

ROAD TO 2026: MISSOURI'S WORLD CUP READINESS



244

DAYS TO GO



THE BEAUTIFUL GAME
THE WORLD'S MOST POPULAR SPORT



3.5 BILLION FANS



250 MILLION PLAYERS



200 COUNTRIES

LARGEST TOURNAMENT EVER WITH 48 TEAMS

UEFA (16)



AFC (8)

CAF (9)



HOSTS (3)



CONMEBOL (6)

CONCACAF (3)



OFC (1)

PLAYOFFS (2)



≡ Road To Qualification

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

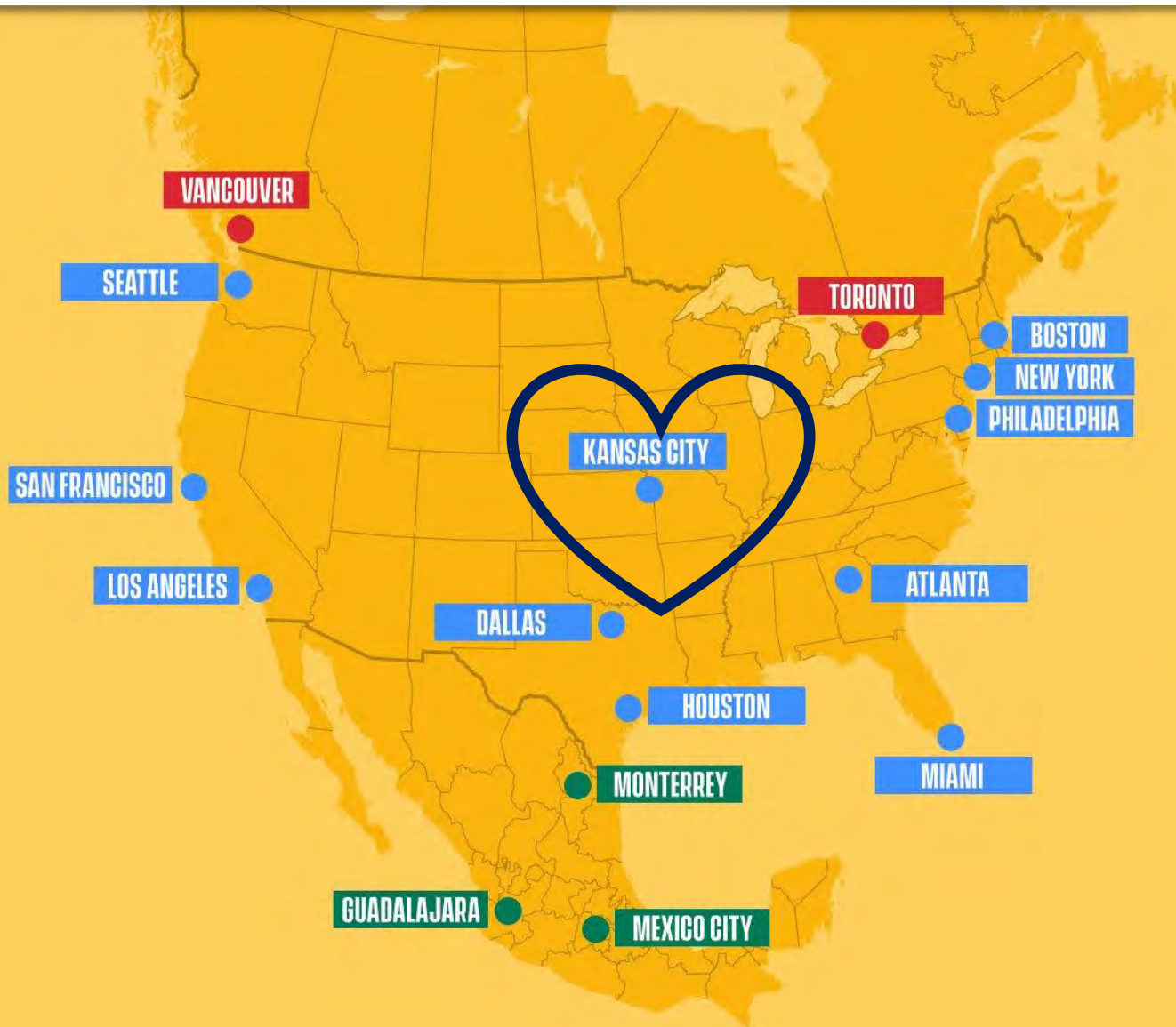
LINCOLN FINANCIAL FIELD
PHILADELPHIA

MET LIFE STADIUM
NEW YORK

GILLETTE STADIUM
BOSTON

ESTADIO BBVA BANCOMER
MONTERREY

ESTADIO AZTECA
MEXICO CITY



KC2026 PURPOSE



**MAXIMIZE THE POSITIVE MOMENTUM CREATED BY
THE 2026 FIFA WORLD CUP™ TO UNITE, STRENGTHEN,
AND ELEVATE OUR REGION, AND PROPEL KC TO
NEW HEIGHTS IN THE NATION AND THE WORLD.**

DELIVER KANSAS CITY MAGIC

Create a safe, seamless, best-in-class, and distinctly Kansas City experience for the fans, players, and media, that fully engage our communities in the process and encourage visitors to return.

RISE ON THE WORLD STAGE

Showcase to a global audience the vitality of our economy, the richness of our culture, and most importantly, the welcoming character of our people — firmly establishing KC as the heart and capital of the Midwest.

LEAVE A LASTING LEGACY

Generate sustained and long-term cultural and economic impacts in our region's infrastructure, businesses, institutions, and brand, while building our people's capability and confidence to take on the opportunities and challenges of the future.



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.



KC2026 UPDATE

ECONOMIC DEVELOPMENT: OFFICIAL EVENTS AND TOURISM

WHO WILL BE HERE?

- **650,000 visitors***
 - FIFA Officials
 - FIFA Contractual Guests
 - Sponsors
 - Media Rights Licensees
 - Member Associations, Committees
 - FIFA Invited Guests
 - Heads of State/Government, Other State/Government Officials
 - Dignitaries
 - Sports, Business, Entertainment Celebrities
 - Ticketed Fans
 - Nonticketed Fans
- **2.1 million “VISITor days”***

**Visit KC estimates 650,000 unique visits based on total visitor days during the duration of the event in the KC area. A visitor day is defined as one visitor spending one day (day/overnight) in the destination; the figure will be adjusted further with base camps and other future announcements.*



PROJECTED TRAVEL PROFILE



FWC VISITOR PROFILE (US REGION) *

54%

International visitors

75%

Attend FIFA Fan
Festival

AGES

16-29 32%
30-49 46%
50-69 22%

41% *of International visitors
speak English*

Male 63%

*Visitors owning a credit
or debit card*

68%

*Average international visitor stay in
US*

9.7 days

2.3

Matches
attended per
individual

**Includes non-ticket holders.*

FIFA FWC26 estimations based on historical data: FWC22 Qatar, FWWC23 AUS/NZ, MLS, Nielsen Fan Profiles, US/MEX/CAN population demographics, and

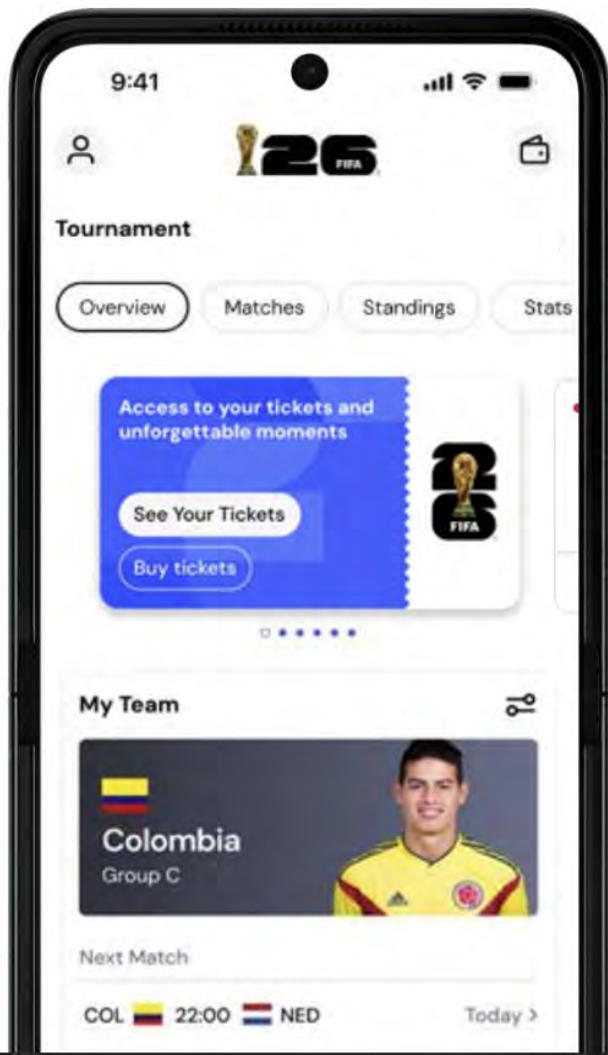
*USITA ; *Outside of a 50-mile radius of the host city*



HOW TO MAKE AN IMPACTFUL FAN EXPERIENCE

- The experience should feel open, human, and welcoming— especially to international fans. International fans should feel that KC gets soccer, its fandom and the importance of the world cup; multicultural and passionate.
- But don't forget about the locals. Locals (city and region) aren't just attendees—they're part of the team. This shows up in programming, hospitality, and tone.

CREATING A CONNECTED EXPERIENCE



BASED ON
FAN BEHAVIOUR

BEFORE
TRAVEL

AROUND
THE CITY

AT THE
STADIUM

PURCHAS
E TICKETS

PLANNIN
G TRAVEL

EXPLORE
THE CITY

FIFA FAN
FESTIVAL

TRAVEL
TO
STADIUM

ENJOY
THE
MATCH



HOME



TOURNAMENT



CITY



STADIUM



PLANNER

MATCH DAY AT ARROWHEAD



FIFA WORLD CUP 2026™ TICKETING TIMELINE



VISA

WORLDWIDE PARTNER

**4.5 MILLION ENTERED
VISA PRESALE DRAW**

ENTER THE DRAW AT FIFA.COM/TICKETS

2025



**SEPTEMBER 10-19, 2025
VISA PRESALE DRAW**



**OCTOBER 27-31, 2025
EARLY TICKET DRAW**



**DECEMBER 5, 2025
FINAL DRAW**



**MID DECEMBER 2025
RANDOM SELECTION DRAW**

2026



**CLOSER TO TOURNAMENT
LAST MINUTE SALES**

COMPETITION VENUE: ARROWHEAD STADIUM



OVERLAY

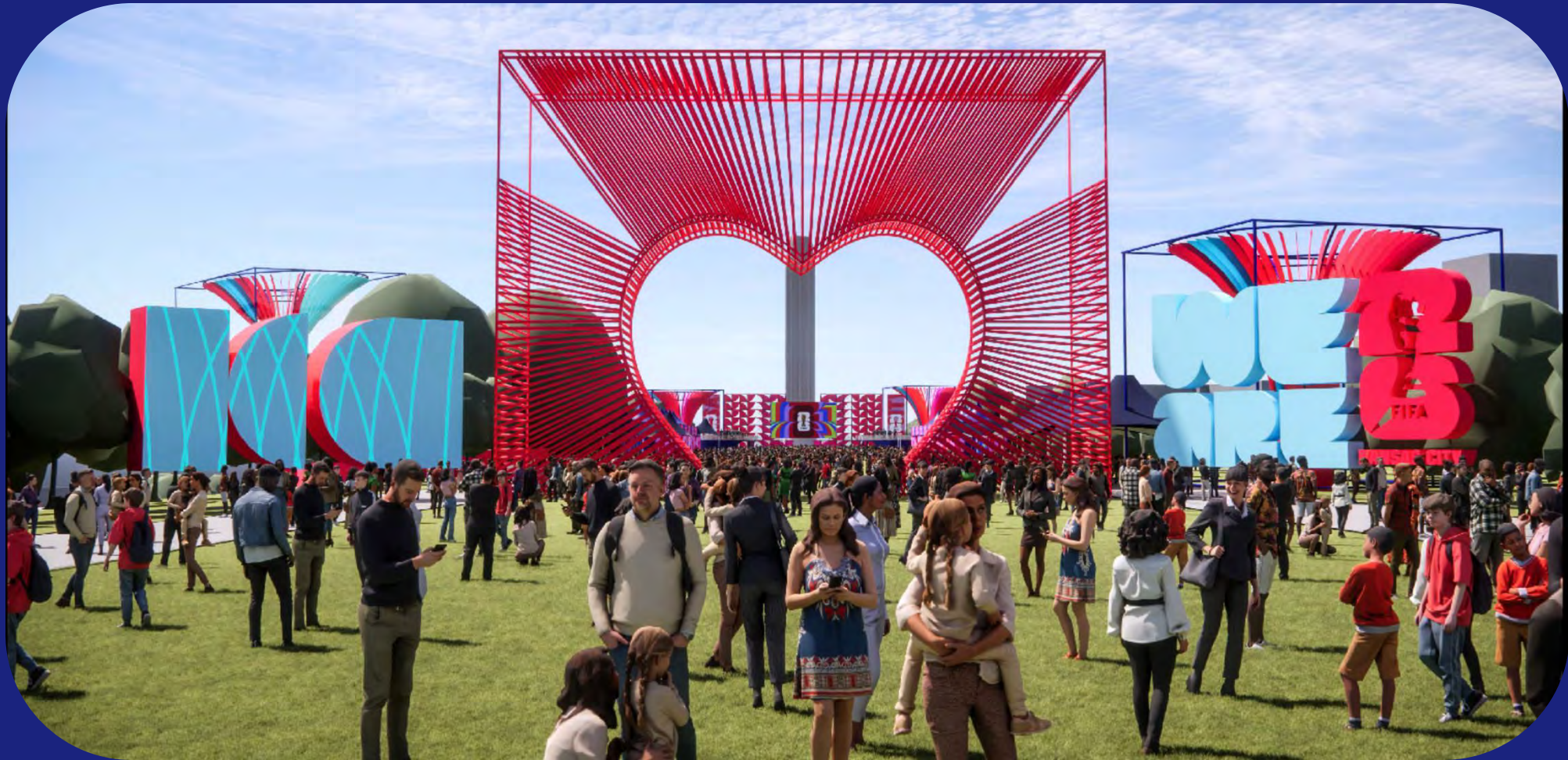
- Temporary infrastructure will differ dramatically from typical Arrowhead setup
- Bus loading and staging
- Pedestrian queuing
- Security perimeter and screening
- Broadcasting compound
- Media tribune
- Hospitality village

SPONSORS + CLEAN SITE

- Sponsorship limited to FIFA Commercial Partners
- Host Committee responsible for ensuring FIFA brand is protected mile around stadium
- No branding other than FIFA and Commercial Partners allowed

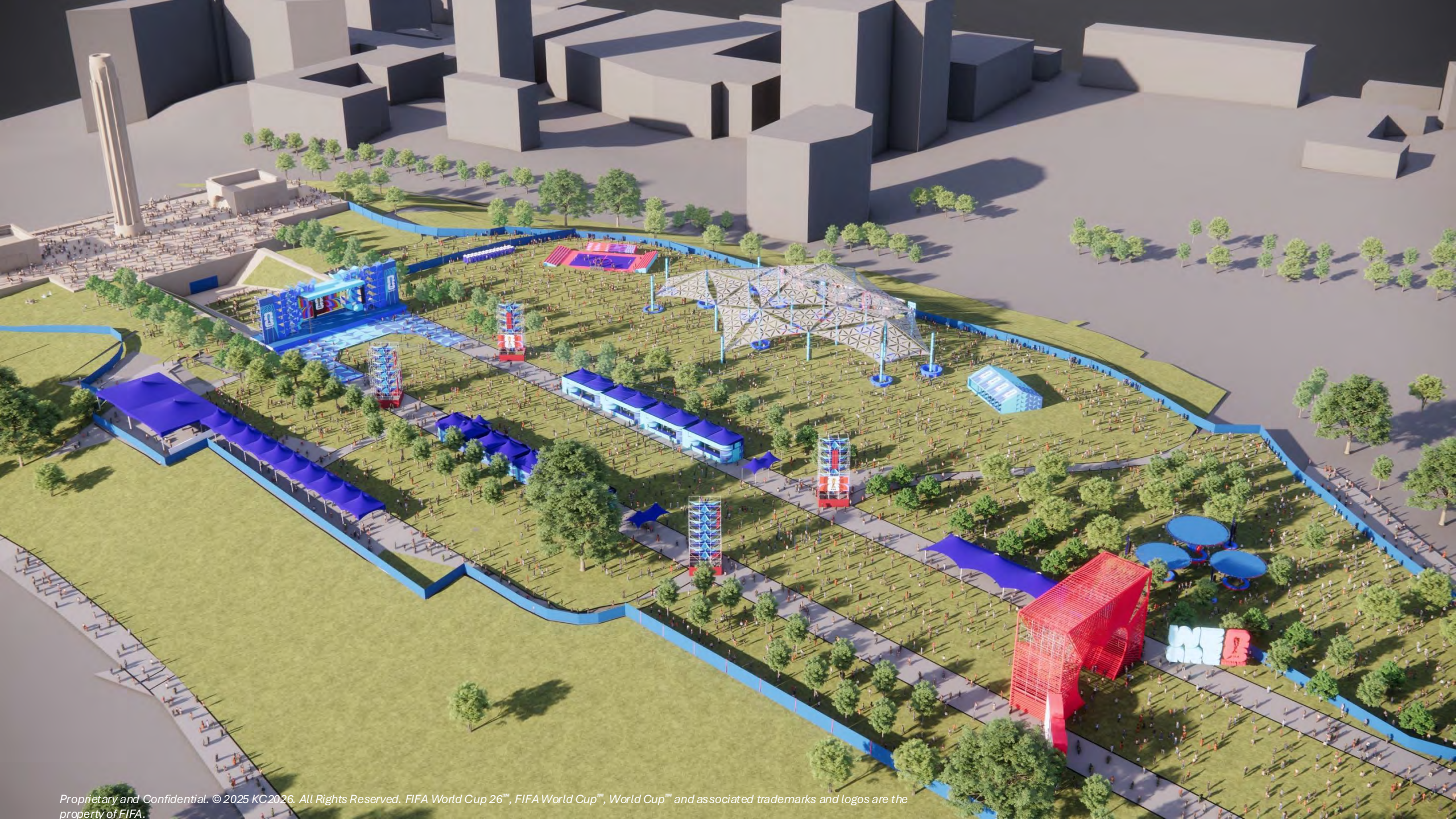
FIFA FAN FESTIVAL

THE PULSE OF FIFA WORLD CUP AND DISTINCTLY KANSAS CITY













TRAINING SITE CATEGORIES



TEAM BASE CAMP (TBC)

- Competition-quality training site paired with hotel
- 48 participating teams establish “home away from home”; hub from where they will travel to their matches
- Players, staff and officials spend majority of time at TBC

VENUE-SPECIFIC TRAINING SITE (VSTS)

- Competition-quality training site for teams playing at Arrowhead
- Match Day Minus One (MD-1) training sessions open to media
- Clean site - no branding except for FIFA CPs

TEAM BASE CAMPS

HOME AWAY FROM HOME FOR COMPETING TEAMS



COMPASS MINERALS NPC
(SPORTING KC TRAINING FACILITY)

KANSAS CITY, KS



**KC CURRENT TRAINING
FACILITY**

RIVERSIDE, MO



ROCK CHALK PARK

LAWRENCE, KS



STL CITY SC
ST. LOUIS, MO



SAINT LOUIS UNIVERSITY
ST. LOUIS, MO

VENUE SPECIFIC TRAINING SITES



CHILDREN'S MERCY PARK
(SPORTING KC HOME STADIUM)
KANSAS CITY, KS



CPKC STADIUM
(KC CURRENT HOME STADIUM)
KANSAS CITY, MO

TEAM BASE CAMP TIMELINE



2025

2026

*FIFA
World Cup*



2025

December 5, 2025

January 2026

April 2026

FIFA accepting expressions of interest from other potential TBC sites

FIFA World Cup 26 Final Draw

Team Base Camp Selections submitted to FIFA

Official FWC26 TBC release to public

Final Brochure sent October 2025

Final Draw reveals geographic zones in which teams will play group-stage matches

Team facility visits

Teams submit selection preferences for TBC locations following Final Draw

ANTICIPATION IS BUILDING

Which national teams
will compete and
base camp in KC?



KC HOUSE

LOCAL BUSINESS LEADERS TO PRESENT OUR REGIONAL'S ECONOMY AND POTENTIAL

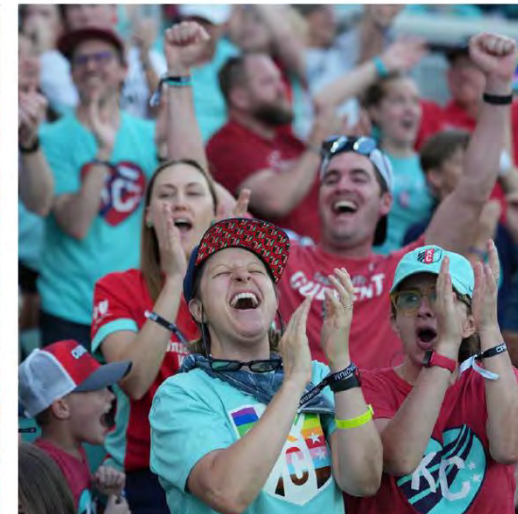
- Offer an **immersive "Kansas City" experience to regional, national and international business decision makers** that highlights the strengths and benefits of our region as a place to do business, and showcases our regional business industries.
- Create value via an **exclusive B2B hospitality experience** during the World Cup match window in partnership with KC2026.
- **Establish a dedicated business meeting space** for Supporters, Champions, and KCADC Partners to facilitate important discussions and networking opportunities.
- Implement a **flexible, daily format** that allows decision-making executives to socialize and entertain seamlessly.



VISITING TEAMS AND FANS

CONNECTING THE HEART OF KANSAS CITY TO THE TEAMS WHO WILL CALL US HOME

- Showcase **Kansas City** as the most **welcoming** and **authentic** host city by building emotional connections with visiting players, staffs and fans.
- Honor each **team's traditions** while **highlighting our culture** and giving residents **meaningful ways to engage** with the World Cup and the competing teams.
- **Storytelling** and **Content** on social media beginning with the Final Draw
- Community engagement around “**Adopt A Team**” (e.g. Chants and Cheers Training, Cultural Exchange events)
- **Welcome Week** with celebrations, swag room experience





SMALL BUSINESS READINESS

THE KC GAME PLAN HUB IS NOW LIVE



AVAILABLE NOW

- Business Interest Form
- RFI and RFP Opportunities over \$15k
- Readiness Assessment
- KCSOURCELINK Training Calendar
- MO & KS Collaborator Resources

COMING SOON!

- Small Business Playbook
- Visitor Forecast Heatmaps

WINTER (After Final Draw)

- Visitor Cultural Insights & Hospitality Training
- Community Events Calendar



STRATEGY: BUILD ON ECOSYSTEM STRENGTHS



Supplement existing ecosystem support and resources with event-specific visitor insights, information and training.

- Focus on visitor and tourism opportunities
- Promote existing ESO, SBDC & Chamber readiness tools and training
- **Plus** Tournament-specific information and tools
- Centralize all KC Game Plan resources and information on the KC2026 website
- Utilize KCSOURCELink and small business champions to promote and host training events metro-wide
- Ensure KC Game Plan is inclusive and accessible



FUNDRAISING + SPONSORSHIPS



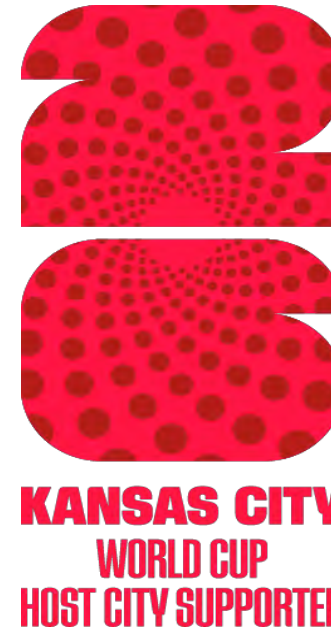
**First-of-its-kind opportunity within the FIFA World Cup 26 partnership ecosystem.
Supports Host City financial goals.**

HOST CITY SUPPORTERS

- Use of logo/marks/IP as “Official Host City Supporter”
- Tickets and Hospitality for matches, Fan Fest and events
- Brand activation opportunities at FIFA Fan Festival and KC2026 events
- Inclusion in marketing and promotion by KC2026
- Limited to 10

HOST CITY DONOR/CHAMPION

- No use of marks/IP
- Opportunity for Tickets and Hospitality for matches, Fan Fest and events, depending on donor level
- Limited Inclusion in marketing and promotion by KC2026 (website and non-FIFA events)
- Unlimited



POPULOUS



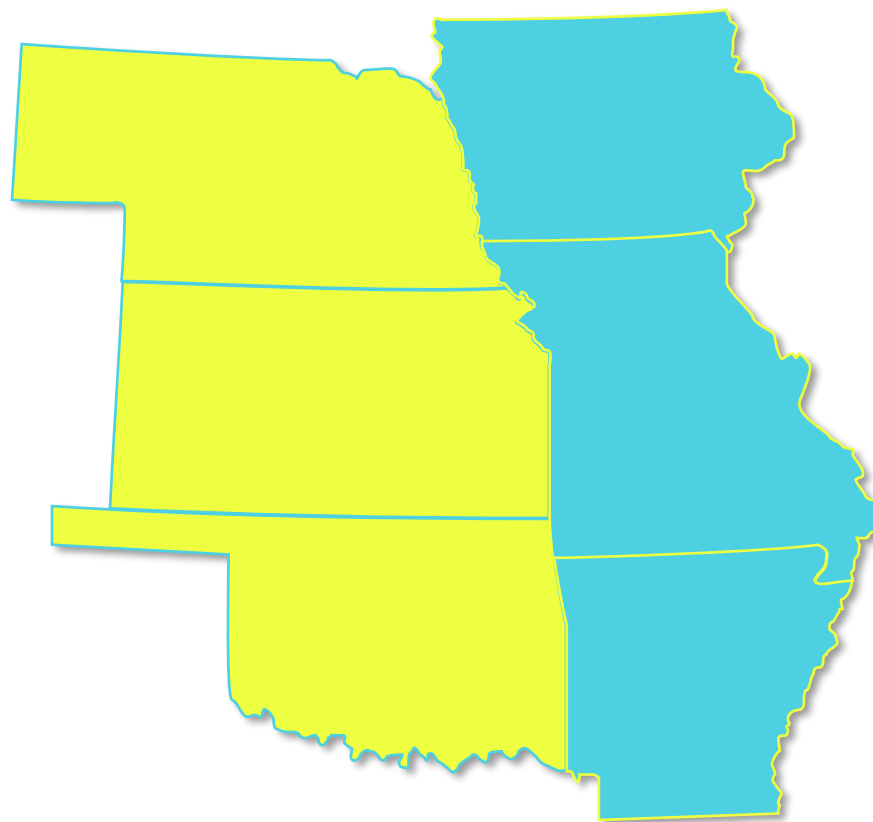
MARKETING RIGHTS TERRITORY



LARGEST TERRITORY OF ANY FIFA WORLD CUP 26 HOST CITY

WEST REGION

- Omaha, Nebraska
- Lincoln, Nebraska
- Wichita, Kansas
- Lawrence, Kansas
- Oklahoma City, Oklahoma
- Tulsa, Oklahoma



EAST REGION

- Bentonville, Arkansas
- Columbia, Missouri
- Springfield, Missouri
- Des Moines, Iowa
- Kansas City Metro
- St. Louis Metro

TRANSPORTATION

K2026 WORLD CUP MOBILITY



**CONNECTING PEOPLE TO OPPORTUNITIES | REGIONAL
CONNECTIVITY “CONNECT KC26”**

REGIONAL TRANSPORTATION COORDINATION

KC2026 MOBILITY TIMELINE

AMTRAK MISSOURI RIVER RUNNER

REGIONAL COLLABORATION

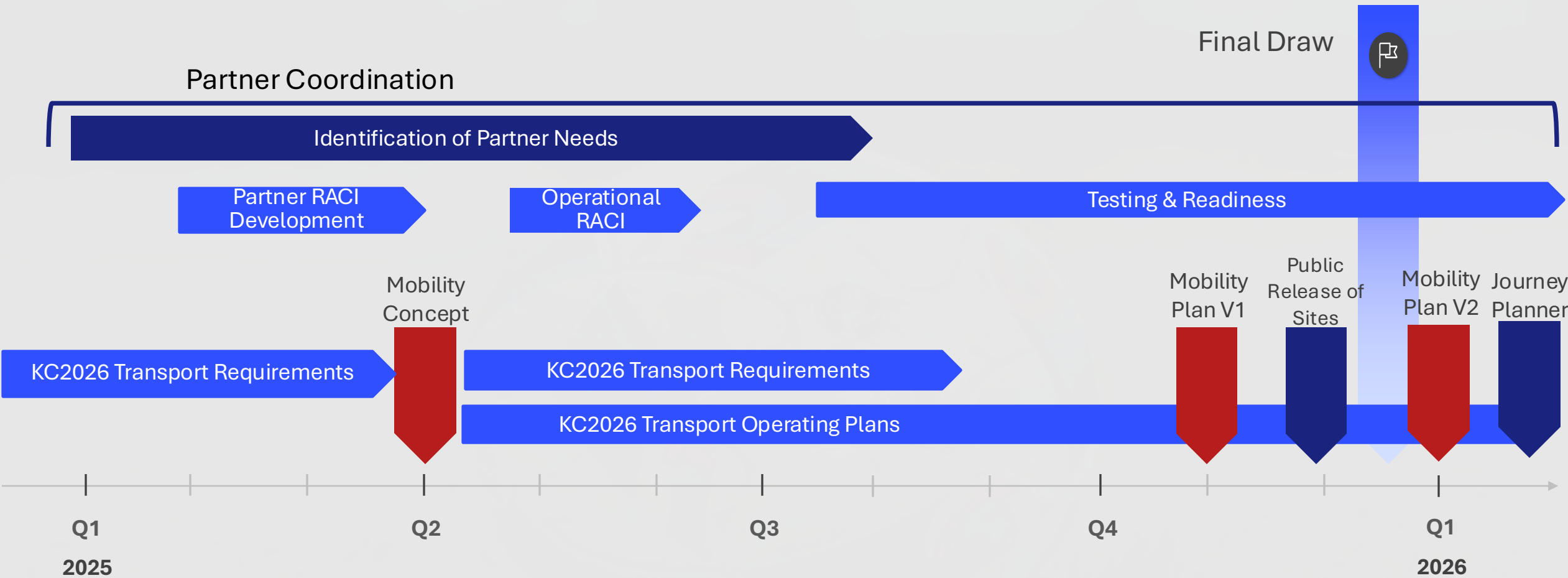


WORLD CUP MOBILITY WORKING GROUP & SUBCOMMITTEES

- Regional Construction Management
- Subcommittees
- Mobility between Host Cities
- Law enforcement
- Regional transportation agencies
- State DOTs
- Transit providers | County Circulators



KC2026 MOBILITY TIMELINE



SAFETY & SECURITY

FIFA ORGANIZING AROUND 18 AREAS OF FOCUS



Emergency
Preparedness

Command,
Control, Comms,
Coordination (C4)

Training and
Exercise

Cyber Security and
Critical
Infrastructure

Intelligence and
Threat Analysis

Crowd
Management

Communications,
Public Affairs and
Community
Impact

Airport

Health and
Medical

Stakeholder
Management

FIFA Fan Fest
Venues

Public Safety and
Private Security
Integration

Transport Security
and Escort

VIP and Dignitaries

Physical Security
and Access
Control

Private Security
Resourcing

Crisis
Management and
Tactical
Coordination

Fire EMS



VOLUNTEERS

VOLUNTEERS STILL NEEDED



Application Deadline
October 10, 2025



REPRESENT
KANSAS CITY

AS A FIFA WORLD CUP 26™ VOLUNTEER

APPLY NOW TO WELCOME
THE WORLD TO YOUR CITY



COMMUNITY ENGAGEMENT

COMMUNITY ACTIVATIONS



*Building community and unforgettable moments
around shared experiences*

PUBLIC VIEWING LICENSE



Who Needs A FIFA Viewing License?

- Non-commercial events > 1,000 attendees
- All commercial, sponsored events
- Viewing license not required where sports events are regularly televised as normal course of business

When & Where to Apply for a License?

- FIFA.com
- Sometime in Q4
- Be ready to provide location, audience size, event type, food & beverage, funding and safety plans, etc.

Who Issues the FIFA Viewing License?

- Broadcast Rights Holders
 - FOX (media rights in English)
 - Telemundo (media rights in Spanish)
 - One viewing license covers all matches

How Much Does a License Cost?

- Fee structure not yet available
- Pricing is based on tiered audience sizes

*Per FIFA guidelines; subject to change. Event organizers are responsible for adhering to FIFA guidelines and for complying with copyright and other applicable laws.

PUBLIC VIEWING



Branding and Promotional Guidelines

- Use creative titles and descriptions that do not infringe on FIFA Intellectual Property (IP) such as logos, terms, etc.
- Do NOT use the terms FIFA, FIFA World Cup™ or World Cup™ in the naming or promotion of the party
- Use generic terms like Soccer and Tournament
- You may use team names in text, flags and colors of the national teams competing but not the official logos or intellectual property of the federations/teams.

Other Restrictions Apply to Public Viewing

- All public viewing parties and events must adhere to FIFA's public viewing guidelines
- Public viewing events may include restrictions on sponsorship, concession sales and admission fees.
- Consult FIFA Public Viewing License Regulations before planning your event

https://publicviewing.fifa.org/public_viewing

*Not intended to be legal advice. Event organizers are responsible for adhering to copyright and other applicable laws.

BEYOND WATCH PARTIES



**YOUTH &
SCHOOLS**



**WELCOMING
DÉCOR**



**FESTIVALS &
CELEBRATIONS**



**COMMUNITY
CULTURE**

*Every community effort — large or small — adds to
Kansas City's unforgettable FIFA World Cup 26™ experience.*

REGIONAL EVENTS CALENDAR

PLANNING ACTIVITIES FOR WORLD CUP? WE WANT TO KNOW!

- Takes 5 mins to complete.
- Anyone can create a login and enter information.
- A tool for compiling and promoting public events across the region.



MARC.ORG/WORLD-CUP

QUESTIONS?
Contact **MARCinfo@marc.org**

CALENDAR: HOW TO ADD EVENTS

STEP 1: CREATE ACCOUNT

- Complete the request form
- You'll receive an email to create your account (within 2 days).

STEP 2: ADD EVENTS

- Once logged in, select “Events” left menu and “Add New Event”
- **Be sure to select the World Cup 2026 Community Activations calendar** and click “done” to add your event.

The screenshot displays the MARC Mid-America Regional Council website interface. On the left, a dark red sidebar contains a navigation menu with options: Home, My Info, My Subscriptions, Events (highlighted with a yellow box), Forum, Resources, and MARC.org. The main content area has a top header with the MARC logo and a search bar. Below the header, there are tabs for 'Month View' and 'List View'. A search bar is present, followed by a date range selector set to 'Future' and a 'Customize Results...' button. A yellow box highlights the 'Add New Event' button in the top right corner. Below this, a table lists events with columns for 'EVENT NAME', 'START DATE', and 'ACTIONS'. The events listed include 'One Year Count Down Mark', 'FIFA World Cup(TM) Group Stage Match in Mexico City', 'FIFA World Cup(TM) Group Stage Match in Toronto', 'FIFA World Cup(TM) Group Stage Match in Los Angeles', 'Pitch Lenexa - City Center World Cup Watch Party', and 'FIFA World Cup(TM) Group Stage Match in Kansas City'.

EVENT NAME	START DATE	ACTIONS
One Year Count Down Mark	6/11/2025	[Icon]
FIFA World Cup(TM) Group Stage Match in Mexico City	6/11/2026	[Icon]
FIFA World Cup(TM) Group Stage Match in Toronto	6/12/2026	[Icon]
FIFA World Cup(TM) Group Stage Match in Los Angeles	6/12/2026	[Icon]
Pitch Lenexa - City Center World Cup Watch Party	6/12/2026	[Icon]
FIFA World Cup(TM) Group Stage Match in Kansas City	6/16/2026	[Icon]

Detailed instructions available:
bit.ly/howtomarcevent

HOST CITY WELCOME COLLECTION

Community Signage & Dressing Program



A UNIFIED WELCOME ACROSS THE REGION



Consistent Welcome

*Wherever visitors go,
they'll feel heartland
excitement & unity.*



Clear Usage Guidelines

*Place branding only – no events.
Ensures compliance with
FIFA IP regulations.*



Flexible Décor Solutions

*Designed main corridors &
town centers – lamp post, fence
and feather banners*



Showcase Community Pride

*In-use photos provide great
storytelling and archival assets.*



Easy to Order

*Vendor-managed portal
streamlines ordering,
production & payment.*

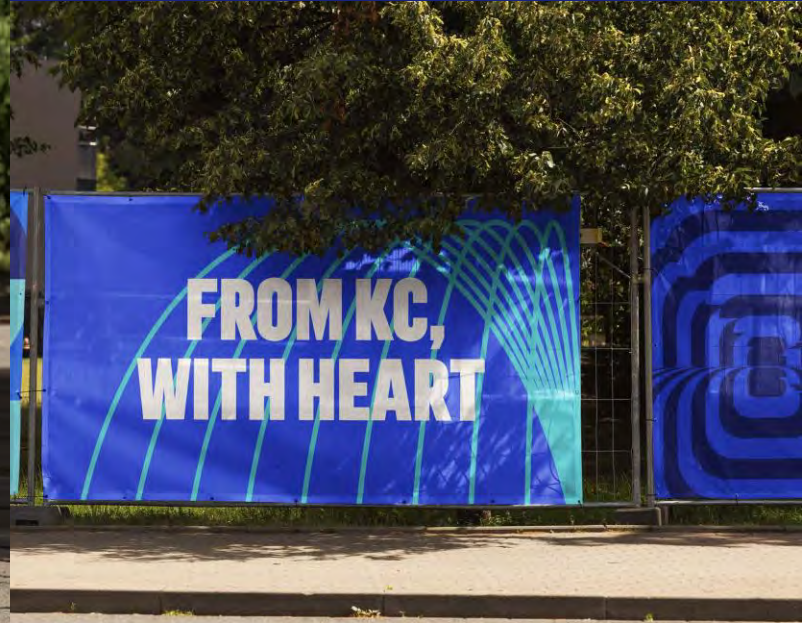


Blade signs

All signage examples depicted herein are preliminary and for illustrative purposes only. They are not final designs, commitments, or representations of approved materials, placements, or formats.



Fence and feather banners

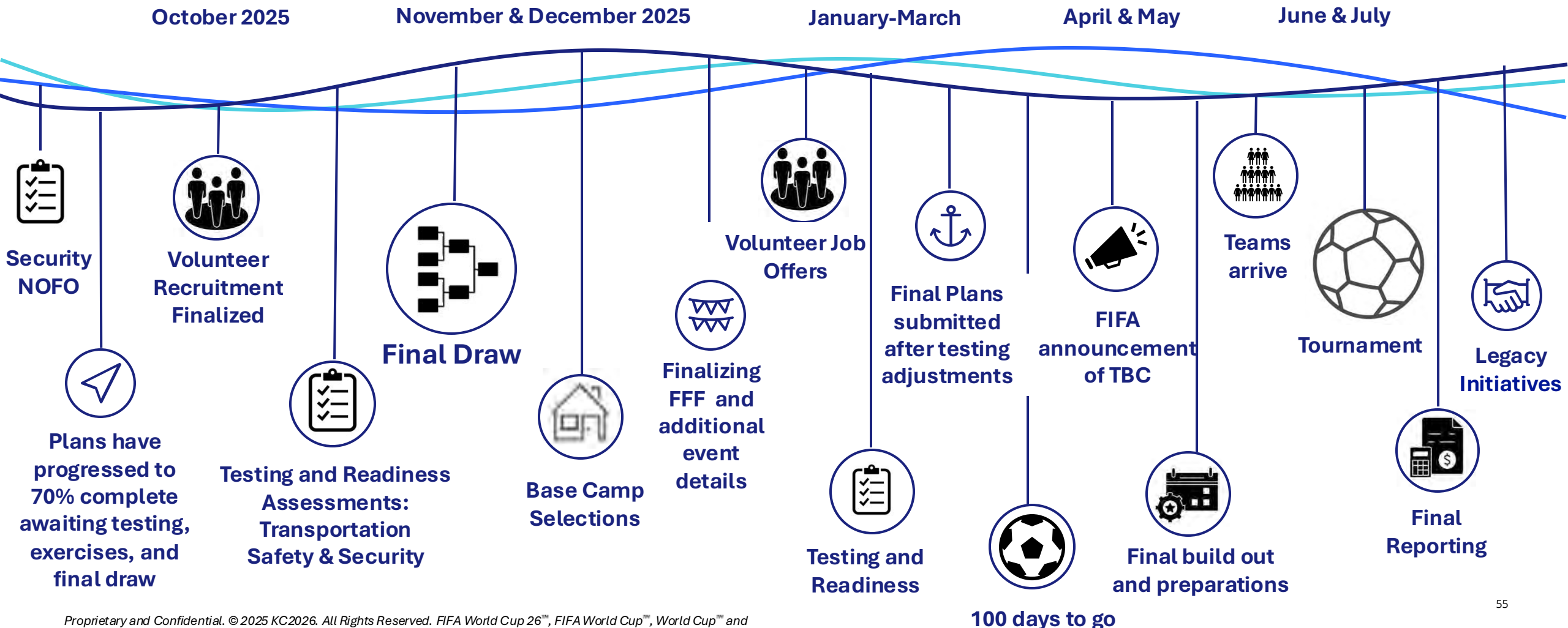


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ROAD TO 2026



The below defines the path from October 2025 to October 2026.



THANK YOU TO OUR SPONSORS



POPULOUS®



FOLLOW THE JOURNEY TO 2026



[@FWC26KANSASCITY](#)



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



[@FWC26KANSASCITY](#)



[@KANSAS CITY FWC 26](#)