



82

DAYS TO GO



**THE BEAUTIFUL GAME**  
**THE WORLD'S MOST POPULAR SPORT**



**3.5 BILLION FANS**



**250 MILLION PLAYERS**



**200 COUNTRIES**

# A GLOBAL SOCCER CELEBRATION

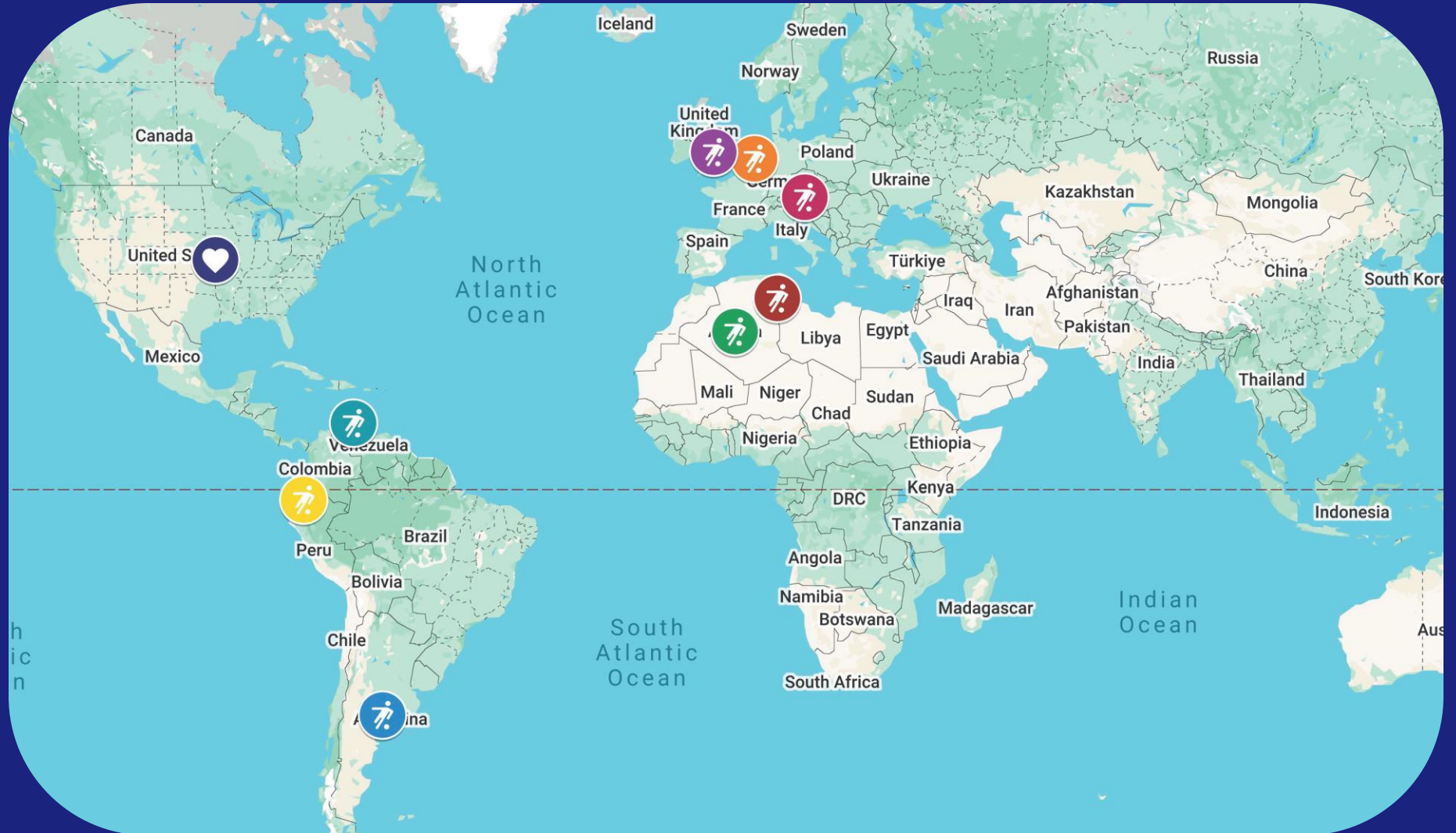


## GROUP STAGE & BASE CAMPS

8 Nations

4 Continents

-  **Algeria**
-  **Argentina**
-  **Austria**
-  **Curacao**
-  **Ecuador**
-  **England**
-  **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

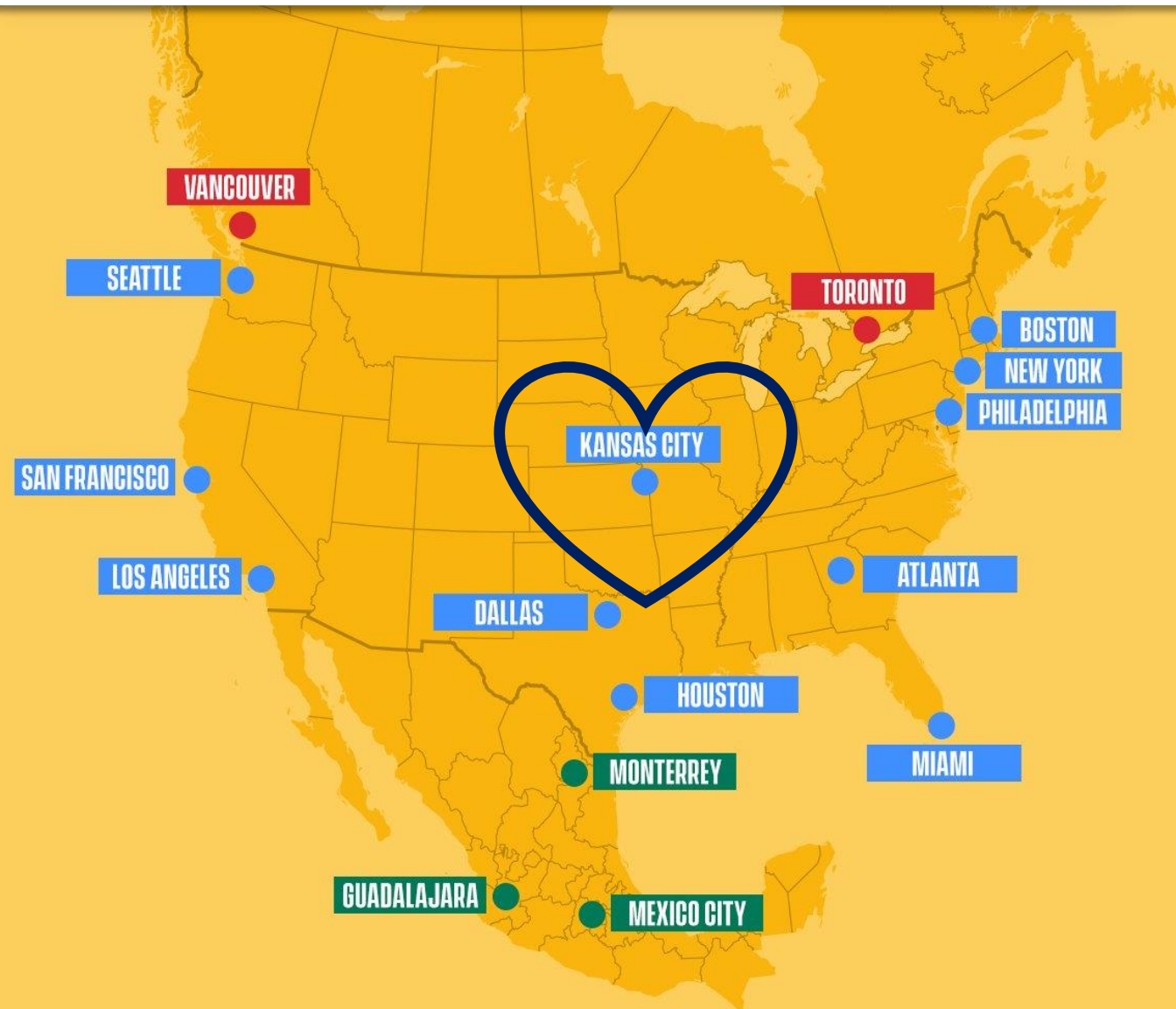
**LINCOLN FINANCIAL FIELD**  
PHILADELPHIA

**MET LIFE STADIUM**  
NEW YORK

**GILLETTE STADIUM**  
BOSTON

**ESTADIO BBVA BANCOMER**  
MONTERREY

**ESTADIO AZTECA**  
MEXICO CITY



# TEAM BASE CAMPS



"One, two, three, viva l'Algérie!"  
WELCOME HOME,  
**ALGERIA**

"Vamos, Vamos Argentina"  
WELCOME HOME,  
**ARGENTINA**

"It's coming home!"  
WELCOME HOME,  
**ENGLAND**

"Wij houden van Oranje"  
WELCOME HOME,  
**NETHERLANDS**



## 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**

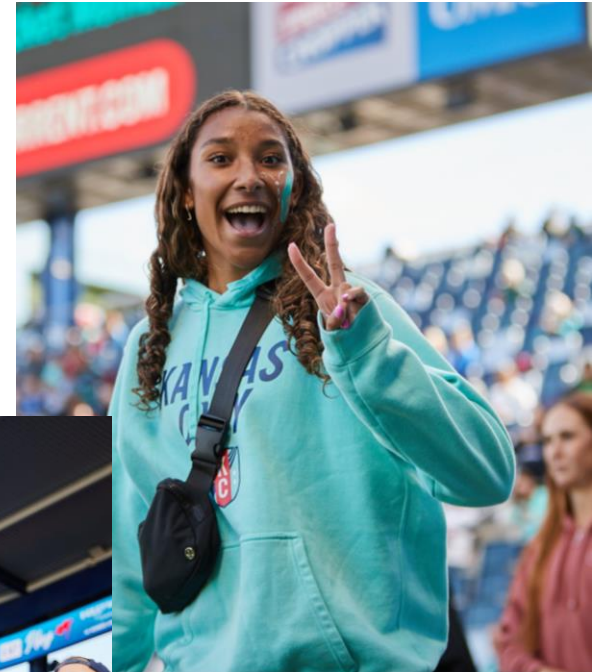
FIFA's Host City Fan App will help guide visitors to local dining & entertainment

- **KC's advantage**

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

- **They want experiences**

Activities • Giveaways • Live music • AR tech • Photo ops



# SMALL BUSINESSES RESOURCES

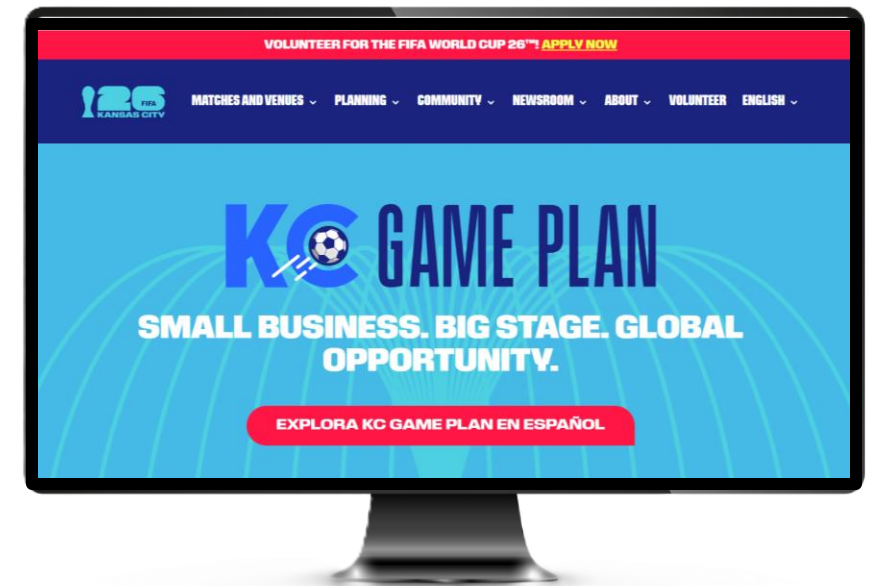
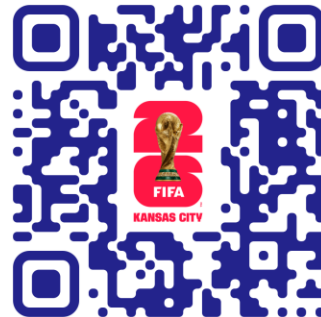


## AVAILABLE NOW

- Match Schedule
- FIFA Fan Festival Dates
- KC Game Plan Playbook
- Business Interest Form
- RFI and RFP Opportunities over \$15k
- Readiness Assessment
- MO & KS Small Business Resources
- **30+ FREE Training Sessions**

## COMING SOON

- Visitor Cultural Insights
- Visitor Forecasts & Maps
- ConnectKC26 – More details



# MARKETING WITH CARE



Get more information on  
FIFA IP Guidelines and  
Restrictions

[KC Game Plan Playbook](#)  
&  
[Community Playbook](#)

## 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.





# FOLLOW THE JOURNEY TO 2026



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[@KANSAS CITY](#)  
[WORLD CUP 2026](#)



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[@KANSAS CITY FWC 26](#)



**GAME PLAN**

**SMALL BUSINESS. GLOBAL STAGE. BIG OPPORTUNITY**

**Help us improve—  
take a quick survey!**

