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THE FIFA WORLD CUP™



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.

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

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

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

FIFA WORLD CUP 26™

(a series of firsts)



Thursday, June 11 (tbc) 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)*
 - **37+ days** *(up from 28 in 2022)*
 - **104 matches** *(up from 64 in 2022)*

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



GOALS & OPPORTUNITIES



- ⚽ **Elevate Kansas and the region on the Global Stage**
 - **Unprecedented** marketing and opportunity that will **attract business** and talent, deliver **more events**, and **drive tourism**
- ⚽ **Community engagement and connectivity**
 - **Historic, once-in-a-lifetime event** that will unite communities across the state and region through volunteer opportunities, watch parties and other activities
- ⚽ **Capitalize on visitor spending**
 - Generate **income for employees and business owners** with a particular boost to travel, hospitality, entertainment, retail food and beverage sectors

- ⚽ **Strategic business and infrastructure development and improvements**
 - Create and support initiatives to **improve infrastructure, strengthen business** and drive the **economy beyond 2026**

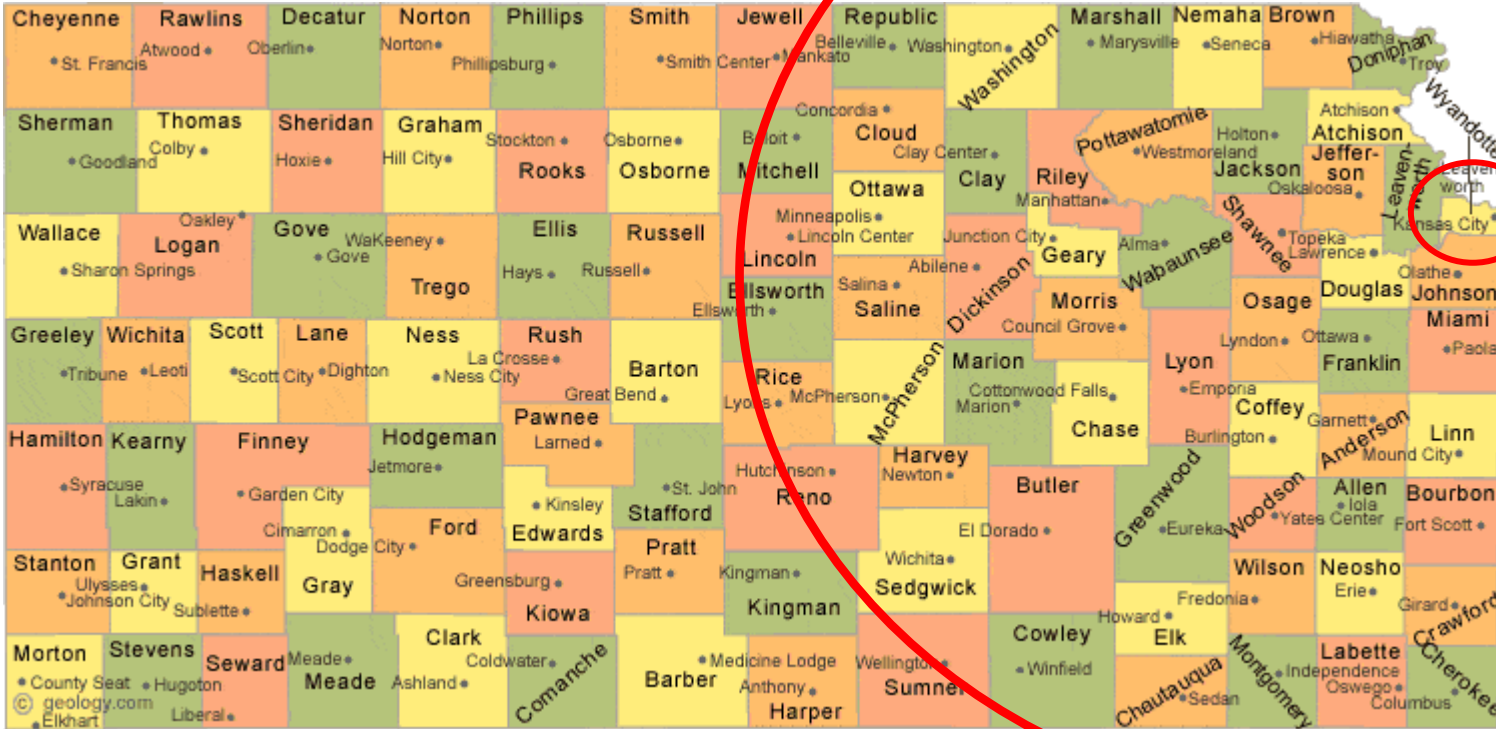
- ⚽ **Deliver sustained and long-term positive economic and cultural impact**
 - Improve recognition and perception of the region and firmly establish Kansas as an **attractive and viable center for growth and opportunity**

HOTELS – Kansas (*~33% of total rooms sourced*)

Had to demonstrate inventory of 55k hotel rooms within 2.5hrs



# of Hotel Rooms	Est. Economic Impact
18,494	\$155 - \$167 million



POSSIBLE TRAINING FACILITIES



Children's Mercy Park
Kansas City, KS



Compass Minerals NPC
Kansas City, KS



Rock Chalk Park
Lawrence, KS



Buser Family Park
Manhattan, KS





Funding Request KANSAS

\$28-32 million



Estimated direct economic impact to KANSAS

\$163.1 million

REGIONAL ECONOMIC IMPACT

(conservative)



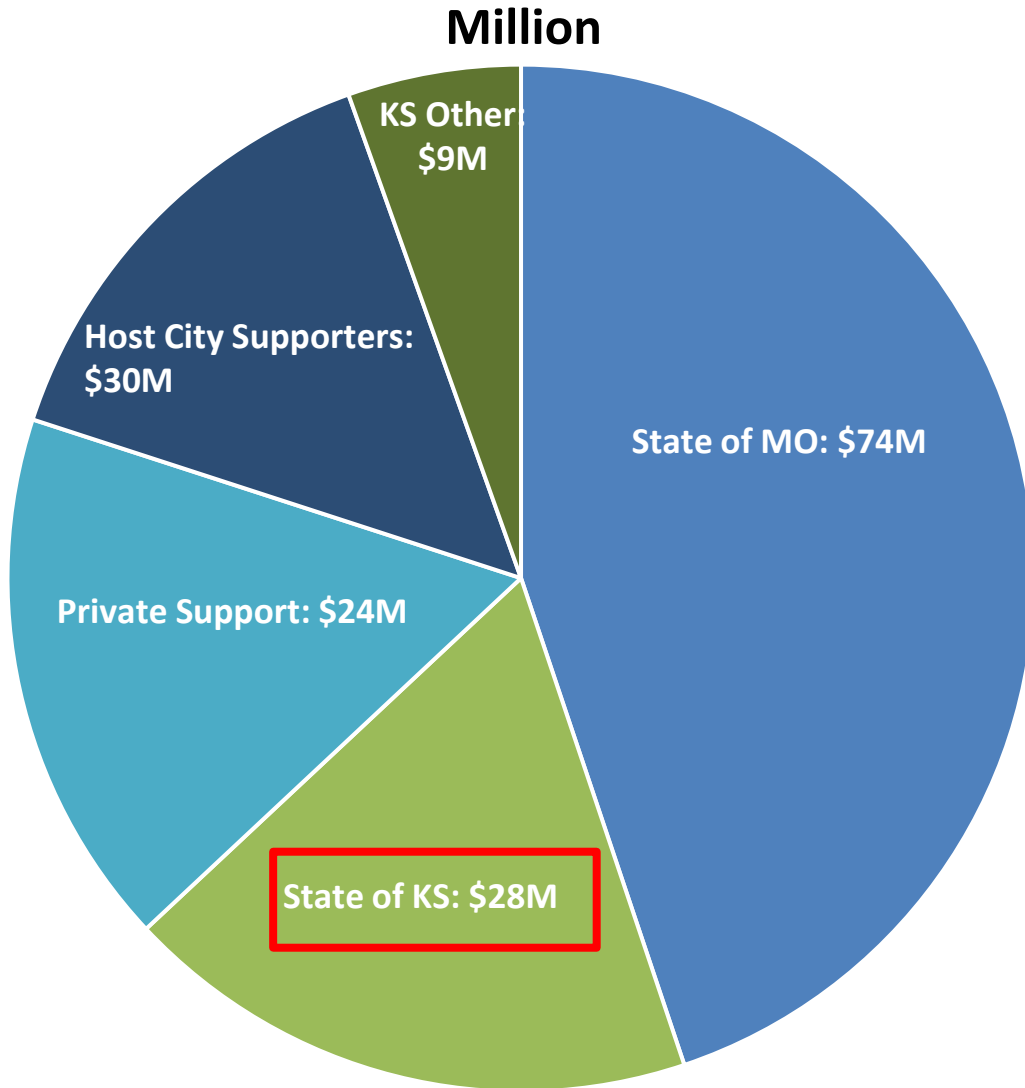
\$652.6 million in direct event impact*

- ⚽ \$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*

KC2026 FUNDING SOURCES



Source	Contribution (million)	Percentage
State of MO	\$74	44.8%
Host City Supporters	\$30	18.2%
State of KS	\$28	17.0%
Private Support	\$24	14.5%
KS Public Sources	\$9	5.5%
TOTAL	\$165	

KC2026 FUNDING SOURCES & USES



ITEM	COST (Millions)	State of MO	Host City Supporters	State of KS	Private	KCMO	MO Public Sources	KS Public Sources
		50.0 30.3%	30.0 18.2%	28.0 17.0%	24.0 14.5%	15.0 9.1%	9.0 5.5%	9.0 5.5%
Venue Modifications	\$ 40.0	\$ 40.0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FIFA Fan Fest	\$ 22.0	\$ -	\$ 6.0	\$ -	\$ 10.0	\$ 3.0	\$ 2.0	\$ 1.0
Transportation	\$ 18.0	\$ 7.0	\$ 1.0	\$ 7.0	\$ -	\$ -	\$ 1.0	\$ 2.0
Legacy Project	\$ 16.0	\$ -	\$ 3.5	\$ 3.0	\$ 2.0	\$ 3.0	\$ 2.5	\$ 2.0
Staff & Administration	\$ 16.0	\$ -	\$ 4.0	\$ 3.0	\$ 5.0	\$ 3.0	\$ -	\$ 1.0
Security	\$ 15.0	\$ -	\$ 2.0	\$ 6.0	\$ 4.0	\$ 3.0	\$ -	\$ -
General Contingency	\$ 10.0	\$ -	\$ 5.0	\$ 1.0	\$ 2.0	\$ -	\$ 1.0	\$ 1.0
Branding / Marketing / Promotion	\$ 9.0	\$ 0.5	\$ 5.5	\$ 3.0	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 8.0	\$ -	\$ 1.0	\$ 2.0	\$ 1.0	\$ 3.0	\$ 1.0	\$ -
Digital Experience & IT	\$ 6.0	\$ -	\$ 2.0	\$ 2.0	\$ -	\$ -	\$ -	\$ 2.0
Venue Contingency	\$ 5.0	\$ 2.5	\$ -	\$ 1.0	\$ -	\$ -	\$ 1.5	\$ -
TOTAL	\$ 165.0	\$ 50.0	\$ 30.0	\$ 28.0	\$ 24.0	\$ 15.0	\$ 9.0	\$ 9.0

NOTES:

* Assumes \$30M from HC supporter sales (\$3 million per package)

KC2026 BUDGET *(KS State Funded)*

ITEM	COST (Millions)	NOTES
Venue Modifications		<i>Widen field, remove seats, visiting team locker room, etc.</i>
FIFA Fan Fest		<i>Includes security, sustainability</i>
Transportation	\$7	<i>Comp system to service event = contractual obligation</i>
Legacy Project	\$3	
Staff & Administration	\$3	<i>includes staff, agency support</i>
Security	\$6	<i>Additional, separate from Fan Fest</i>
General Contingency	\$1	
Branding/Marketing/Promotion	\$3	
Insurance	\$2	
Digital Experience & IT	\$2	
Venue Contingency	\$1	<i>Pitch growing tech, hospitality/media buildouts, tbd</i>
TOTAL	\$28	14

KC2026 BUDGET

ITEM	COST (Millions)	NOTES
Venue Modifications	\$40	
FIFA Fan Fest	\$22	<i>Includes security, sustainability</i>
Transportation	\$18	<i>Comp system to service event = contractual obligation</i>
Legacy Project	\$16	
Staff & Administration	\$16	
Security	\$15	<i>Additional, separate from Fan Fest</i>
General Contingency	\$10	
Branding/Marketing/Promotion	\$9	
Insurance	\$8	
Digital Experience & IT	\$6	
Venue Contingency	\$5	
TOTAL	\$165	15

KEY PLANNING VERTICALS



COMPETITION VENUE

Stadium
Pitch
Services & Ops
IT

TRAINING FACILITIES

Team Base Camps
VS Training Sites
Services & Ops
Accommodations

HOST CITY OPERATIONS

Transportation
Airports
City Services
Safety & Security
Medical
Technology

HOST CITY RIGHTS/COMMERCIAL

Events
Host City Supporters (HCS)
HCS Management
Revenue
Legacy

MARCOMMS

Marketing & Promotions
Comms & PR
Website
Media Events
Broadcast & Media Services
Signage & Dressing

COMMUNITY ENGAGEMENT

Sustainability
Human Rights
Spectator Services
Volunteer Program

FIFA FAN FEST

Planning
Operations
Management
Agency Management

WU
ARL



KANSAS CITY