



**KANSAS CITY**

# **COMMUNITY ACTIVATION PLAYBOOK**

**FIFA WORLD CUP 2026™ KANSAS CITY**

# TO THE PEOPLE WHO GIVE THE KANSAS CITY REGION ITS HEART,

Kansas City's journey to the FIFA World Cup 2026™ began with a shared belief: that when this region stands together, there is nothing we cannot achieve. That belief fueled our bid, united our communities, and continues to guide the incredible collaboration happening every day. We earned this moment, and together, we are ready to deliver with heart.

Hosting the FIFA World Cup 2026™ is a once-in-a-generation opportunity to showcase what makes the Kansas City region extraordinary. We are a two-state community rooted in sports, driven by innovation, and rising with unstoppable momentum. This is our opportunity to welcome billions of global eyes and thousands of visitors, creating positive impacts that reach far beyond the pitch and long into the future.

We are grateful to everyone who is stepping up with passion and purpose to help us deliver a safe, seamless and joyful experience for our guests. Your commitment is what positions Kansas City as the "Heart of the Tournament." We are a place where visitors will feel welcomed, seen and celebrated from the moment they arrive. Together, we are proving that the smallest host city has the biggest spirit, and we are more than ready to welcome the world.

**Sincerely,**

**The KC2026 Board of Directors**

# WE ARE SOCCER'S HEARTLAND

Kansas City is preparing to welcome the world for FIFA World Cup 2026™ and every community has a role to play. This Playbook is your guide to understanding the tournament's scope, what it means for our region, and how you can take part in creating a safe, welcoming, and distinct Kansas City experience.

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**Inside, you'll find practical information, inspiration, and resources to help you:**

**Understand Kansas City's Host City role and key events**

**Welcome visitors in ways that reflect your community's character**

**Navigate guidelines and requirements with confidence**

**Spark ideas for celebrations, décor, and other activations**

This Playbook is for everyone — from city officials and civic organizations to small businesses, cultural groups, schools, and volunteers. Whether your community is hosting a festival, decorating your main street, or simply greeting visitors with warmth and pride, your participation helps Kansas City shine on the global stage.



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## Section 1

# KANSAS CITY: HEART OF AMERICA, HEART OF THE GAME



The FIFA World Cup 2026™ is more than matches inside a stadium — it is a once-in-a-lifetime moment for our communities. Visitors from every corner of the globe will fill our neighborhoods, explore our main streets, and celebrate in our parks and gathering spaces.

**This is our opportunity to  
show the world what we  
already know:**

**KANSAS CITY  
HAS HEART**

## OUR SHARED BRAND PILLARS

# 1.

## OWNING THE MOMENTUM

**Harnessing our wins, energy, and spirit to deliver the world's biggest stage.**

Kansas City shows up: from championship games and parades to the NFL Draft and the opening of our new Kansas City International Airport terminal and KC Streetcar extensions. Now it's time to harness that same spirit to deliver the world's biggest sporting event.

# 2.

## ROOTED IN SPORTS

**The Soccer Capital of America®, where passion for the game unites us all.**

Kansas City lives and breathes sports. As the Soccer Capital of America®, our bold leaders, worldclass venues and passionate fans have earned us a proud legacy. Every community can be part of that story by hosting celebrations and events that reflect their unique spirit and love of the game.

# 3.

## UNSTOPPABLE TOGETHER

**One heart, many communities – welcoming the world as only Kansas City can.**

The KC Heart is more than a symbol. It represents warmth, inclusion, pride, and unity. Every community's contribution, large or small, is essential to making visitors feel welcomed and residents feel proud.

### Why This Matters for Communities

Host city obligations go beyond the matches. FIFA and our partners expect us to deliver a safe, seamless, best-in-class experience. That means engaging our communities, so the FIFA World Cup 2026™ is not only successful inside the stadium but unforgettable across the entire region. From ensuring clear signage and safe gathering spaces, to creating family-friendly festivals and authentic cultural showcases, communities are vital partners in fulfilling our host city role.





## YOUR ROLE IN THE WORLD CUP EXPERIENCE

As an engaged community leader, you are a catalyst of this moment. The Playbook is designed to support you as you:

### ■ Celebrate Your Unique Story

Showcase what makes your community special through festivals, art, food, music, or heritage programming.

### ■ Create Welcoming Experiences

From main streets to neighborhood blocks, think about how visitors and residents alike will feel included, safe, and celebrated.

### ■ Collaborate Across the Region

Share your plans and stay informed about others' efforts to ensure a seamless and impactful welcome.

### ■ Inspire Pride at Home and Abroad

Our communities will remember how our region showed up during the FIFA World Cup 2026™. Together, we can leave a legacy of confidence, unity, and creativity.

## OUR SHARED LEGACY

The FIFA World Cup 2026™ will come and go, but the pride and unity we build together will last for generations.

This is more than a tournament; it's a chance for every community to show up, share its story, and welcome the world with authentic warmth.

By rooting ourselves in our sports tradition, owning the momentum of this moment, and carrying forward the spirit of Midwest hospitality, we can create an experience that is welcoming, unforgettable, and distinctly Kansas City.

Together, we will leave behind more than memories — we will build a legacy of confidence, connection, and community that endures long after the final whistle.

## Section 2

# WHERE THE ACTION WILL HAPPEN



## KANSAS CITY IS AT THE HEART OF IT

The FIFA World Cup 2026™ will be the largest sporting event in history — **48 teams, 104 matches, and billions of fans** watching worldwide. Kansas City is at the heart of it.

**Six matches** will be played at **Kansas City Stadium**, but the impact will extend across the entire region as our communities will be hosting the FIFA Fan Festival™, national team training sites, and team base camps.

Being a Host City means more than staging matches. It means creating an unforgettable atmosphere. How our neighborhoods, towns, and districts prepare and engage will shape the world's experience of Kansas City.



# JUNE 11 - JULY 19, 2026

## 48 TEAMS

(EXPANDED FROM 32)

## 104 MATCHES

(EXPANDED FROM 64)

## 16 HOST CITIES

(11 U.S., 2 CANADA, 3 MEXICO)



## COMPETITION FORMAT

The FIFA World Cup 2026™ features an expanded format with **48 teams**, making it the largest FIFA World Cup™ in history. In the Group Stage, teams will be divided into **12 groups** of four teams each, with each team playing three matches, one each against the other teams in their group.

The top two teams from each group will automatically advance to the knockout stage, along with the eight best third-place teams, creating a **Round of 32**.

From there, the tournament follows a single-elimination format through the **Round of 16, Quarter-Finals, Semi-Finals**, and the **Final**. Teams that reach the Final will play a total of eight matches (one more than in previous tournaments).

As host nations, the national teams of Canada, Mexico and the United States automatically qualify for the tournament.

This new format significantly increases the number of matches (from 64 to 104) and provides more nations with the opportunity to participate in the world's most prestigious soccer tournament.

To see a list  
of qualified  
nations,  
[click here.](#)

## KANSAS CITY MATCH SCHEDULE

Kansas City will host **six matches** at Arrowhead Stadium, which will be referred to as **Kansas City Stadium** throughout the tournament.

### GROUP STAGE

**TUESDAY, JUNE 16 AT 8 P.M. CT.**

ARGENTINA X ALGERIA

**SATURDAY, JUNE 20 AT 7 P.M. CT.**

ECUADOR X CURAÇAO

**THURSDAY, JUNE 25 AT 6 P.M. CT.**

NETHERLANDS X TUNISIA

**SATURDAY, JUNE 27 AT 9 P.M. CT.**

AUSTRIA X ALGERIA

### ROUND OF 32

**FRIDAY, JULY 3 AT 8:30 P.M. CT**

GROUP K WINNER X GROUP D/E/I/J/L  
THIRD PLACE

### QUARTER-FINAL

**SATURDAY, JULY 11 AT 8 P.M. CT**

WINNER MATCH 95 V WINNER MATCH 96

For the full FIFA World Cup 2026™ match schedule, visit [FIFA.com](https://www.fifa.com).

## OTHER NOTABLE FIFA World Cup 2026™ MATCHES

### OPENING MATCH

#### Team Mexico Match 1

Thursday, June 11  
(Estadio Azteca Mexico City)

### TEAM USA

#### Match 1

Friday, June 12  
Los Angeles Stadium

#### Match 2

Friday, June 19  
Seattle Stadium

#### Match 3

Thursday, June 25  
Los Angeles Stadium

### TEAM CANADA

#### Match 1

Friday, June 12  
Toronto Stadium

### SEMI-FINALS

#### Semi-Final Match 1

Tuesday, July 14  
Atlanta Stadium

#### Semi-Final Match 2

Wednesday, July 15  
Dallas Stadium

### FINALS

#### Bronze Final Match 1

Saturday, July 18  
Miami Stadium

#### Championship Match

Sunday, July 19  
New Jersey/New York Stadium



## FIFA FAN FESTIVAL™ KANSAS CITY

Kansas City's official multi-day viewing and celebration zone will be hosted at the National WWI Museum and Memorial. This free, family-friendly event is where tens of thousands of fans will gather to watch matches, test their soccer skills, enjoy music, food, and experience Kansas City's distinct and welcoming culture.

## OTHER LOCATIONS

### Venue-Specific Training Sites

National teams competing in Kansas City will use **CPKC Stadium (KC Current)** and **Children's Mercy Park (Sporting KC)** to train and prepare the day before their match at Kansas City Stadium.

### Team Base Camps

A Team Base Camp is a training facility and lodging pairing that serves as the primary base for a national team during the group stage, where they train, rest and prepare for their matches. In our region, Team Base Camps options include **Rock Chalk Park (Lawrence, KS)**, **Compass Minerals Training Center (Kansas City, KS)**, and **KC Current Training Facility (Riverside, MO)**.

Team Base Camp selections will be announced in 2026.



## Section 3

# WHO'S COMING TO KANSAS CITY



**650,000+**  
ESTIMATED VISITORS\*

The FIFA World Cup 2026™ will bring an estimated 650,000\* visitors to the Kansas City region across the tournament timeframe. While we won't know the exact mix of global visitors until after the Final Draw on December 5, 2025, community leaders can begin preparing now with insights into the types of fans and guests we expect to welcome.

\*Source: VisitKC, "estimates 650,000 unique visits based on total visitor days during the duration of the event in the KC area." Visitor Day is defined as one visitor spending one day (day/overnight) in the destination. Figure will be adjusted with base camps and other future announcements.)



# TYPES OF VISITORS

## **Ticketed Fans**

Traveling from across the globe to see matches live at Kansas City Stadium.

## **Non-Ticketed Fans**

Visitors who may not have a match ticket but want to be part of the historic atmosphere, especially at the FIFA Fan Festival™ and community celebrations.

## **International Travelers**

Guests arriving from dozens of countries, many supporting national teams. These visitors bring unique cultural traditions and expectations.

## **Domestic Travelers**

Soccer fans and sports enthusiasts from across the United States who will make Kansas City their tournament destination.

## **Regional Visitors**

With Kansas City's central location, fans from nearby states and cities can easily drive in for the day or weekend, expanding the impact across the Midwest.

## **VIPs and Delegations**

FIFA Commercial Partners, foreign dignitaries, global business, sports and entertainment celebrities and media representatives will experience Kansas City in both professional and cultural settings.

# WHAT WE KNOW ABOUT SOCCER FANS

**The World Cup 2026™ is a lifelong dream.**

Many international fans see attending the FIFA World Cup™ as a once-in-a-lifetime journey and will invest heavily to be part of it.

**Fans travel together.**

Supporters arrive in groups — families, friends, and national fan clubs — bringing chants, songs, and traditions that energize public spaces.

**Celebration is visible.**

Expect flags, jerseys, face paint, music, and spontaneous gatherings in streets, parks, and plazas.

**Match days are festivals.**

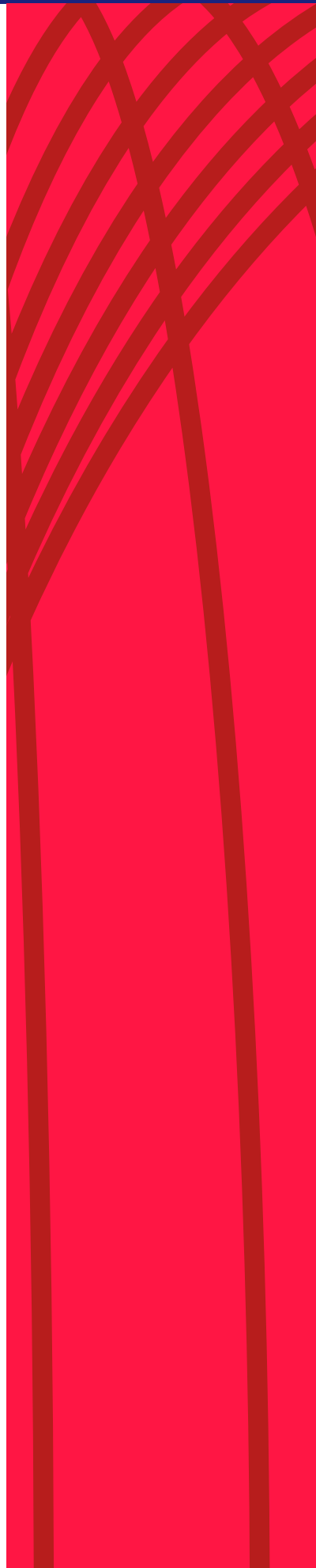
Fans treat game days as full-day events, with food, drink, music, and communal celebrations — even if they don't have a ticket.

**Passion runs deep.**

Fans from soccer-strong nations like Brazil, Argentina, Mexico, Germany, and England bring nonstop cheering, drumming, and joy that communities should embrace while planning for safety.

**Authenticity matters.**

Visitors want more than the matches — they want to experience Kansas City's own culture, from barbecue and jazz to local festivals and traditions.



# WHAT THIS MEANS FOR COMMUNITIES

**Prepare for a diverse mix of visitors,**

International and domestic, ticketed and non-ticketed

**Expect energy and celebrations beyond official venues,**

In neighborhood blocks, main streets, and public parks

**Anticipate day-trip visitors from across the Midwest,**

who may not need hotels but will dine shop and explore.

**Recognize that official delegations, media, and dignitaries**

may also seek out cultural attractions and local experiences.

## THE FINAL DRAW

On **December 5, 2025**, the **Final Draw** will determine which **national teams will compete in Kansas City** during the group stage. Once those matchups are confirmed, KC2026 will provide communities and businesses with cultural insights about the fans and teams — including their football traditions, travel behaviors, and visitor expectations.

These resources will help us prepare to welcome them with understanding, celebrate alongside them, and showcase the best of Kansas City's hospitality and spirit.



## Section 4

# IDEAS TO INSPIRE



The FIFA World Cup 2026™ is our moment to show the world what it feels like to be in the Heart of America and the heart of the tournament. Guided by our brand pillars — **Owning the Momentum, Unstoppable Together, and Rooted in Sport** — every community in the Kansas City region has an opportunity to bring the celebration to life in its own way.

From downtown streets to suburban parks and shopping centers, to gateway towns on our interstate highways, the energy of the tournament can be felt everywhere. These ideas are meant to spark creativity and encourage neighborhoods, towns, and businesses to design activations that reflect their unique character. Together, we can create a regional atmosphere that is welcoming, festive, and unforgettable.

# ACTIVATIONS

Importantly, these celebrations should reflect the full richness of our region — from traditions and talents to the many cultural expressions that make the Heartland unique. When communities showcase their stories through food, music, art, and heritage, they help visitors experience the true character of Kansas City. Each contribution adds another dimension to the FIFA World Cup 2026™ in Kansas City, and together they create an atmosphere that is welcoming, authentic, and unforgettable.

## Urban Activations

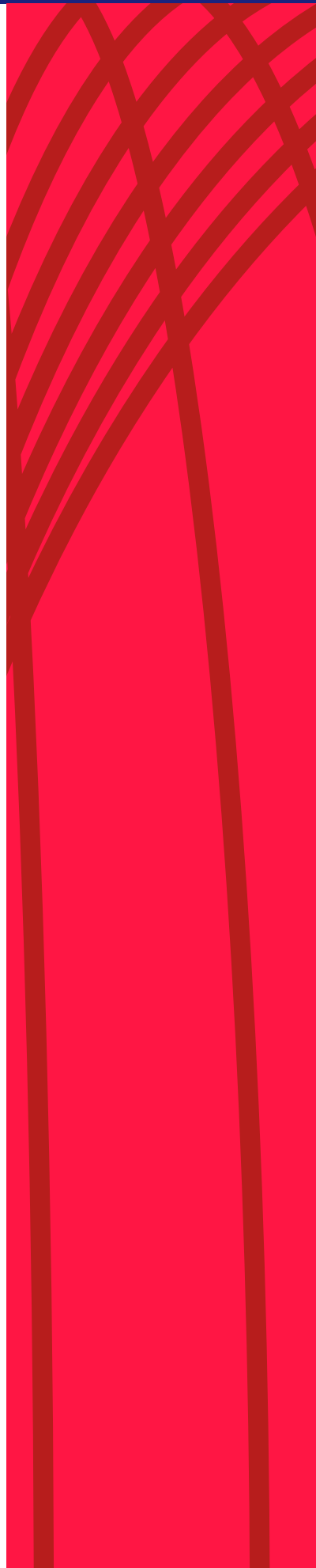
- Cultural festivals highlighting and welcoming nations competing in Kansas City.
- Street art, murals, and live music strategically timed around match days.
- Walking tours that show off unique locations in the community.
- Activations that highlight the community's unique character and culture.

## Suburban Activations

- Family festivals at town centers, community centers, or parks.
- Local youth soccer club celebrations and skills competitions.
- Public viewing events at community centers or libraries.
- Pop-up exhibits from regional cultural institutions.

## Rural Activations

- Signage welcoming global soccer fans to the heart of the tournament.
- Heritage parades celebrating international guests.
- Outdoor watch parties at fairgrounds or town squares.
- Community-led cultural events — art, craft, food, and storytelling that welcome visitors and share local traditions.



# OTHER OPPORTUNITIES

## ROUTE 66 CENTENNIAL (100 YEARS OF THE MOTHER ROAD)

2026 also marks the 100th anniversary of Route 66, the legendary “Mother Road” that stretches across southern Missouri and the southeast corner of Kansas. The allure of Route 66 holds deep fascination for international travelers, making it a natural tie-in with World Cup™ tourism.

### Opportunities For Our Region:

- Roadside activations: murals, signage, or “Route 66 welcome” installations along the Missouri/Kansas stretch.
- Car rallies or vintage auto events celebrating Route 66 history.
- Collaborative programming with small towns along the route, creating gateways for visitors entering KC.
- Local businesses offering Route 66-inspired specials, menus, or souvenirs.

## AMERICA’S 250TH BIRTHDAY

2026 marks the 250th anniversary of the United States, and the celebrations will overlap with the FIFA World Cup 2026™. Visitors from around the world — and across the country — will be looking for ways to experience this once-in-a-generation milestone.

### Opportunities For Our Region:

- Community parades and festivals themed around “America’s Birthday.”
- Patriotic concerts, fireworks, and family-friendly gatherings that complement match days.
- Museums, historic sites, and civic spaces highlighting KC’s role in America’s story.
- Inclusive programming that ensures every resident sees themselves reflected in the celebrations.



Whether in a neighborhood block, a suburban park, or a rural gateway, each celebration adds its own pulse to the World Cup™ in Kansas City — reminding us that the magic of 2026 will come from all of us, together.

Fans will come first and foremost for the soccer, but many will also be eager to explore the culture, history, and hospitality that make our region unique. We can't predict exactly which experiences will resonate with each visitor, but by creating a wide variety of activations, we open the door for connection and leave a lasting impression of Kansas City and the Heartland.



# PUT YOUR EVENT ON THE REGIONAL CALENDAR

Posting your community's special on the regional calendar hosted by the Mid-America Regional Council is one of the easiest ways to maximize impact during the FIFA World Cup 2026™. Adding your event:

**Supports planning and safety**

Helps regional partners coordinate security, transportation, and emergency services by knowing when and where events are happening.

**Increases visibility**

In 2026, all permitted events will be shared publicly with residents and visitors who are eager to join in the celebrations.

**Is simple and free**

There is no cost to submit your event, and submission does not obligate you to move forward.

**Keeps you in control**

Your event will not be published until your community authorizes it for public sharing.

## HOW TO POST YOUR EVENT

### STEP 1: CREATE AN ACCOUNT

- Submit your request to MARC for a community account at <https://www.marc.org/world-cup#member-center>
- You'll receive an email within two business days with instructions for setting up your account.

### STEP 2: ADD YOUR EVENT

- Once you've set up your account and 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.

SCAN THE QR CODE  
TO GET STARTED

**Questions:**

Contact [MARCinfo@marc.org](mailto:MARCinfo@marc.org)



## Section 5

# DECORATING OUR REGION



## ONE REGION, ONE WELCOME

When the world arrives in Kansas City for FIFA World Cup 2026™, we want every community to feel part of the welcome.

A **regional signage program** developed by KC2026 will allow cities, towns, and neighborhoods to order branded décor that creates a **consistent, unified look** across the bi-state area while also showcasing each community's pride and character.

# SIGNAGE PROGRAM HIGHLIGHTS

## **Consistent Welcome**

Branded signage aligns with FIFA and KC2026 guidelines to present a coordinated, world-class welcome.

## **Clear Usage Guidelines**

Communities can be confident they are following approved brand standards.

## **Flexible Décor Solutions**

Options to fit urban, suburban, and rural settings, from lamp post banners to feather flags and beyond.

## **Showcase Community Pride**

Local streetscapes and gathering places will be transformed into vibrant displays of celebration.

## **Easy to Order**

Communities will have a simple process to browse, purchase, and receive signage directly.

# WELCOME SIGNAGE EXAMPLES



**Disclaimer:** 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.

## IMPORTANT NOTE ON USAGE

Welcome signage is designed specifically to decorate corridors, main streets, and town centers across the region. To ensure compliance with FIFA intellectual property regulations, signage from this program cannot be used at events or festivals.

## WHAT'S NEXT

More details about the Welcome Décor & Signage Program — including product options, pricing, and the ordering process — will be available in **early 2026**.

Communities will receive guidance on how to participate so that together, we create a region-wide welcome that is festive, seamless, and distinctly Kansas City.



## Section 6

# HOSTING PUBLIC VIEWING EVENTS



## WHAT IS A PUBLIC VIEWING EVENT?

**A Public Viewing Event (PVE) is any organized gathering where FIFA World Cup 2026™ matches are shown to an audience outside of a private home.**

- Could take place in a bar, restaurant, cinema, stadium, park, office, school, or community center – anywhere fans can come together to watch.
- Brings people together to share the biggest football moments, creating atmosphere and connection far beyond the stadiums.

In the Kansas City region, public viewing events will provide an opportunity for neighborhoods and towns across the Heartland to cheer, celebrate, and experience the energy of the FIFA World Cup™ beyond the stadium and FIFA Fan Festival™.

### **These events may include:**

- Food, games and music
- Community activations
- Cultural programming

# PUBLIC VIEWING CATEGORIES

## PUBLIC VIEWINGS CAN VARY IN SIZE AND PURPOSE:

### **Commercial**

Designed to generate income (e.g., charging entry, having sponsors, or gaining other commercial benefits).

### **Non-Commercial**

Organized purely for enjoyment, with no commercial activity linked to it.

### **Special Non-Commercial**

A large non-commercial event with more than 1,000 attendees.

# WHY SOME PUBLIC VIEWINGS REQUIRE A LICENSE

- The broadcast feed belongs to FIFA's Official Media Partner(s) in your territory.
- A public viewing license gives permission to show their product to a public audience.
- Protects the value of the tournament and maintains a consistent, high-quality experience for fans.

## **THE FIFA PUBLIC VIEWING PORTAL**

will confirm your category, tell you if you need a license, and guide you on the next steps.

# PLANNING YOUR EVENT

## Sponsorship

- Allowed only for commercial public viewing events.
- FIFA Commercial Partners can sponsor your event.
- Local businesses that do not compete with FIFA Commercial Partners may be eligible to sponsor your event. Please contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) for more information.
- All sponsorships must be approved before confirmation.

## Admission

- Charging entry is possible for certain public viewing categories.
- Must be declared in your application and reflected in your license.

## Concessions

- Sale of food, beverages, and goods is allowed.
- Working with FIFA Partners is recommended.

### If working with a non-FIFA Partner as a vendor:

- Food & beverages must be served in unbranded packaging.
- Menu boards must be free of branding.
- No implication of sponsorship or association with FIFA or the Competition.
- Contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) if you require more clarity.

## Branding & Promotion

- All rights to the Competition Marks (emblem, title, logos, mascot, and trophy) belong to FIFA and may not be used in the branding or promotion of your event.
- You may use the term “FIFA World Cup 2026™” only in plain text for editorial purposes, without implying any official association. E.g. “Join us for a public screening of the FIFA World Cup 2026™ match between Country A and Country B at Central Park on June 15.”
- Avoid using “FIFA” or “World Cup 2026™” in your event name or marketing materials.
- Use general terms like “soccer” or “tournament” instead.
- Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.





# DOS AND DON'TS

## BRANDING PUBLIC VIEWING EVENTS



### DO:

Use neutral event names

- ✓ **FOOTBALL IN THE PARK**  
4:00 pm
- ✓ **SUMMER SOCCER CELEBRATION**  
7:00 pm

Show country names in text only

- ✓ **"Join us for the group match between USA and Brazil on Friday at 2 pm."**

Use your own branding, colors, and style



### DON'T:

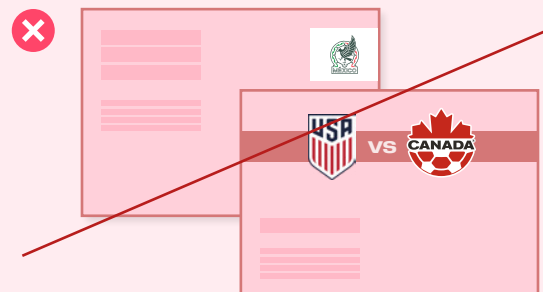
Use FIFA marks, logos, or trophy images.



Include "FIFA" or "World Cup" in your event name

- ✗ **FIFA WORLD CUP WATCH PARTY**  
4:00 pm

Use team logos



# OTHER KEY CONSIDERATIONS

## BROADCAST RULES

- Live only: No delays or replays.
- No broadcast modifications: No edits, overlays, or replacements.

## COVERAGE WINDOWS

### Opening/Closing Matches

Start **20 min.** before kick-off, ends at least **10 min.** after.

### All Other Matches

Start **10 min.** before kick-off, ends at least **10 min.** after.

## POLITICAL ASSOCIATION

- Do not link the event or broadcast to any political party, candidate, or campaign.

## EXHIBITOR RESPONSIBILITIES

- Arrange any local permits, insurance, and safety measures.
- Ensure accessibility and manage capacity.
- Coordinate with local authorities for crowd management if needed.
- Coordinate with FIFA Media Partner on signal acquisition and quality assurance.
- All Public Viewing Exhibitors must adhere to FIFA's Public Viewing Regulations.



## HOW TO APPLY

# 1.

## READ THE FIFA PUBLIC VIEWING REGULATIONS

Familiarize yourself with the full details on categories, rights, and requirements.

[VIEW REGULATIONS HERE](#)

# 2.

## PLAN YOUR EVENT

Choose your venue, date, and the fan experience you want to create.

# 3.

## SUBMIT YOUR APPLICATION

Go to the FIFA Public Viewing Portal to submit your application. The portal will confirm your category and license requirements. (Portal opens Q4 2025).

# 4.

## FOLLOW THE NEXT STEPS

Arrange permits, complete your license, and prepare your event.

## WHERE TO FIND MORE INFORMATION

### Public Viewing Website

[https://publicviewing.fifa.org/public\\_viewing](https://publicviewing.fifa.org/public_viewing)

### Email

[publicviewing@fifa.org](mailto:publicviewing@fifa.org)

**Section 7****RESPECTING  
THE FIFA BRAND**

Photo by: Kent Auf Der Heide

**PROTECT OUR  
INTEGRITY**

The FIFA World Cup 2026™ will bring unprecedented global attention to Kansas City. To protect the integrity of the tournament and the investments of FIFA's Commercial Partners and our Host City Supporters, special brand and intellectual property (IP) guidelines apply. These rules ensure a fair, coordinated, and welcoming experience for fans and visitors while preventing unauthorized commercial activity.



# WHAT IS FIFA INTELLECTUAL PROPERTY?

**FIFA's intellectual property (IP)** includes its logos, official marks (including phrases "FIFA World Cup™" or "FWC2026™"), mascot, slogans, emblems, and branded designs. These assets are legally protected around the world and are critical to maintaining the integrity, value, and global identity of the FIFA World Cup™.

## WHO CAN USE IT?

FIFA's IP is reserved exclusively for FIFA rights holders and Commercial Partners.

### This Includes:

**FIFA Partners, Affiliates, FIFA World Cup Sponsors  
and FIFA World Cup™ Tournament Supporters**

**FIFA World Cup 2026™ Host City Supporters and Promotional Affiliates**

**FIFA World Cup 2026™ Host City Government Stakeholders**



## WHAT IS PROTECTED AND OFF-LIMITS?

Only official FIFA Commercial Partners, licensees and rights holders may use protected marks for commercial purposes.

Businesses and organizations must not use, display or distribute materials with tournament logos, wordmarks, mascots or other protected IP on merchandise, signage, ads, or promotions unless they are legally permitted to do so.

The chart below includes protected marks that must not be used without prior authorization from FIFA. When in doubt, speak with your independent legal counsel or visit the [FIFA Brand Protection Guidelines website](#).

### Examples of Protected IP

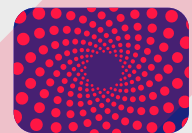
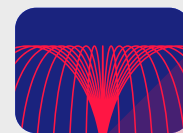
#### LOGOS AND EMBLEMS

Official Tournament Logo, Kansas City Host City logo, Trophy Symbol



#### VISUALS AND DESIGNS

Official Host City Poster, Trophy, Mascots, and Match Ball



**EVENT TYPEFACE**  
**FWC26™**

#### WORDMARKS AND PHRASES

FIFA, World Cup, FIFA World Cup 2026™, FIFA World Cup 2026™ Kansas City

**FIFA WORLD CUP 2026™**

#### SLOGANS AND MOTTOS

FIFA, World Cup, FIFA World Cup 2026™, FIFA World Cup 2026™ Kansas City

**WE ARE KANSAS CITY™** **WE ARE 26™**

# DOS AND DON'TS

## TIPS TO ACTIVATE AND CELEBRATE RESPONSIBLY



### What You Can Do

- Host soccer-themed events and decorate with generic (unbranded) soccer imagery
- Respectfully celebrate participating nations and display their country flags
- Host inclusive community events themed around global cultures
- Use local or community non-FIFA branding
- Share approved hashtags in social media  
**#FWC2026 #WeAreKansasCity**



### What You Must Avoid

- Using FIFA or Host City logos, emblems, slogans or mascots without authorization
- Creating lookalike branding that mimics FIFA style or suggests affiliation
- Calling your event "official" or "sponsored by FIFA" or a Fan Festival
- Implying an endorsement or formal connection with FIFA or the tournament without authorization
- Market "exclusive", "official" or "FIFA endorsed" packages or experiences
- Sharing or reposting official FIFA content for commercial use
- Selling unlicensed merchandise



# DOS AND DON'TS

## EXAMPLES OF ACCEPTABLE AND UNACCEPTABLE MESSAGING



### YOUR BRAND

Celebrate soccer's biggest event in Kansas City!

### Do/Say This:

- "Experience global soccer/football excitement this summer in Kansas City!"
- "Visiting Kansas City for the tournament? Come celebrate/watch with us!"
- "Visit our hotel/restaurant/bar near Kansas City Stadium during the tournament"
- "Kansas City's soccer community welcomes the world"
- Use generic soccer visuals (ball, pitch, goal, cheering fans)
- Use visiting team country flags and colors
- Share Kansas City match schedule for information purposes only



### YOUR BRAND

Join our official FIFA World Cup watch party!  
**#FWC2026**

### Don't Do/Don't Say This:

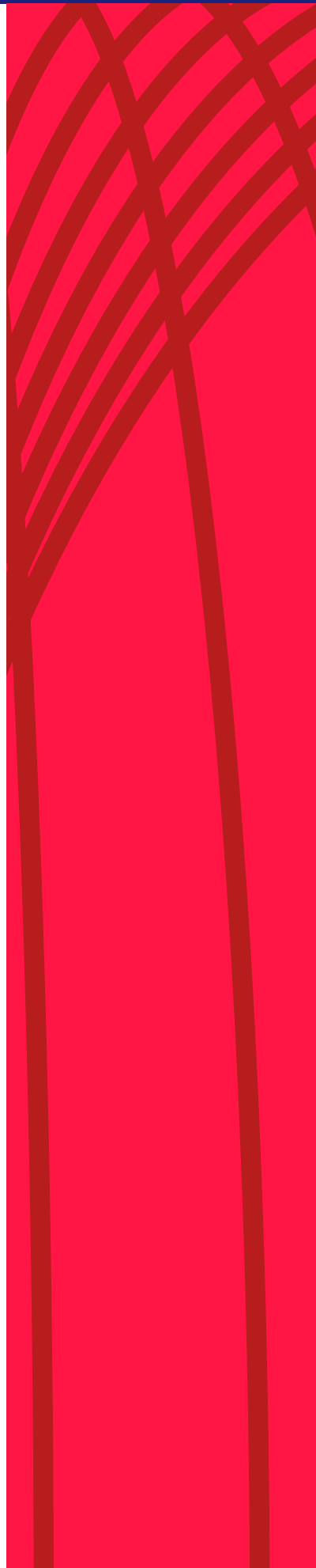
- "Proud official sponsor of FIFA World Cup 2026™"
- "Watch FIFA/FIFA World Cup/World Cup matches here"
- "Join our FIFA/FIFA World Cup/World Cup viewing/watch party"
- "FIFA/FIFA World Cup/World Cup 2026™ hospitality/experience/hotel package"
- "The closest restaurant/bar/hotel to the FIFA World Cup™ stadium"

# HOW FIFA BRAND GUIDELINES AND RESTRICTIONS ARE ENFORCED

FIFA and KC2026 are committed to protecting the FIFA brands and the exclusive rights of FIFA sponsors in a measured way. Enforcement efforts emphasize pre-emptive and educational measures to prevent any issues from arising. KC2026 and FIFA Brand Protection Teams monitor the physical and digital marketplace for infringements and will take action as needed.

If ultimately necessary, FIFA will use all legal avenues at its disposal to defend FIFA's IP rights.

**We encourage all communities, residents, and businesses to welcome the world, participate in the tournament celebration, and revel in Kansas City's global moment while keeping these guidelines in mind.**

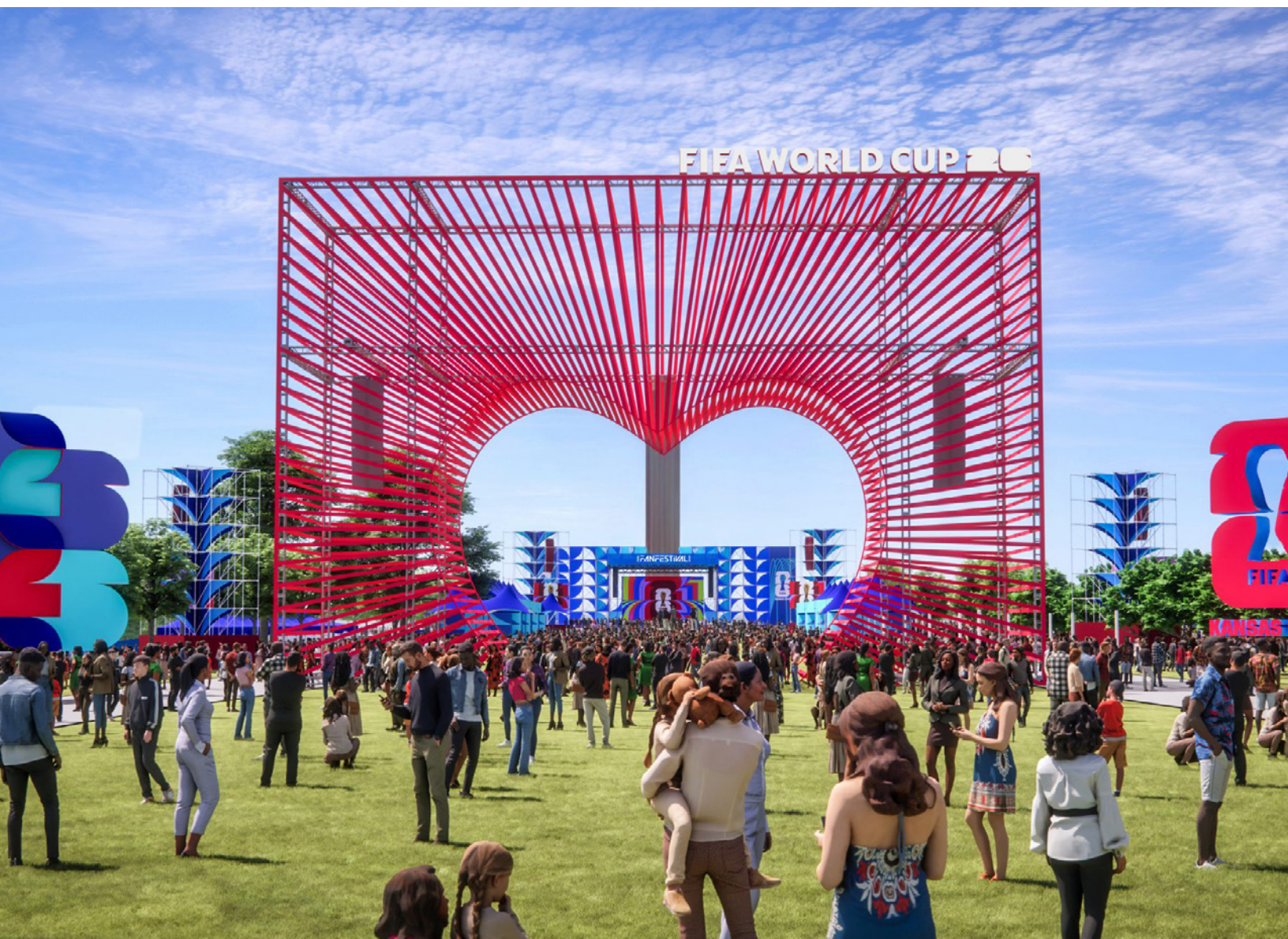


## Operating Near Kansas City Stadium and FIFA Fan Festival™ during FIFA World Cup 2026™

During the tournament period, Kansas City will be a hub of celebration as fans gather in and around Kansas City Stadium and the FIFA Fan Festival™ at the National World War I Museum and Memorial.

To ensure safe, accessible and enjoyable experiences for everyone, designated controlled areas called **“Clean Zones”** will be established throughout the tournament period.

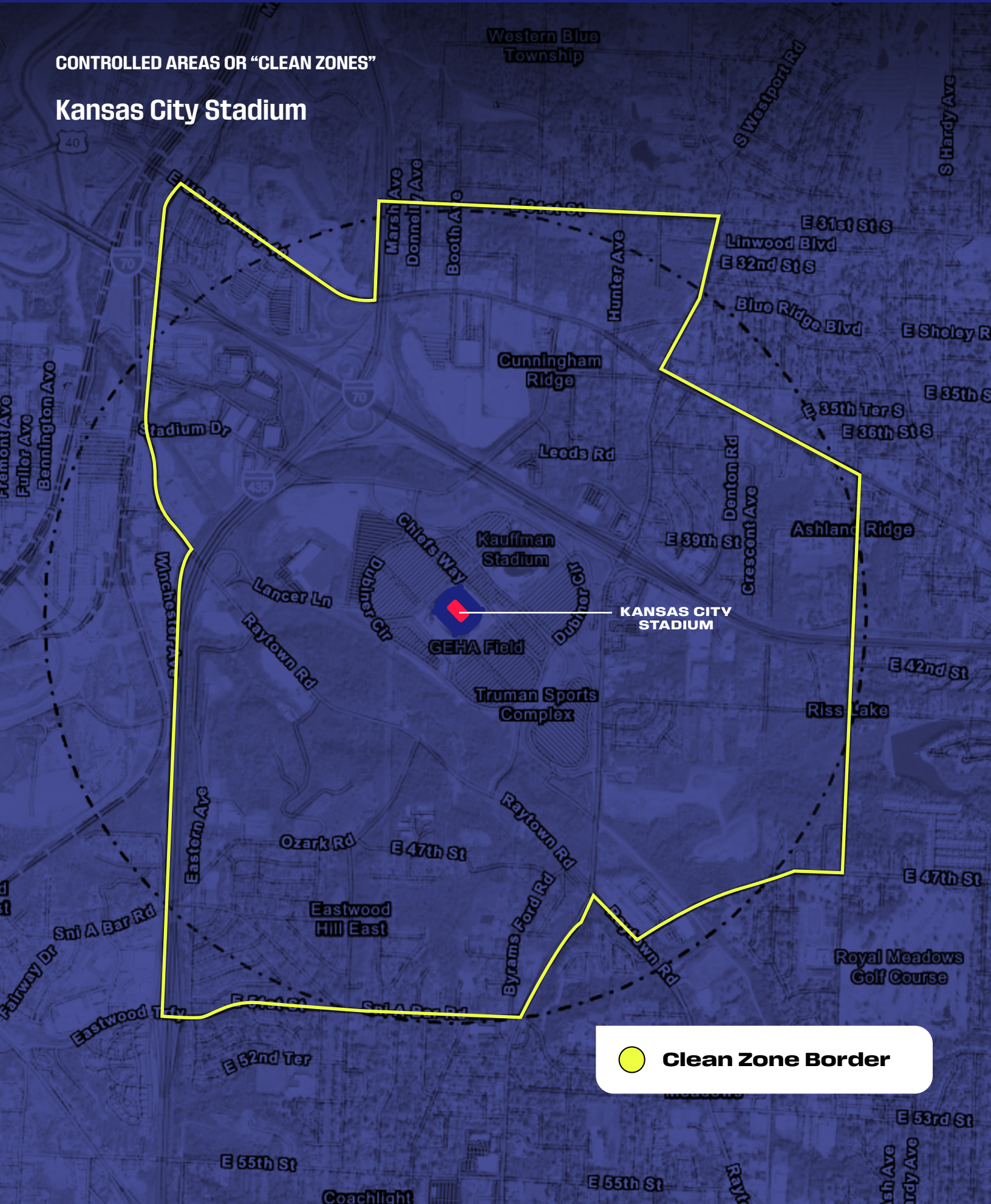
As part of Kansas City’s Host City Agreement with FIFA, KC2026 is committed to supporting public safety, security, and mobility and protecting the rights of FIFA World Cup Commercial Partners within these “Clean Zone” areas.





CONTROLLED AREAS OR “CLEAN ZONES”

Kansas City Stadium



 Clean Zone Border



**CONTROLLED AREAS OR “CLEAN ZONES”**

**FIFA Fan Festival at the National World War I Museum and Memorial**

**FIFA FANFESTIVAL** 2026



# PROHIBITED ACTIVITY

FROM MAY 12 TO JULY 26, 2026

- ✗ Unauthorized sale or promotion of FIFA merchandise, counterfeit goods and unauthorized ticket sales
- ✗ Unauthorized use of FIFA branding, logos, mascot or slogans
- ✗ Signage, flyers, or advertising that implies affiliation with FIFA.

## Note:

Permanent businesses and/or businesses operating in the Clean Zones are allowed to display signage, branding and storefront displays, as long as they do not imply FIFA affiliation.

**Simply adding terms like “unofficial” or “not affiliated” does not override these restrictions.**





## Section 8

# THE ROAD TO 2026



## OUR ROLE

Kansas City's role as a Host City comes with extensive responsibilities — from safety and security to transportation, volunteers, and the FIFA Fan Festival™. KC2026 is leading this regional planning work in close collaboration with local, state, and federal partners. While much of this work happens behind the scenes, community leaders can be assured that preparations are on track to deliver a safe, seamless, and unforgettable experience for residents and visitors alike.

# WHAT TO EXPECT, WHEN.

The journey to 2026 unfolds in phases. Each quarter will bring important milestones, announcements, and opportunities for community involvement. While not every detail is known yet, this timeline highlights when you can expect reliable information to support your planning.

## Q1 2026

### **International Visitor Cultural Insights (January/February)**

KC2026 will release resources to help communities and businesses understand the traditions, behaviors, and expectations of visiting fan groups.

### **FIFA Fan Festival™ Schedule (February/March)**

Announcement of dates, operating hours, programming highlights, and details on how to obtain free tickets.

### **Community Décor & Signage Program (February/March)**

Ordering details, usage guidelines, and installation timelines will be shared so communities can prepare streetscapes and gathering areas.

### **Community Events Calendar (February/March)**

KC2026 and the Mid-America Regional Council will launch a public-facing calendar of approved community events. This will be a key tool for residents, visitors, and planners.

### **Team Base Camp Selections (TBD by FIFA)**

FIFA will announce which training sites and lodging pairings have been selected for competing teams. KC2026 will coordinate with communities near base camps to help welcome visiting national teams.





## ONGOING

### **Operational Planning Updates**

Expanded information on safety, transportation, and visitor services will continue to be rolled out as planning advances.

### **Ticketing Updates from FIFA**

Additional information on ticketing phases, including resale policies, will be shared. Communities may see increased demand from visitors planning last-minute trips to Kansas City.

### **Special Events & Celebrations**

KC2026 and FIFA will announce festivals, cultural programs, and fan celebrations leading up to and during the tournament. These anchor events will help communities align their own activities and add to the region's festive atmosphere.

## STAYING UPDATED

This Playbook is a living resource and will be updated as new information becomes available. This timeline provides the best view today, but additional milestones will be added as planning evolves. Community leaders are encouraged to stay connected through KC2026's newsletter, website, and social media channels, where the latest updates, announcements, and planning tools will be shared as soon as they are released. By staying engaged, your community will have the information it needs to prepare with confidence.

Section 9

KEY ORGANIZATIONS,  
RESOURCES & CONTACTS



**FIFA**

FIFA (Fédération Internationale de Football Association) is the global governing body of international soccer. It organizes and regulates major tournaments like the FIFA World Cup™. For the 2026 edition, FIFA oversees the expanded 48-team competition held across North America.



**FIFA World Cup 2026™ Inc.**

This is the corporate entity established to handle commercial, organizational, and legal aspects of the 2026 tournament. It manages global branding, sponsorships, overall tournament planning, and coordination among the 16 host cities.



**KC2026**

KC2026 is the 501(c)(4) nonprofit organization established to deliver an unparalleled FIFA World Cup 2026™ experience to create lasting economic, social, and cultural opportunities for the Kansas City region. As the official Host City entity, the Committee is responsible for securing funding and promoting Kansas City on the global stage – while ensuring a safe, seamless and world-class execution of fan experiences, community engagement, transportation planning, hospitality and more.

<b>Host Cities</b>  Sixteen cities across the U.S., Canada, and Mexico are designated Host Cities for the FIFA World Cup 2026™ and include:	<b>U.S.</b>		<b>Canada</b>
	<ul style="list-style-type: none"><li>■ Atlanta</li><li>■ Boston</li><li>■ Dallas</li><li>■ Houston</li><li>■ Kansas City</li><li>■ Los Angeles</li><li>■ Miami</li></ul>		<ul style="list-style-type: none"><li>■ Toronto</li><li>■ Vancouver</li></ul>
			<b>Mexico</b> <ul style="list-style-type: none"><li>■ Guadalajara</li><li>■ Mexico City</li><li>■ Monterrey</li></ul>

**FIFA  
Commercial  
Sponsors**

These are global brands officially sponsoring the World Cup™. Examples include Adidas, Coca-Cola, Hyundai-Kia, Visa, Lenovo, Qatar Airways, and Aramco. They support the tournament through marketing, hospitality, and financial investment.

**FIFA PARTNERS****SPONSORS****SUPPORTERS****Host City  
Supporters**

Kansas City's Host City Supporters are local companies and civic partners who support the Host City mission. Through KC2026, these partners contribute funding, receive marketing assets, and gain access to hospitality packages tailored for the World Cup™. This is the first time FIFA has allowed Host Cities to sell local sponsorship packages.



## RESOURCES & LINKS

### FIFA Resources

**FIFA World Cup 2026™ Official Website**

**FIFA World Cup 2026™ Public Viewing Regulations**

**FIFA World Cup 2026™ IP Guidelines**

### Host City Resources

**Kansas City Host City Website - [kansascityfwc26.com](https://kansascityfwc26.com)**

**Kansas City Host City Newsletter Sign Up**

**Kansas City Host City Social Media Accounts**

INSTAGRAM

FACEBOOK

LINKEDIN

X

YOUTUBE

TIKTOK

**KC Game Plan Small Business Readiness Program**

### KC2026 Contacts

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**Procurement Inquiries | [Procurement@kansascityfwc26.com](mailto:Procurement@kansascityfwc26.com)**



## LEGAL NOTICES AND DISCLAIMERS

### FIFA Trademarks

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