

KC 2026 WORLD CUP UPDATE

Joint Committee on Kansas Security

October 9, 2024 | Pam Kramer



The background is a solid dark blue. Overlaid on this are numerous thin, light blue lines that originate from a point at the bottom right and curve upwards and to the left, creating a sense of motion or a stylized fountain. The lines vary in length and curvature, some reaching towards the top of the frame.

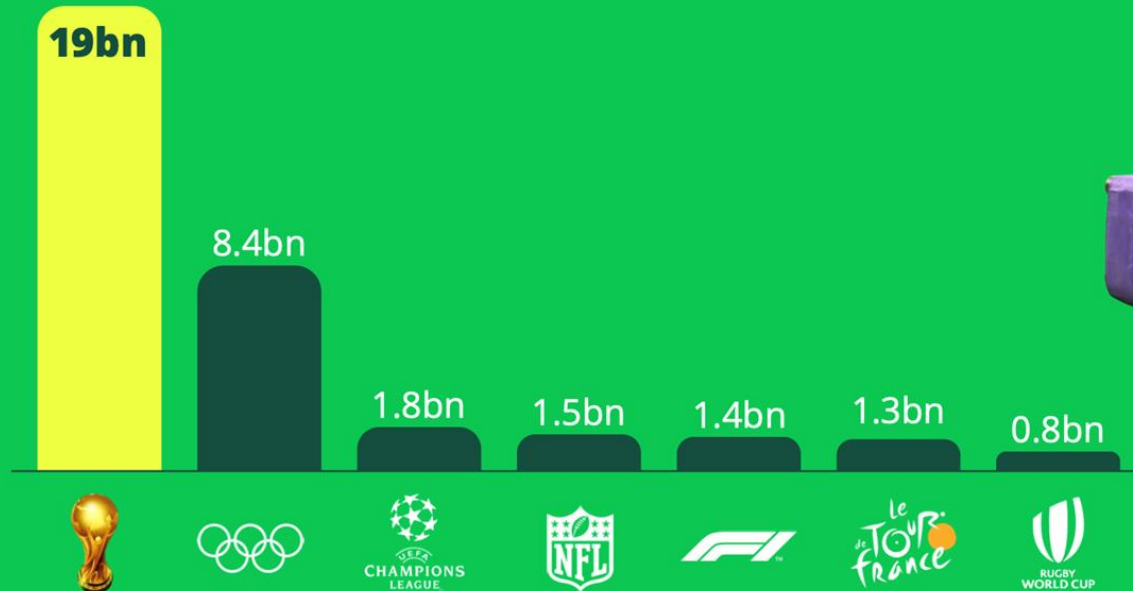
609

DAYS TO GO

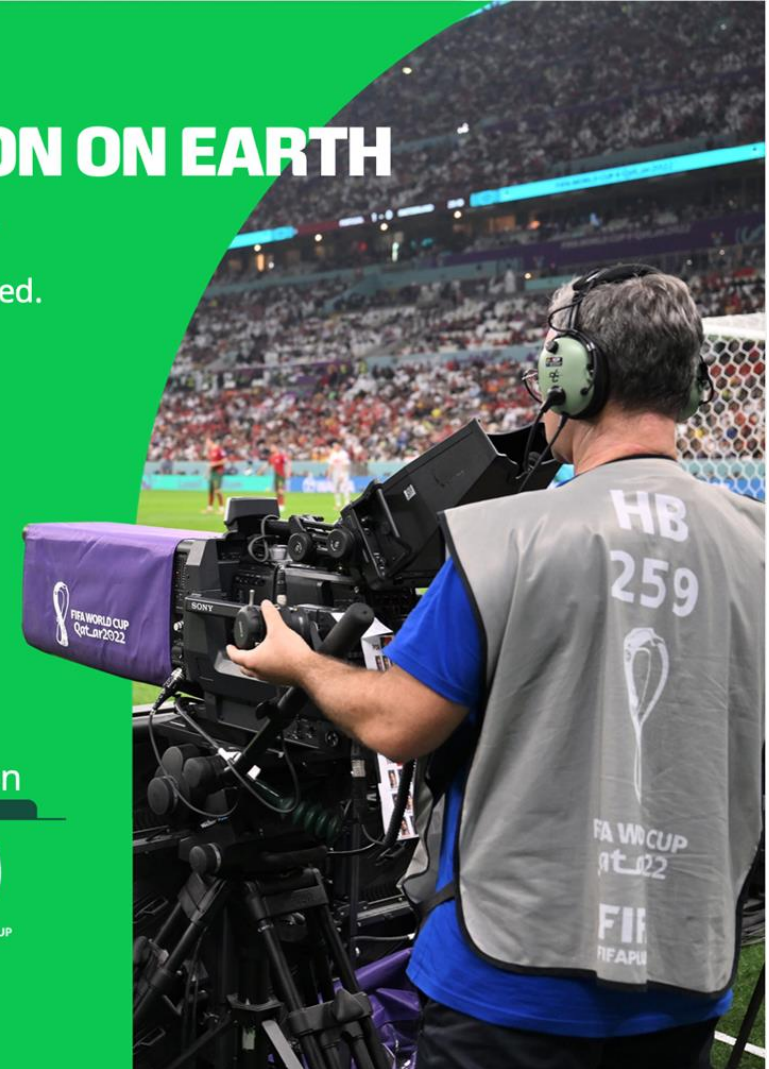
VIEWERSHIP

THE MOST WATCHED COMPETITION ON EARTH

The FIFA World Cup™ is the single biggest sporting event in the world, with a greater audience than the Summer Olympics, UEFA Champions League, Tour de France, Formula 1, NFL and Rugby World Cup combined.



Source: Nielsen



THE FIFA WORLD CUP™

FIFA WORLD CUP 26™ WILL BE THE GREATEST SPORTING EVENT IN THE HISTORY OF THE WORLD.



21

TIMES HOSTED

As the largest and most prestigious single sport event in the world, the FIFA World Cup has been hosted 21 times since its inaugural tournament in 1930

2nd

TIME IN THE U.S.

Occurring every 4 years, the 2026 FIFA World Cup will return to the U.S. for the 2nd time (since 1994).

3,587,538

1994 TICKET SALES

In 1994, 9 venues hosted 52 matches and that tournament still holds the ticket sales record (3,587,538).

FIFA WORLD CUP 26™

(A SERIES OF FIRSTS)



**THURSDAY, JUNE 11
THROUGH
SUNDAY, JULY 19**

- First ever tournament to be jointly hosted by 16 cities in 3 countries (United States, Canada and Mexico)
- First ever tournament featuring:
 - 12 groups (up from 8 in 2022)
 - 48 teams (up from 32 in 2022)
 - 39+ days (up from 28 in 2022)
 - 104 matches (up from 64 in 2022)



FIFA

2026

MATCH SCHEDULE

GROUP STAGE MATCHES

Thursday 11 June

Friday 12 June

Saturday 13 June

Sunday 14 June

Monday 15 June

Tuesday 16 June

Wednesday 17 June

Thursday 18 June

Friday 19 June

Saturday 20 June

Sunday 21 June

Monday 22 June

Tuesday 23 June

Wednesday 24 June

Thursday 25 June

Friday 26 June

Saturday 27 June

ROUND OF 32

Sunday 28 June

Monday 29 June

Tuesday 30 June

Wednesday 1 July

Thursday 2 July

Friday 3 July

ROUND OF 16

Saturday 4 July

Sunday 5 July

Monday 6 July

Tuesday 7 July

Wednesday 8 July

QUARTER-FINALS

Thursday 9 July

Friday 10 July

Saturday 11 July

Sunday 12 July

Monday 13 July

SEMI-FINALS

Tuesday 14 July

Wednesday 15 July

Thursday 16 July

Friday 17 July

FINAL

Saturday 18 July

Sunday 19 July

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NEW YORK NEW JERSEY

WESTERN REGION

VANCOUVER

SEATTLE

SAN FRANCISCO BAY AREA

LOS ANGELES

CENTRAL REGION

GUADALAJARA

MEXICO CITY

MONTERREY

HOUSTON

DALLAS

KANSAS CITY

EASTERN REGION

ATLANTA

MIAMI

TORONTO

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NEW YORK NEW JERSEY

WEST



MATCH SCHEDULE

6/16/26 **GROUP STAGE**

6/20/26 **GROUP STAGE**

6/25/26 **GROUP STAGE**

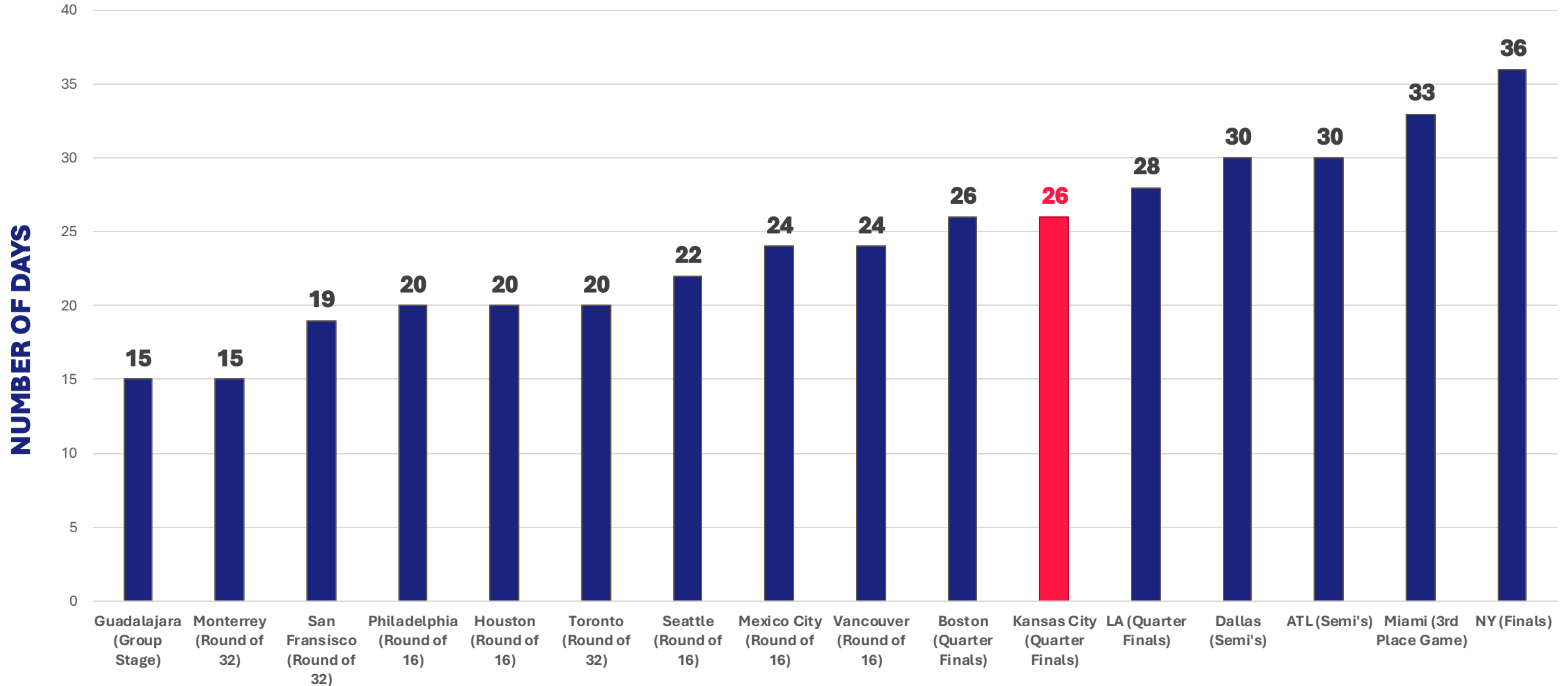
6/27/26 **GROUP STAGE**

7/03/26 **ROUND OF 32**

7/11/26 **QUARTERFINAL**

2026 MATCH DETAILS

SPAN OF MATCH DAYS HOSTED IN EACH CITY (FROM FIRST MATCH TO LAST)



QUARTERFINAL GAMES IN 2022

(SOURCE: FIFA.COM)



2026 FIFA WORLD CUP VENUES

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

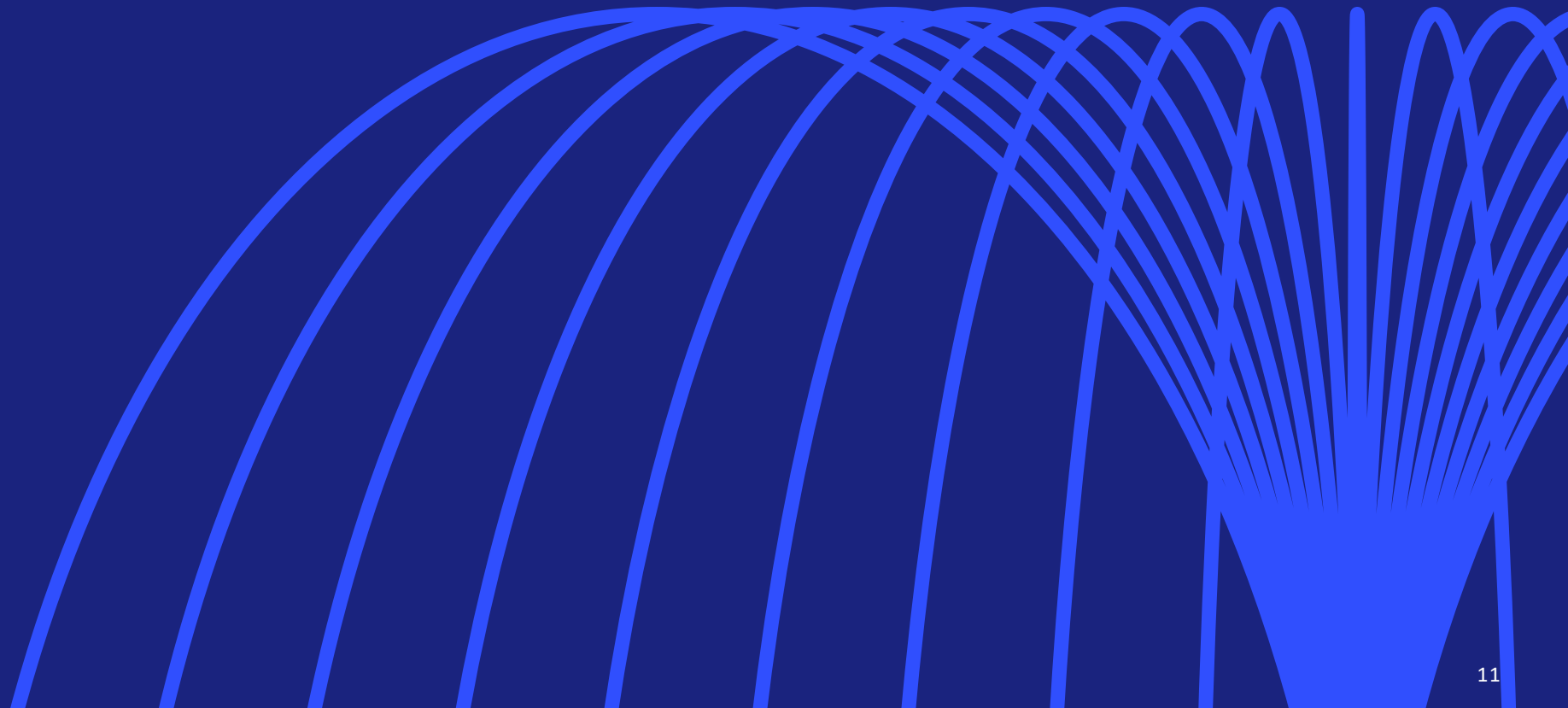
GILLETTE STADIUM
BOSTON

ESTADIO BBVA BANCOMER
MONTERREY

ESTADIO AZTECA
MEXICO CITY



UNITING THE REGION



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.

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
- Non-ticketed Fans

2.1 MILLION “VISITOR DAYS”*

**Source: VisitKC, “estimates 655,000 unique visits based on total visitor days during the duration of the event in the KC area. Visitor Day” defined as one visitor spending one day (day/overnight) in the destination Figure will be adjusted further with base camps and other future announcements.*



PROJECTED TRAVEL PROFILE



FWC TICKETHOLDER

- 2.3 matches attended per individual
- International visitors stay an average of 8.9 days
- 50% out-of-local-area visitors*
- 75% attend FIFA Fan Festival

*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*

REGIONAL ECONOMIC IMPACT

\$652 MILLION IN DIRECT EVENT IMPACT*

- \$179.1 million in direct personal income generated
- Direct Jobs Supported**:
 - **73,592 persons** (quantifies the number of persons employed during the event, including FT & PT employees)
 - **6,746 Annual FTEs** (annualized figure to measure the FT equivalent employment supported by the event)

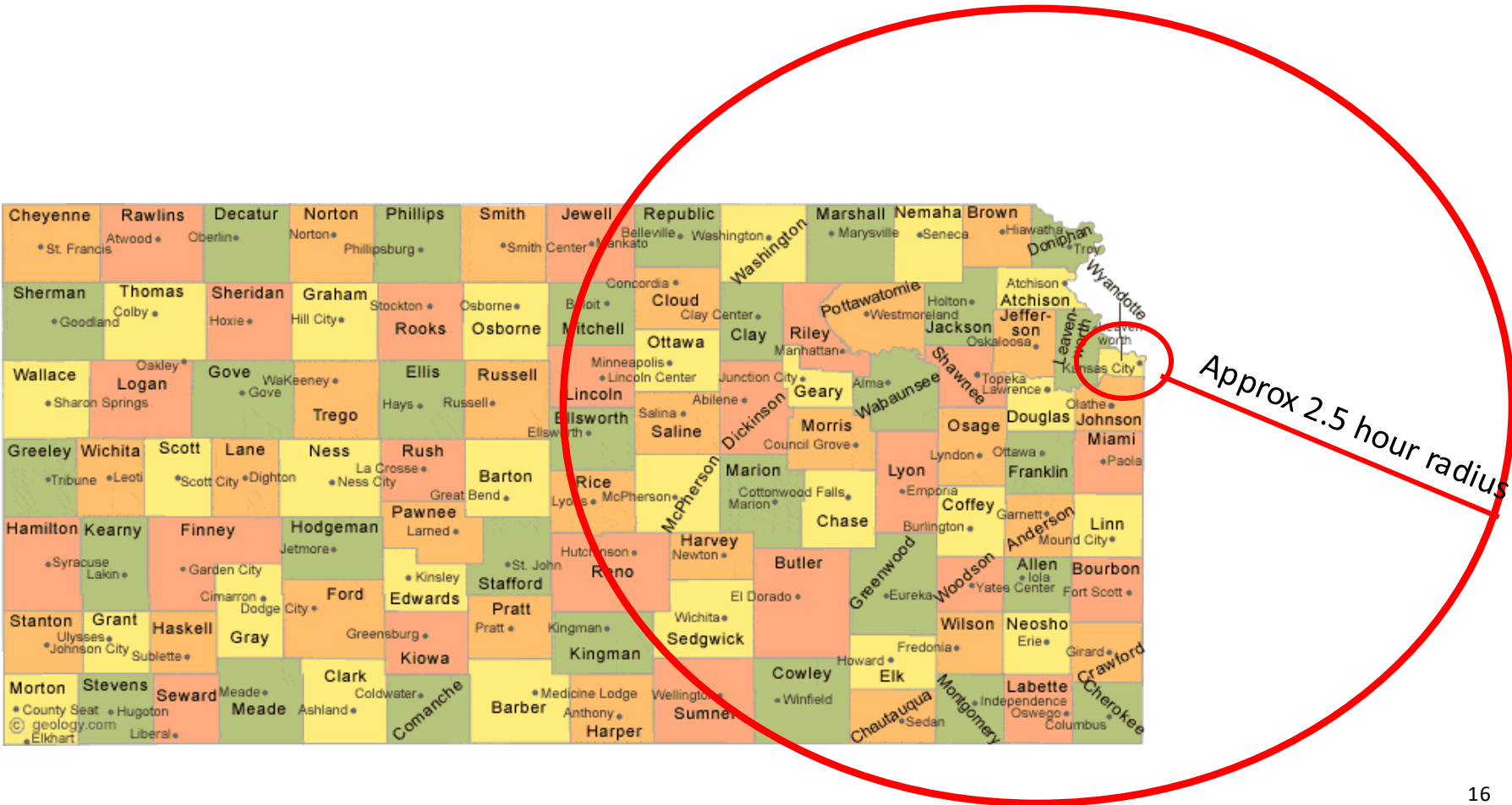
**Destinations International Event Impact Calculator assumes 6 matches hosted; 3.2 persons per room; \$299 avg hotel rate; 80% of overnight attendees arriving by air*

***Does not imply these jobs would not exist apart from the event, only that the event supported these jobs for a specific period*

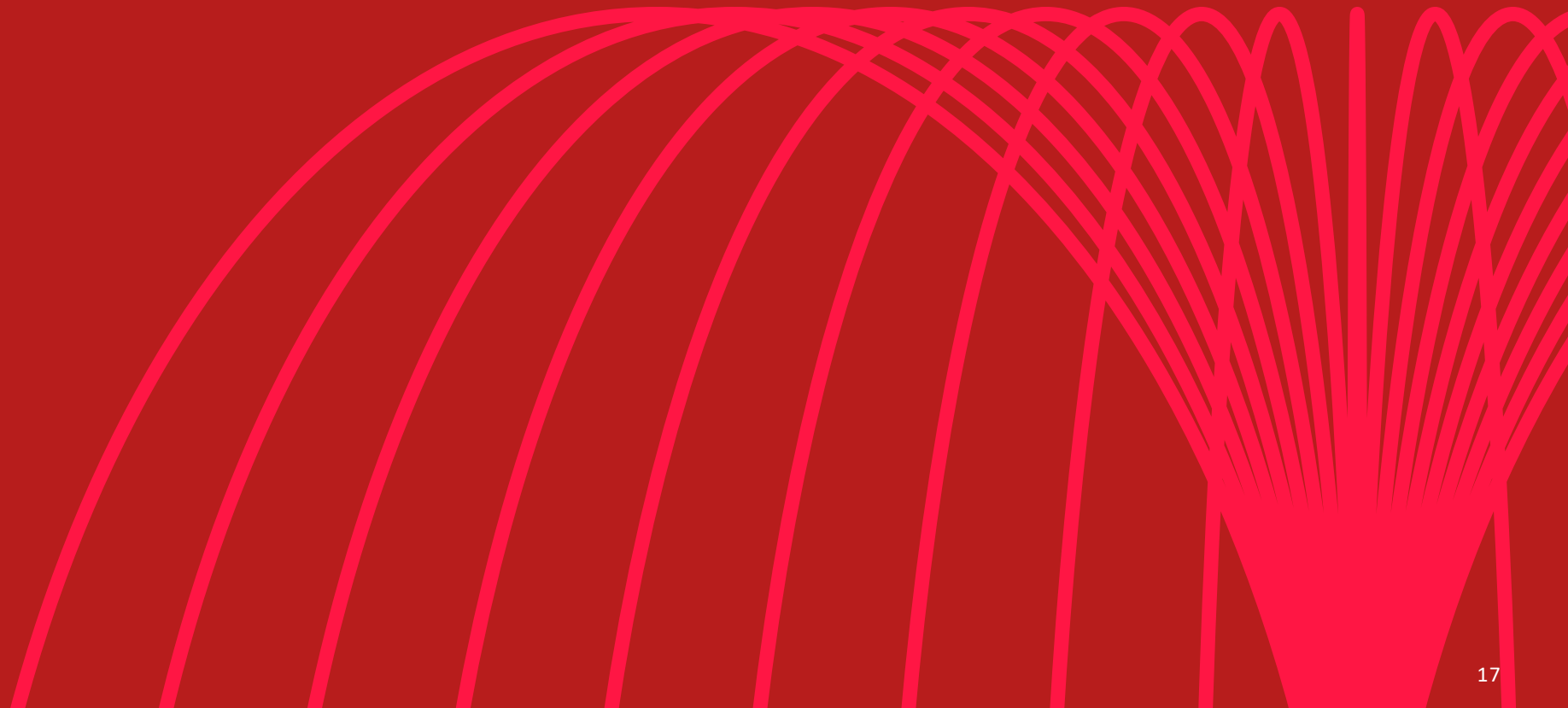
HOTELS: KANSAS

NUMBER OF HOTEL ROOMS
18,494

EST. ECONOMIC IMPACT
\$155-\$167
MILLION

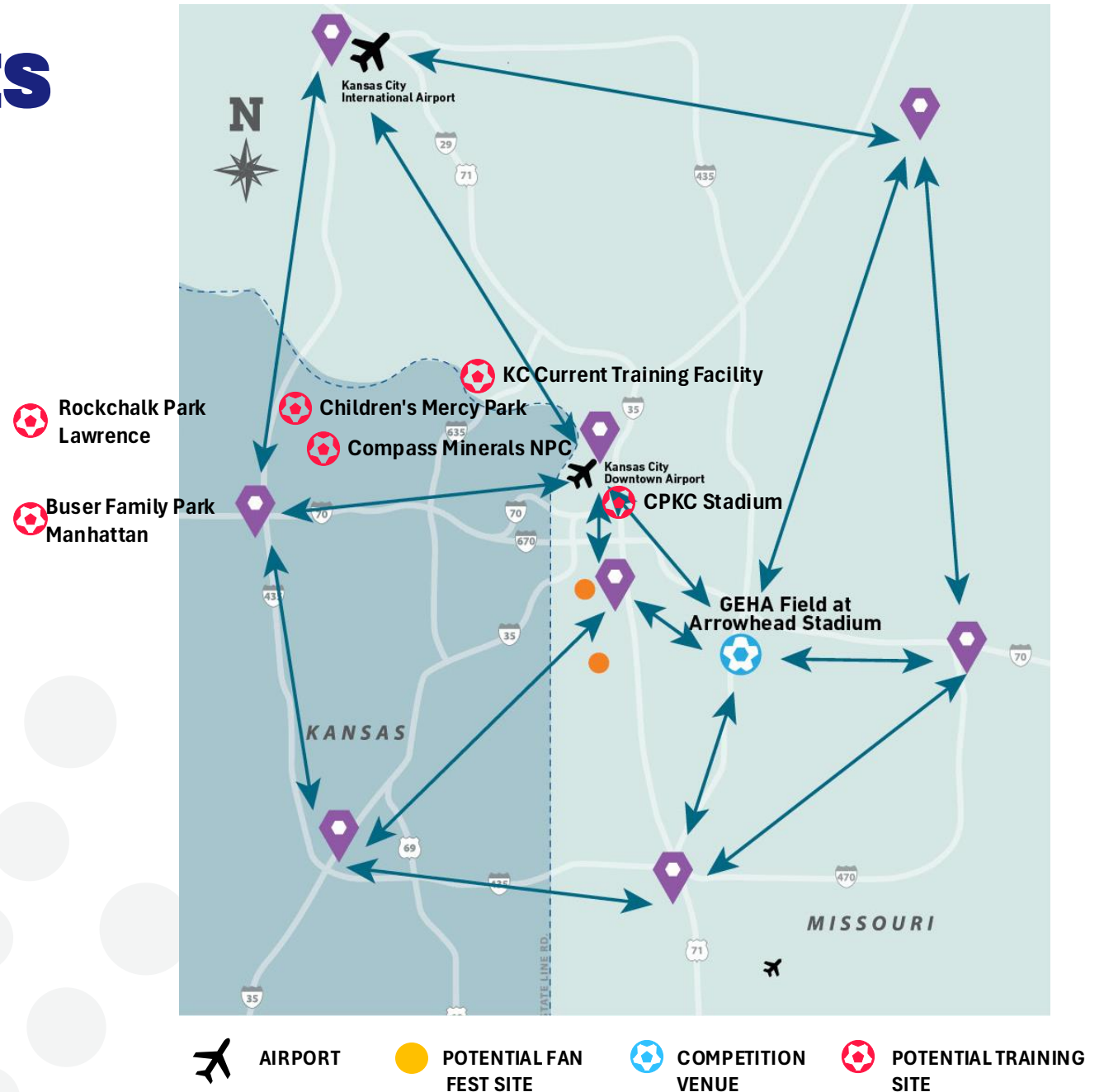


TRANSPORTATION



KEY ACTIVATION SITES

- Competition Venue: Arrowhead Stadium
- Potential Training Sites:
 - Children's Mercy Park
 - Compass Minerals NPC
 - KC Current Training Facility
- CPKC Stadium
- Rockchalk Park (Lawrence)
- Buser Family Park (Manhattan)
- Fan Fest Site
- Community Activations



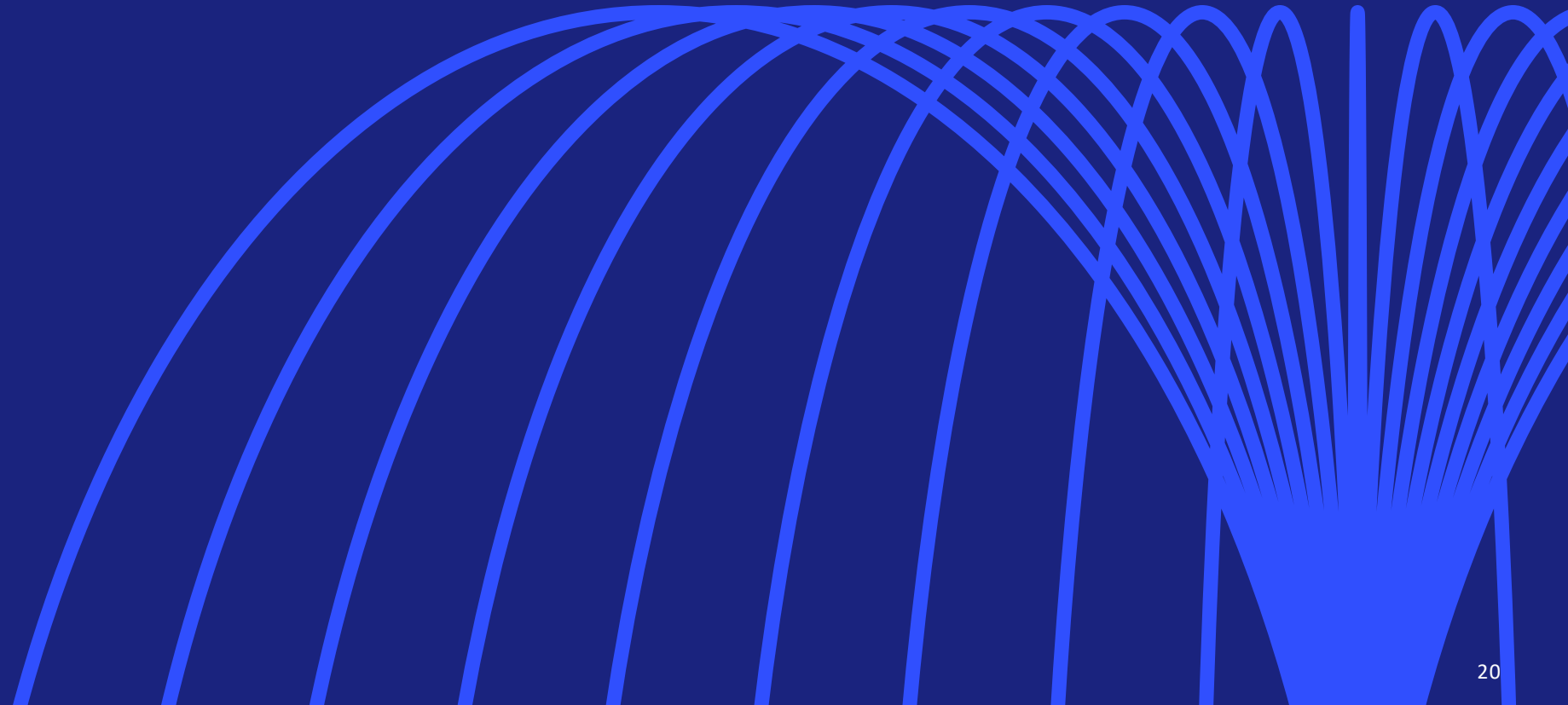
REGIONAL COLLABORATION



WORKING GROUP OF AREA AGENCIES + EXPERTS MEETING MONTHLY

- City of Kansas City, MO
- KCATA
- MODoT
- KDoT
- Johnson County Transit
- Unified Government Transit
- City of Kansas City, KS
- Jackson County
- KC Streetcar
- MidAmerica Regional Council
- City of Independence, MO
- KC Scout
- Kansas City Chiefs

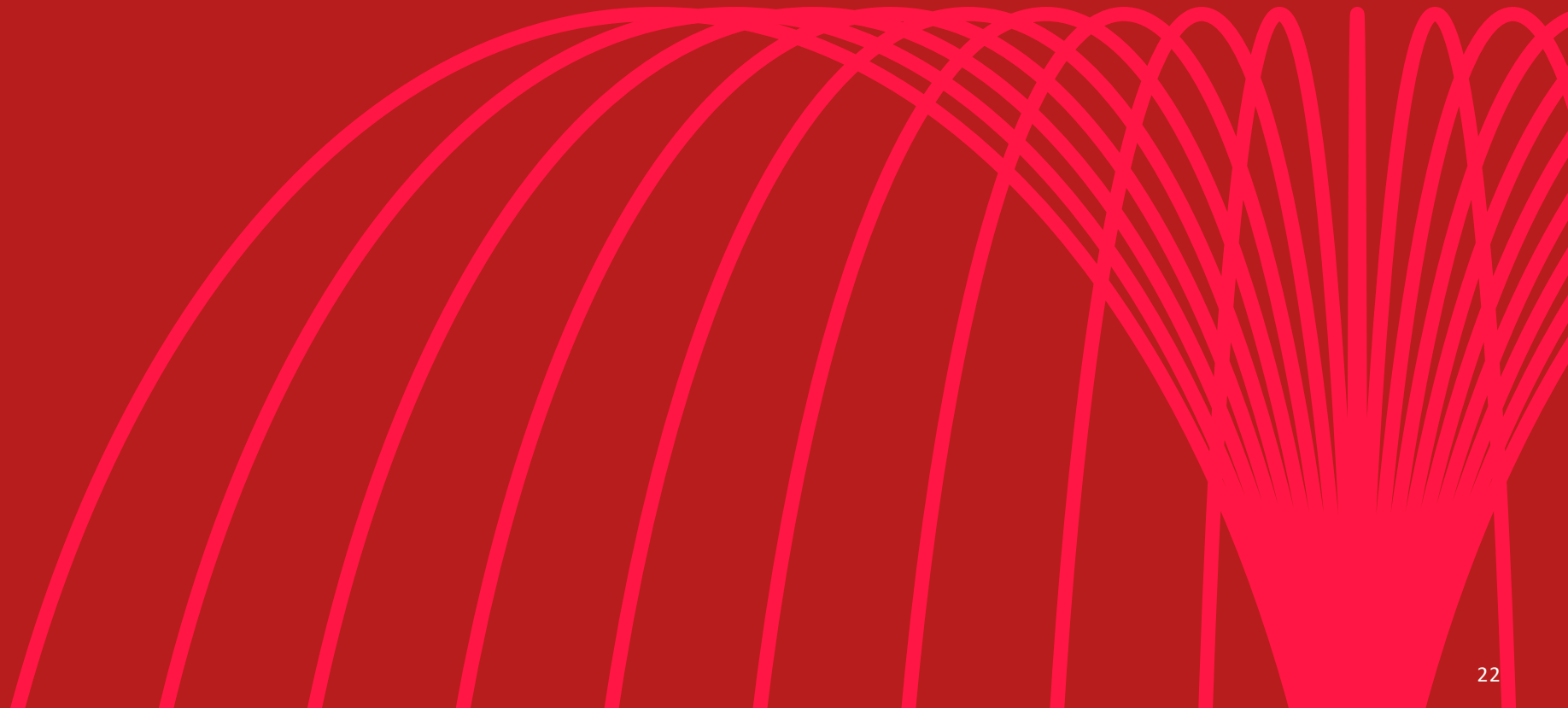
KC 2026 TRANSPORT MOBILITY PLAN



FIRST 150 DAYS: FIRST THINGS FIRST

TASK	2024					OUTCOMES
	A	S	O	N	D	
Discovery	<div></div>					Transportation needs assessment, PMO development & alignment, funding needs, client service levels
Concept of Operations		<div></div>				Define operational delivery concept, develop initial resource forecast
Strategic Plan		<div></div>				Establish goals & objectives, develop procurement strategy, engage stakeholders
Tactical Plan		<div></div>				Infrastructure assessment, initial wayfinding signage concept, facility acquisition plan
Transport Operations Plan				<div></div>		Operations planning is an iterative process forecasted for completion in May 2026
Validation & Testing Plan		<div></div>				Plan only. Validation & readiness exercises to be conducted in 2025 & 2026

BUSINESS ENGAGEMENT



SPONSORSHIPS



HOST CITY SUPPORTERS*

- Includes 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*

- 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

INTEGRITY 9 – SALES PARTNER



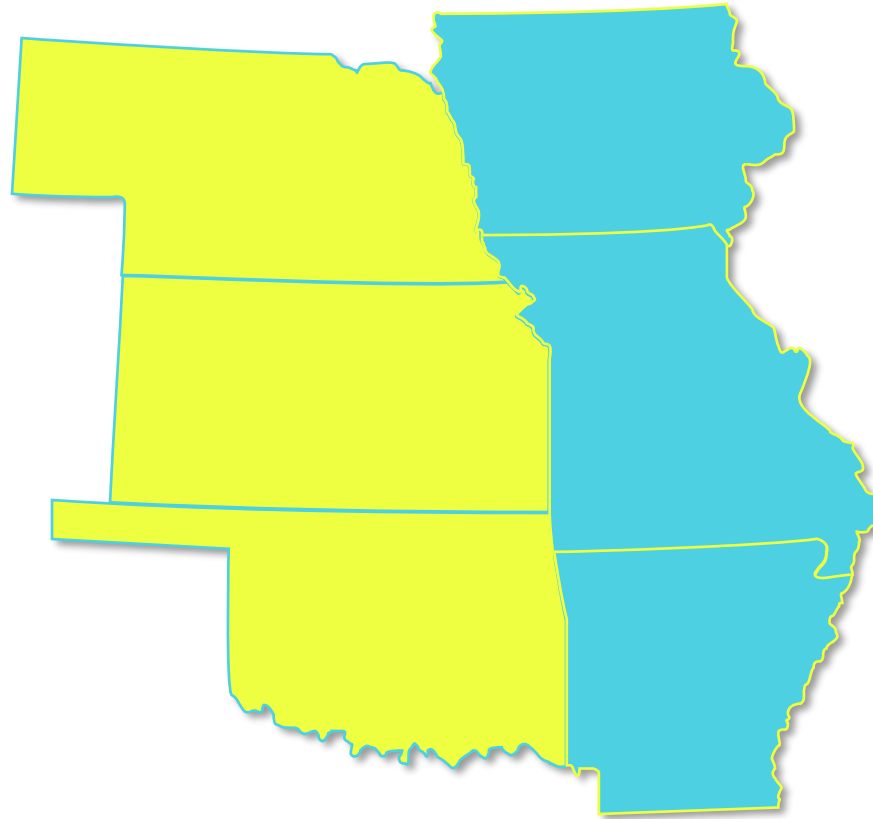
MARKETING RIGHTS TERRITORY



INCLUDES SIX STATES

WEST REGION

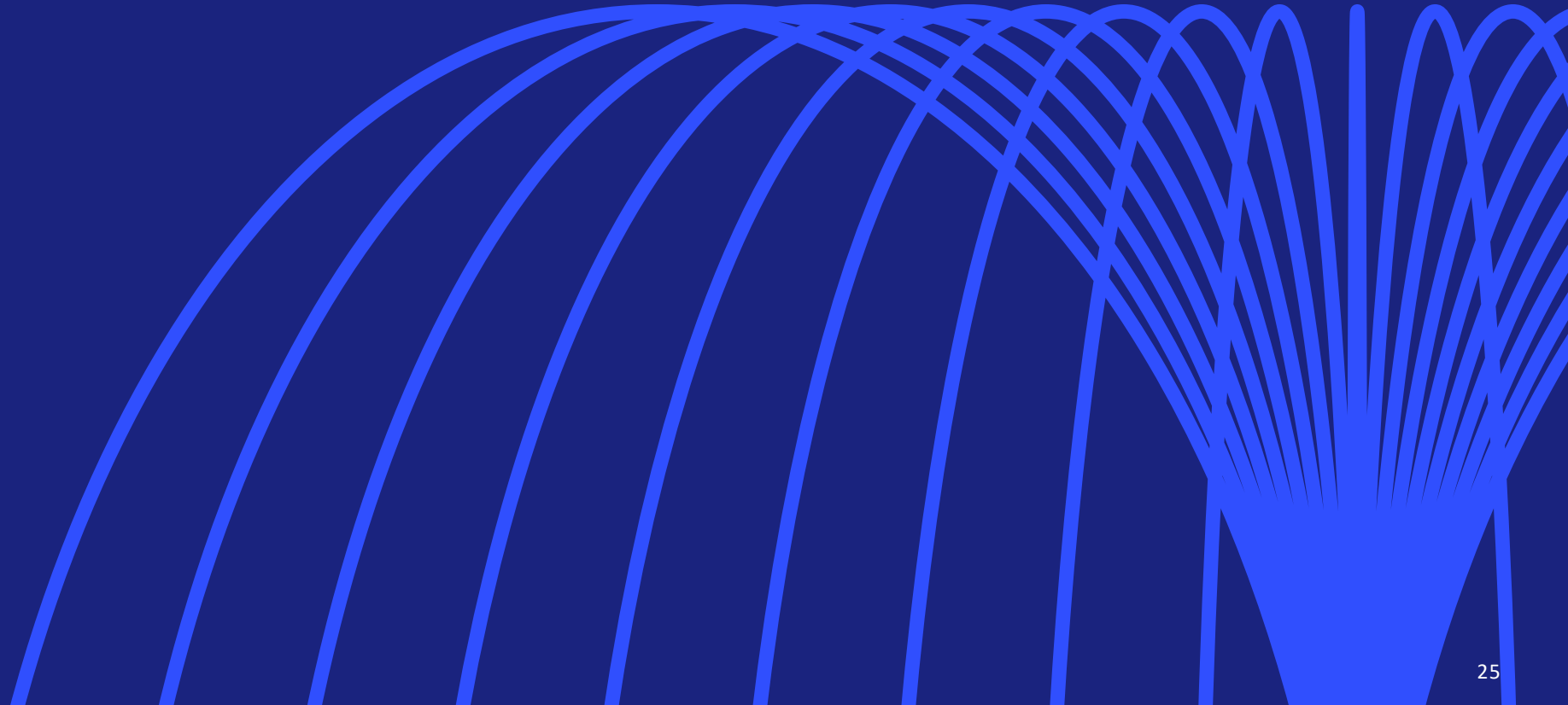
- Omaha, Nebraska
- Lincoln, Nebraska
- Wichita, Kansas
- Lawrence, Kansas
- Oklahoma City, Oklahoma
- Tulsa, Oklahoma



EAST REGION

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

OFFICIAL FIFA EVENTS



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

TICKETS + HOSPITALITY

- Fans can pre-register for FIFA World Cup 26 ticket information at FIFA.com/tickets
- Pre-registrations for hospitality package information are also available on FIFA.com/hospitality

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 FANFESTIVAL 2026™



FIFA FAN FESTIVAL BY THE NUMBERS

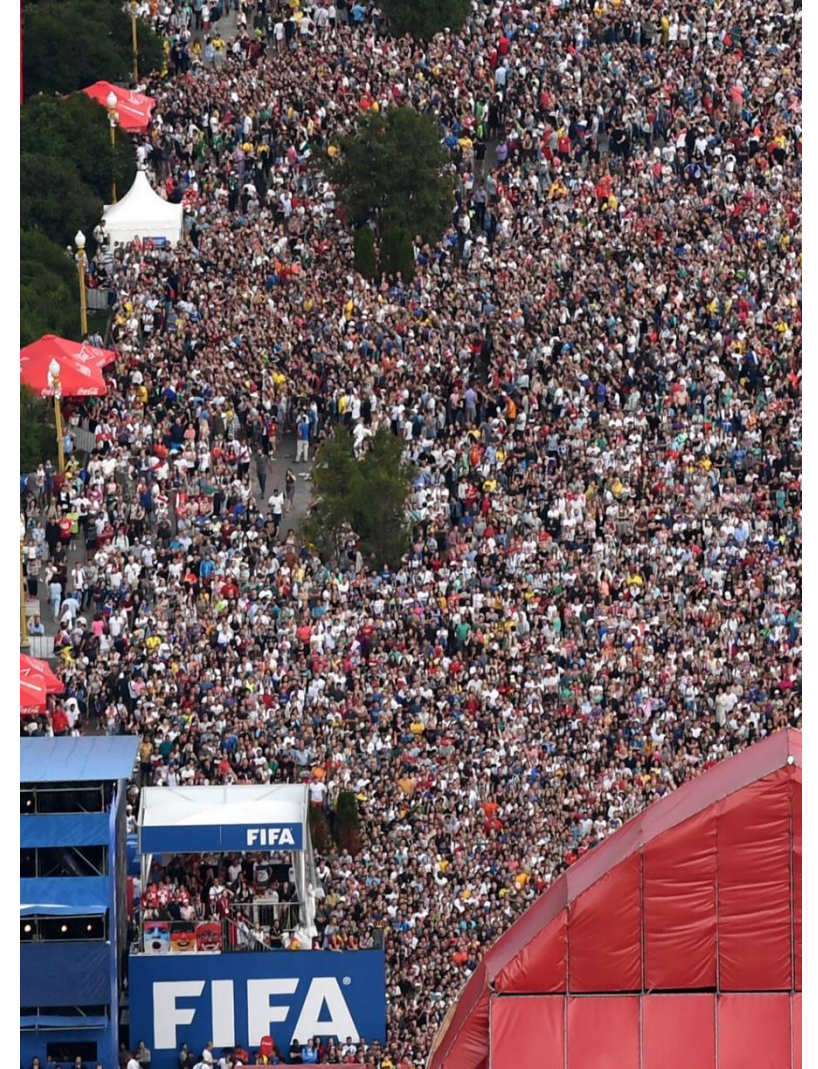


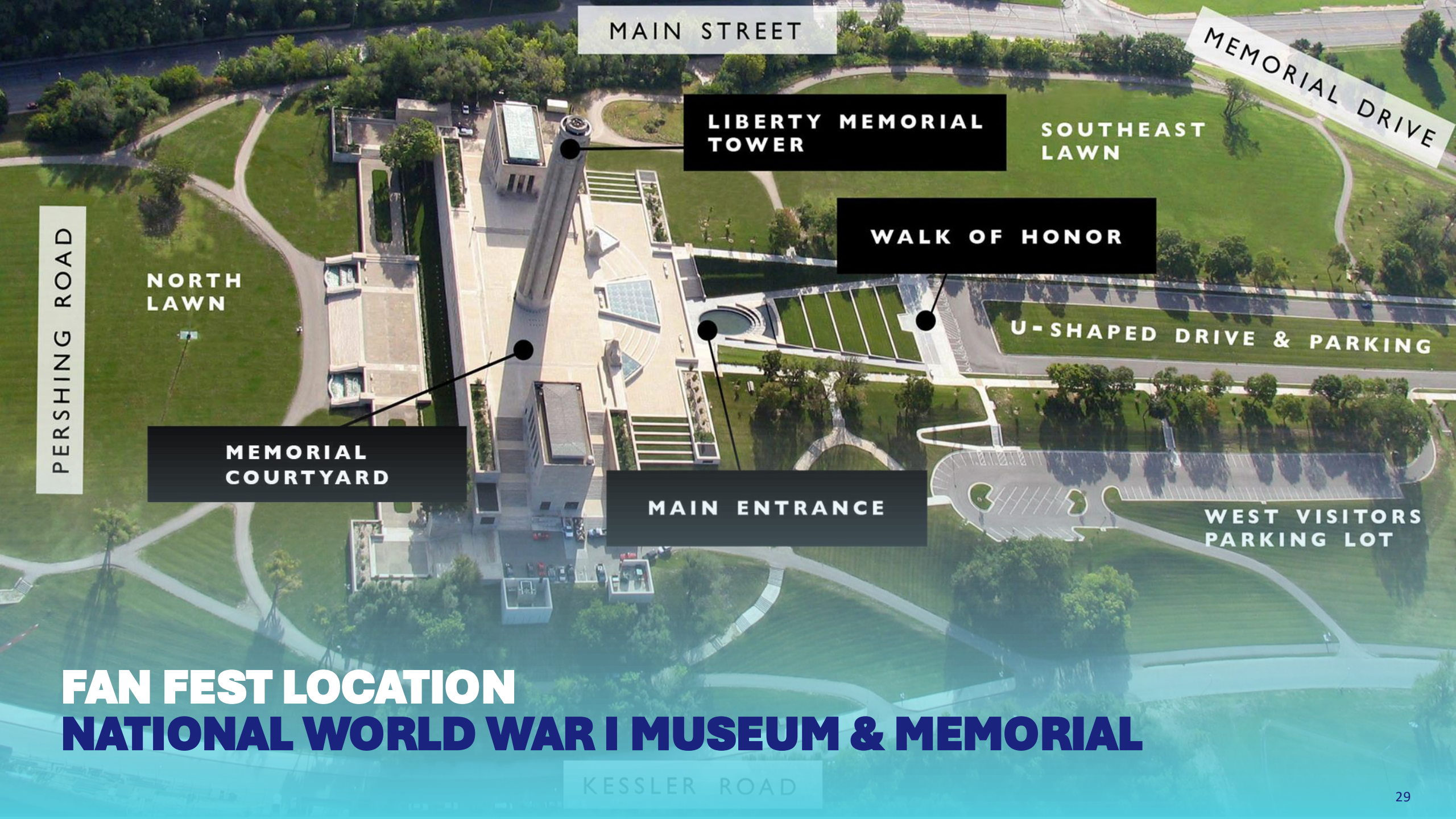
2018 RUSSIA WORLD CUP

- FIFA Fan Fest Venues: **11 (1 in each city)**
- Overall Visitors: **7.7 Million**
- Open on all **25 match days**
- Best Day Attendance across all **11 venues: 499,300**
- Best Day Attendance at a single venue: **166,300**

2022 QATAR WORLD CUP

- FIFA FAN Fest Venues: **1 (Doha)**
- Overall Visitors: **1.9 Million**
- Open on all **30 match days**
- Launched an **Official Anthem** with Nicki Minaj, Maluma, and Myriam Fares. Debuted as #1 iTunes Song.





MAIN STREET

MEMORIAL DRIVE

LIBERTY MEMORIAL
TOWER

SOUTHEAST
LAWN

PERSHING ROAD

NORTH
LAWN

WALK OF HONOR

U-SHAPED DRIVE & PARKING

MEMORIAL
COURTYARD

MAIN ENTRANCE

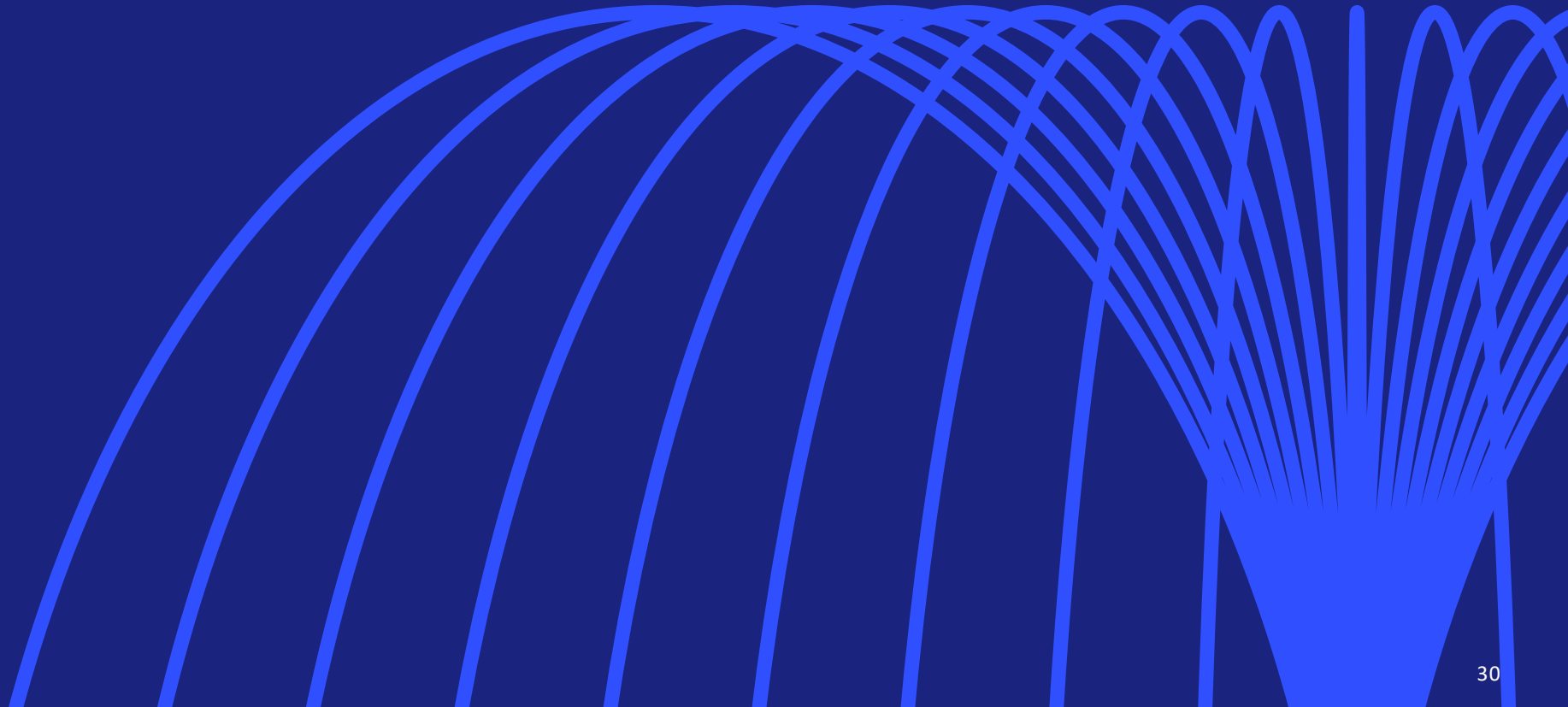
WEST VISITORS
PARKING LOT

FAN FEST LOCATION

NATIONAL WORLD WAR I MUSEUM & MEMORIAL

KESSLER ROAD

OFFICIAL KC2026 EVENTS



EVENT STRATEGY

- Use events to fully engage and elevate our region
 - Expanded timeframe: now through the FIFA World Cup 26
 - Expanded Host City territory: the entire region
 - Expanded view of event categories (FIFA, KC2026, Donor, Independent)
- Create experiential elements that surprise and delight, and are distinctly Kansas City
- Maximize revenue from official FIFA events to offset hosting costs
- Drive additional revenue opportunities with KC2026 events / donor events
- Communicate clearly to all event stakeholders
 - FIFA brand protection
 - Regional events calendar

KC2026 EVENTS



STRATEGY

- Expand the timeframe-->Expand the territory-->Expand the engagement
- Create a series of events over 12-18 months to build excitement, awareness and participation
- Provide value for Host City Supporters and Donors
- Combination of static + traveling + replicated events

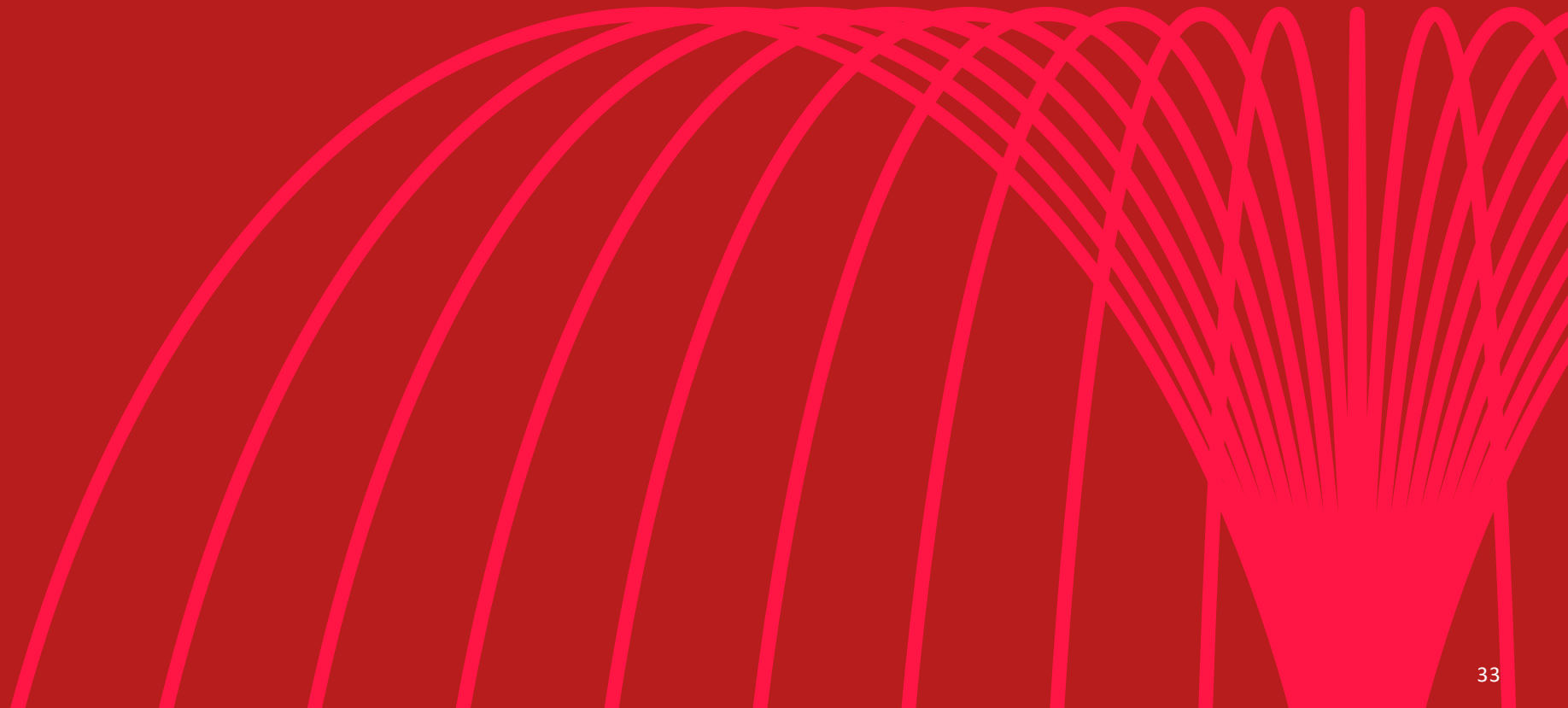
EVENTS UNDER CONSIDERATION

- Final Draw Watch Party
- Team Welcome Events – Base Camps (In conjunction with Member Association)
- Team Houses – Base Camps- (In conjunction with Member Association)
- Regional festivals, viewing parties, concerts

EVENTS UNDER CONSIDERATION

- Community partnership events
- Host City Supporter Events
- Road Shows
- Regional activations

TRAINING SITES



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



POSSIBLE TEAM BASE CAMPS + HOTELS

BROCHURE V1



**COMPASS MINERALS NPC
(SPORTING KC TRAINING FACILITY)**
KANSAS CITY, KS



**KC CURRENT TRAINING
FACILITY**
RIVERSIDE, MO



ROCK CHALK PARK
LAWRENCE, KS

TEAM BASE CAMP TIMELINE

2024

2025

2026



June 2024

- FIFA released first edition of TBC brochure
 - Brochure included 24 high-grade locations
 - Three of 24 in Kansas City region
 - 9 cities outside Host Cities named potential TBC sites, including St. Louis

Team facility visits

2024-2025

- FIFA accepting expressions of interest from other potential TBC sites
- Brochure updates expected in late 2024 and throughout 2025
- Team facility visits continue

Late 2025

- FIFA World Cup 26 Final Draw
- Final Draw reveals geographic zones in which teams will play group-stage matches
- Teams submit selection preferences for TBC locations following Final Draw

January–March 2026

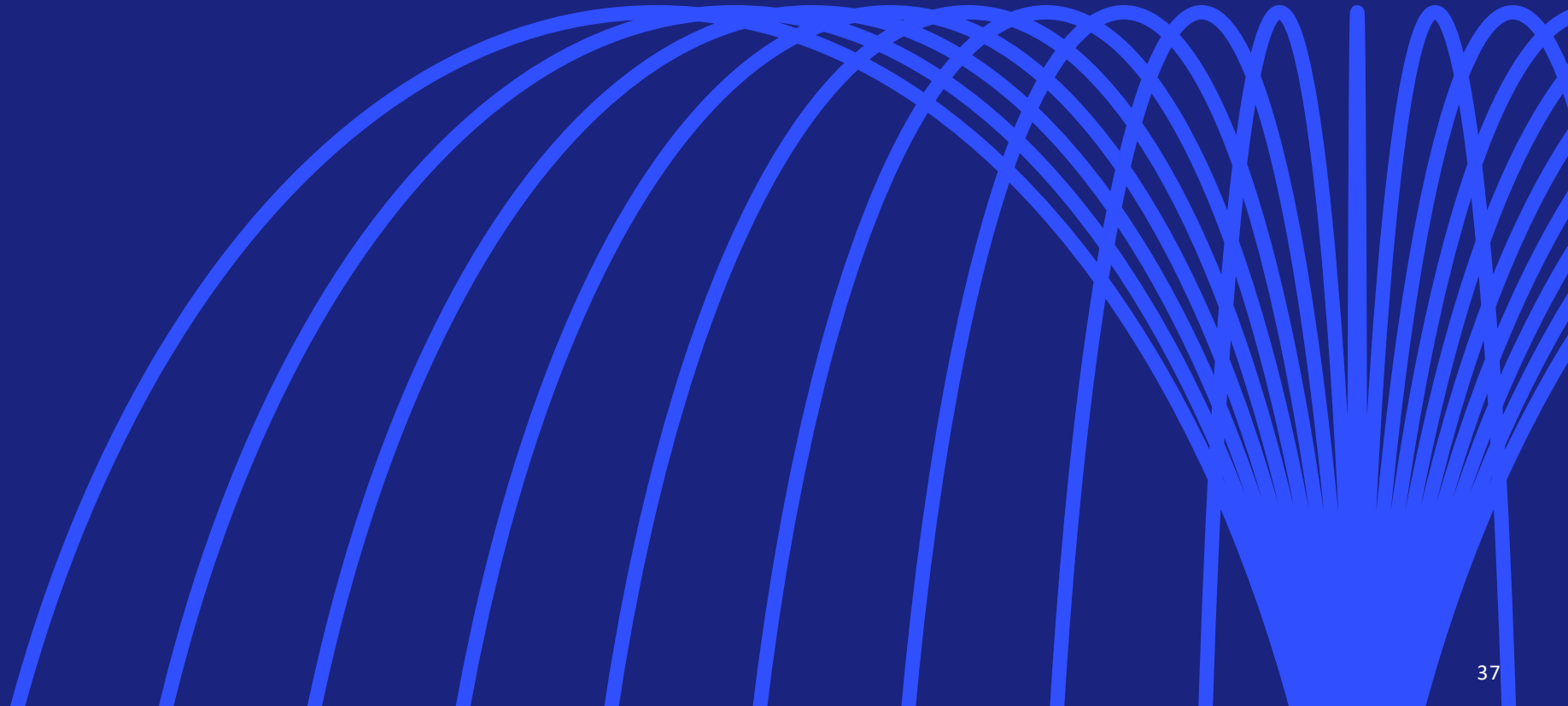
TBD Sites confirmed

June 2026

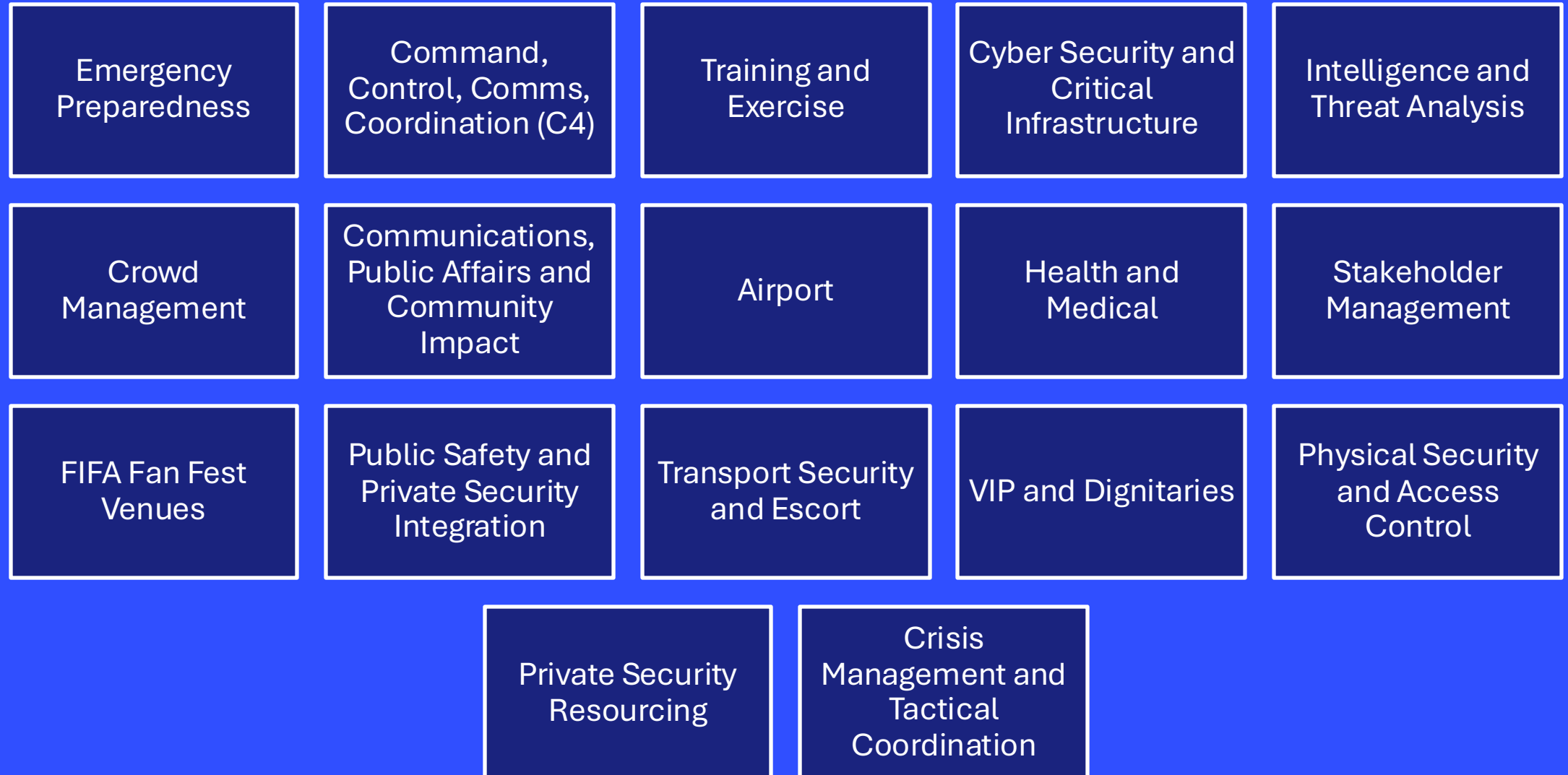
FIFA World Cup 26

SAFETY & SECURITY

(CLOSED)



FIFA ORGANIZING AROUND 17 AREAS OF FOCUS



NATIONAL COLLABORATION



NATIONAL COORDINATION + FIFA ALIGNMENT

- Department of Homeland Security
 - Transportation Security Administration (TSA)
- United States Secret Service
- US Department of Justice
- US Department of State

WE
ARE

