIFUL GAME
THE WORLD'S MOST POPULAR SPORT



3.5 BILLION FANS



250 MILLION PLAYERS



200 COUNTRIES

A GLOBAL SOCCER CELEBRATION



GROUP STAGE

7 Nations

4 Continents

-  **Algeria**
-  **Argentina**
-  **Austria**
-  **Curacao**
-  **Ecuador**
-  **Netherlands**
-  **Tunisia**



THE HEART OF THE TOURNAMENT

BC PLACE
VANCOUVER

LUMEN FIELD
SEATTLE

LEVI'S STADIUM
SAN FRANCISCO

SOFI STADIUM
LOS ANGELES

AT&T STADIUM
DALLAS

NRG STADIUM
HOUSTON

ESTADIO AKRON
GUADALAJARA

BMO FIELD
TORONTO

ARROWHEAD STADIUM
KANSAS CITY

MERCEDES-BENZ STADIUM
ATLANTA

HARD ROCK STADIUM
MIAMI

LINCOLN FINANCIAL FIELD
PHILADELPHIA

MET LIFE STADIUM
NEW YORK

GILLETTE STADIUM
BOSTON

ESTADIO BBVA BANCOMER
MONTERREY

ESTADIO AZTECA
MEXICO CITY



VANCOUVER

SEATTLE

SAN FRANCISCO

LOS ANGELES

DALLAS

HOUSTON

MONTERREY

GUADALAJARA

MEXICO CITY

TORONTO

BOSTON

NEW YORK

PHILADELPHIA

ATLANTA

MIAMI

KANSAS CITY

TEAM BASE CAMP CAPITAL OF AMERICA





OWN THE MOMENTUM

Ready to deliver the largest sporting event in the world and show we are built to lead.



UNSTOPPABLE TOGETHER

The KC Heart is more than a symbol – it represents our warmth, inclusion, pride and unity.



ROOTED IN SPORTS

We're the Soccer Capital of America with a world-recognized sports legacy and the world's loudest fans.





WE'RE ALL ON THE WORLD STAGE TOGETHER

HOW WILL YOUR BUSINESS HELP TELL KANSAS CITY'S STORY?

BELONGING

Help visitors feel like they are part of Kansas City

- Share local stories, traditions, and pride
- Offer a warm, personal welcome
- Celebrate football culture and community spirit

ACCESS & EASE

Make it easy for visitors to enjoy their stay

- Provide clear information and helpful tips
- Anticipate common questions
- Remove confusion and friction from their experience

BELIEF

Show visitors why Kansas City is a place worth believing in

- Deliver great service and memorable experiences
- Highlight what makes KC innovative and special
- Leave them with a story they'll tell when they go home

WHO'S COMING & WHAT THEY VALUE



Meet the fans who could be your new customers

- **Young, diverse, connected**
Ages 16–34 dominate; 38 % women; Hispanic fans drive engagement
- **Affluent explorers**
Travel & dining out are among their top passions
- **Community seekers**
Top reason to attend — to belong and connect
- **Digital natives**
79 % follow sports via social media
(Instagram • TikTok • YouTube • Facebook)



FROM MATCHES TO MEMORIES



How fans will likely spend their time in Kansas City

- **Exploring the city and region**

FIFA's Fan App will help guide visitors to local dining & entertainment

- **KC's advantage**

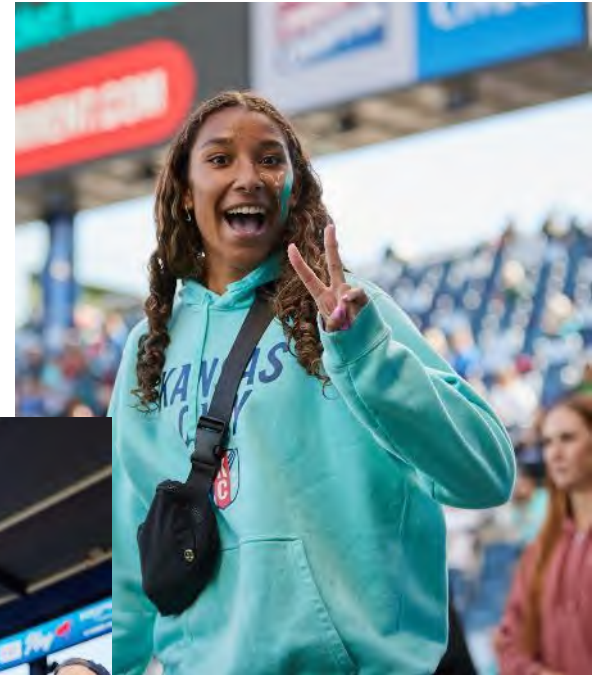
Travel + Taste + Football = BBQ, music, walkable districts

- **Regional draw**

Visitors arriving from Chicago, Denver, St. Louis, Des Moines, Minneapolis.

- **They want experiences**

Free food • Giveaways • Live music • AR tech • Photo ops



MARKETING WITH CARE



MARKETING WITH CARE

WHAT YOU CANNOT USE

IN YOUR ADVERTISING OR PROMOTIONS

- ❌ **OFFICIAL TOURNAMENT MARKS**
FIFA® | FIFA WORLD CUP™ | FIFA WORLD CUP 2026™ | FIFA FAN FESTIVAL™
- ❌ **FIFA® LOGOS, HASHTAGS, OR SLOGANS**
- ❌ **OFFICIAL MATCH SCHEDULES OR NATIONAL TEAM LOGO**

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.

INCLUDING, BUT NOT LIMITED TO, THESE EXAMPLES



For more detailed guidance, consult the [FIFA World Cup 2026™ Official IP and Branding Guidelines](#).

KC GAME PLAN 15

MARKETING WITH CARE

WHAT YOU CAN USE

IN YOUR ADVERTISING OR PROMOTIONS

- ✅ **EMBRACE GENERAL SOCCER THEMES LIKE**
“CELEBRATING THE BEAUTIFUL GAME” OR “WELCOMING THE WORLD”
- ✅ **DECORATE WITH SOCCER BALLS, NON-OFFICIAL COUNTRY FLAGS, INTERNATIONAL CUISINES, AND CULTURALLY INCLUSIVE ELEMENTS**
- ✅ **HOST YOUR OWN UNOFFICIAL WATCH PARTIES OR COMMUNITY CELEBRATIONS TIED TO THE SPIRIT OF THE GAME**

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.



KC GAME PLAN 16

SMALL BUSINESSES RESOURCES

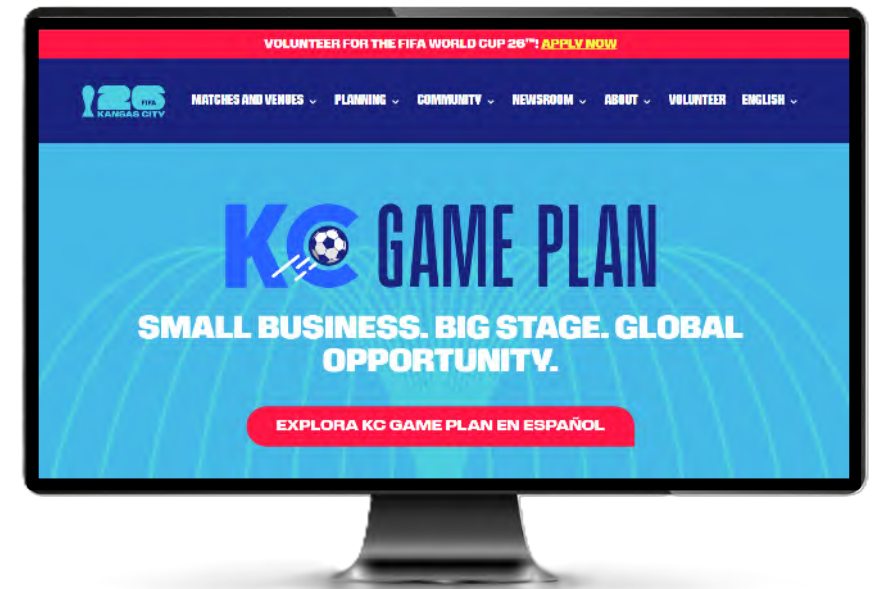
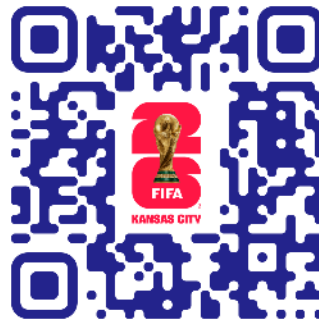


AVAILABLE NOW

- Match Schedule
- KC Game Plan Playbook
- Business Interest Form
- RFI and RFP Opportunities over \$15k
- Readiness Assessment
- MO & KS Small Business Resources
- No-Cost Training Session Calendar

COMING SOON

- Visitor Cultural Insights & Hospitality Training
- Visitor Forecasts & Maps
- ConnectKC26 – More details
- FIFA Fan Festival Dates
- Community Events Calendar





FOLLOW THE JOURNEY TO 2026



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