

More Marketing Strategies & Tactics for the Global Soccer Event in Kansas City

Small Business Marketing Playbook

Why This Matters

The Soccer Event this summer is the **largest sporting event in Kansas City history**.

- **650,000+ visitors** expected in Kansas City
- **18-day FIFA Fan Festival** at the National WWI Museum & Memorial
- **International teams & base camps** (Argentina, England, others)
- **A short window with massive upside** for prepared small businesses

You already know how to run your business. This moment is about **maximizing a rare demand surge**.

Who Is Coming to Kansas City?

Visitor Types

- International fans & families
- U.S. travelers from across the country
- Corporate hospitality groups
- Media & press
- Team staff & support crews

Demographics

- **30–49 years old (46%)** – primary spenders
- **16–29 years old (32%)** – group travel, festival-focused
- **50–69 years old (22%)** – traditional fans

Visitor Behaviors

- Travel in groups
 - Smartphone savvy
 - Fast decision makers
 - Spend more than locals
 - Lower brand loyalty
 - Not familiar with U.S. tipping
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The 5 Core Visitor Problems

You don't need a new product — just solve **one problem better than others**.

1. **Time Pressure**
Visitors need fast, convenient options near venues.
2. **Uncertainty & Decision Fatigue**
They want proof: reviews, photos, simple offers.
3. **Language & Cultural Barriers**
Clear language, visuals, and multilingual support matter.
4. **Desire for Local Experience**
Visitors want what's authentic to Kansas City.

5. Comfort & Safety

Predictable, friendly, easy-to-navigate experiences win.

Strategic Positioning & Value Proposition

Simple Positioning Formula

We help [soccer visitors] who need [problem solved] by offering [your unique solution].

Examples:

- We help soccer fans who need a fast, high-quality meal near the stadium.
- We help international visitors experience real Kansas City without the guesswork.
- We help fans relax and recharge between matches.

Clarity beats complexity. If visitors understand your value in **3 seconds**, you win.

Kansas City Neighborhood Positioning

Power & Light District / Downtown

Visitor Mindset: First-time visitors, hotels, fan events, walkability

- *Positioning:* Celebrate and enjoy game-day energy all within walking distance

Crossroads Arts District

Visitor Mindset: Foodies, creatives, First Fridays

- *Positioning:* Authentic KC culture through art, food, and community

18th & Vine Jazz District

Visitor Mindset: Cultural explorers, history lovers

- *Positioning:* The soul of Kansas City — music, history, and heritage

Country Club Plaza

Visitor Mindset: Upscale, international travelers

- *Positioning:* World-class shopping and dining in an iconic setting

Brookside / Waldo

Visitor Mindset: Families, repeat visitors

- *Positioning:* A calm, local neighborhood escape from crowds

Westport

Visitor Mindset: Nightlife, younger crowds

- *Positioning:* Pre- and post-match celebration hub

River Market

Visitor Mindset: Authentic Midwest experience

- *Positioning:* Historic market, local food, walkable culture
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Tactical Marketing Playbook ([Follow FIFA™ IP Guidelines!](#))

Digital Must-Haves

- Google Business Profile optimized
- Local SEO with KC + soccer keywords
- Yelp & TripAdvisor updated
- Mobile-friendly website

Social Media

- Short videos (Reels/TikTok)
- Live match-day content
- Local hashtags: **#FWC2026 #WeAreKansasCity**

Event-Driven Offers

- Fan discounts
- Kickoff happy hours
- Watch parties
- Multilingual signage

Offline Tactics

- Window signage: “World Cup Fans Welcome”
- Country Flags
- Printed guides & maps
- Street-level visibility near venues

Operational Best Practices

- Fewer menu or product choices
- Faster payment options
- Extended hours during matches
- Extra staffing during peak times
- Clear pricing (USD & visual menus)

If customers need to ask questions, you’ve already slowed down sales.

Track Your Success

Measure what matters:

- Sales during event periods
- Foot traffic increases
- Offer redemptions
- Website visits
- Social media engagement

Action Plan Checklist

Do This First

- Choose your primary visitor segment
- Write your one-sentence positioning statement

Next

- Map KC match dates & peak traffic times
- Plan staffing, hours, and inventory

Before June 2026

- Create 1–2 soccer-themed offers
 - Update Google & social profiles
 - Build local partnerships
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Helpful Tools

- **Google Translate / Apple Translate** – language support
 - **WhatsApp Business** – high open rates with international visitors
 - **Canva** – signage & social graphics + QR codes
 - **ChatGPT / AI tools** – content creation
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Final Thought

This soccer event is more than a sporting event — it’s a **once-in-a-generation opportunity**. Prepare now, welcome the world, and let visitors remember **your business** as part of their Kansas City story.

Resources:

- Official Website: <https://kansascityfwc26.com/>
- Kansas City FWC 26 Newsletter/Updates: <https://kansascityfwc26.com/signup/>
- KC Game Plan website: <https://kansascityfwc26.com/kc-game-plan/>
- KC Game Plan Community Playbook <https://kansascityfwc26.com/kc2026-community-playbook/>
- SCORE Kansas City/KC Game Plan Website (contains past Webinar Recordings, handouts and resources): <https://www.score.org/kansascity/kc-game-plan>