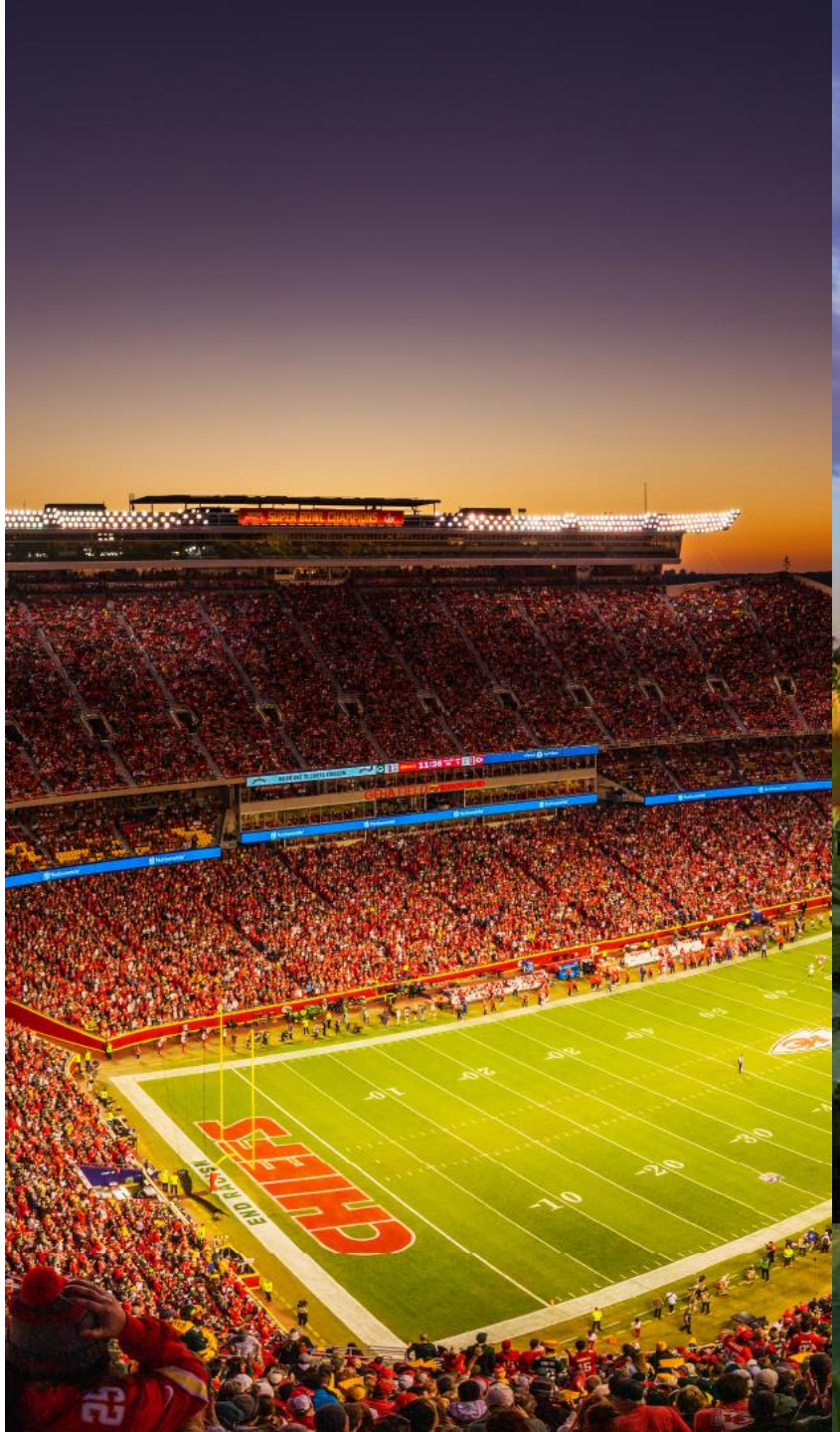
FIFA 26 KANSAS CITY

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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

LEGACY

- **Strategic business and infrastructure development and improvements**

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

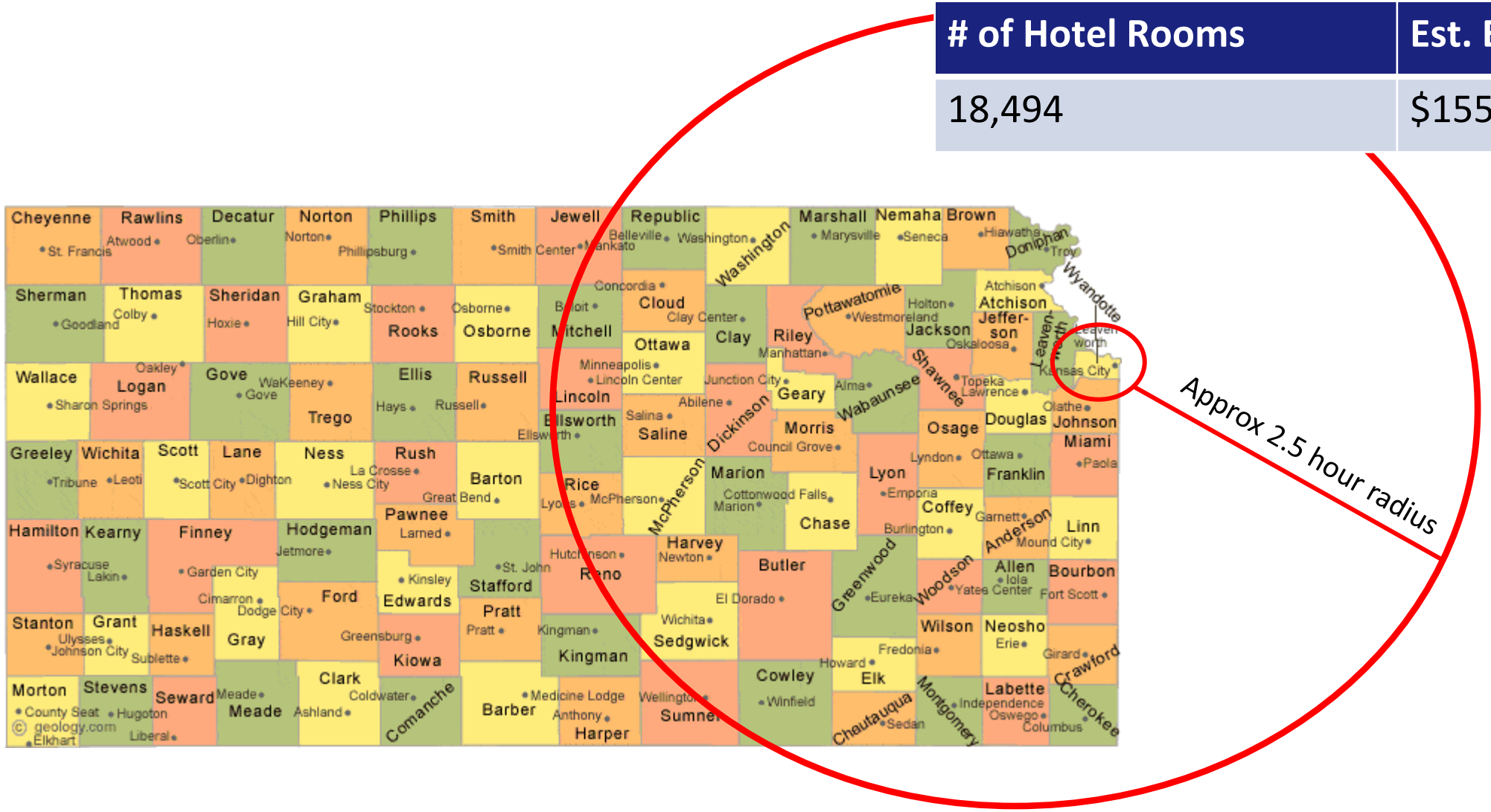
- **Deliver sustained and long-term positive economic and cultural impact**

  - 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*

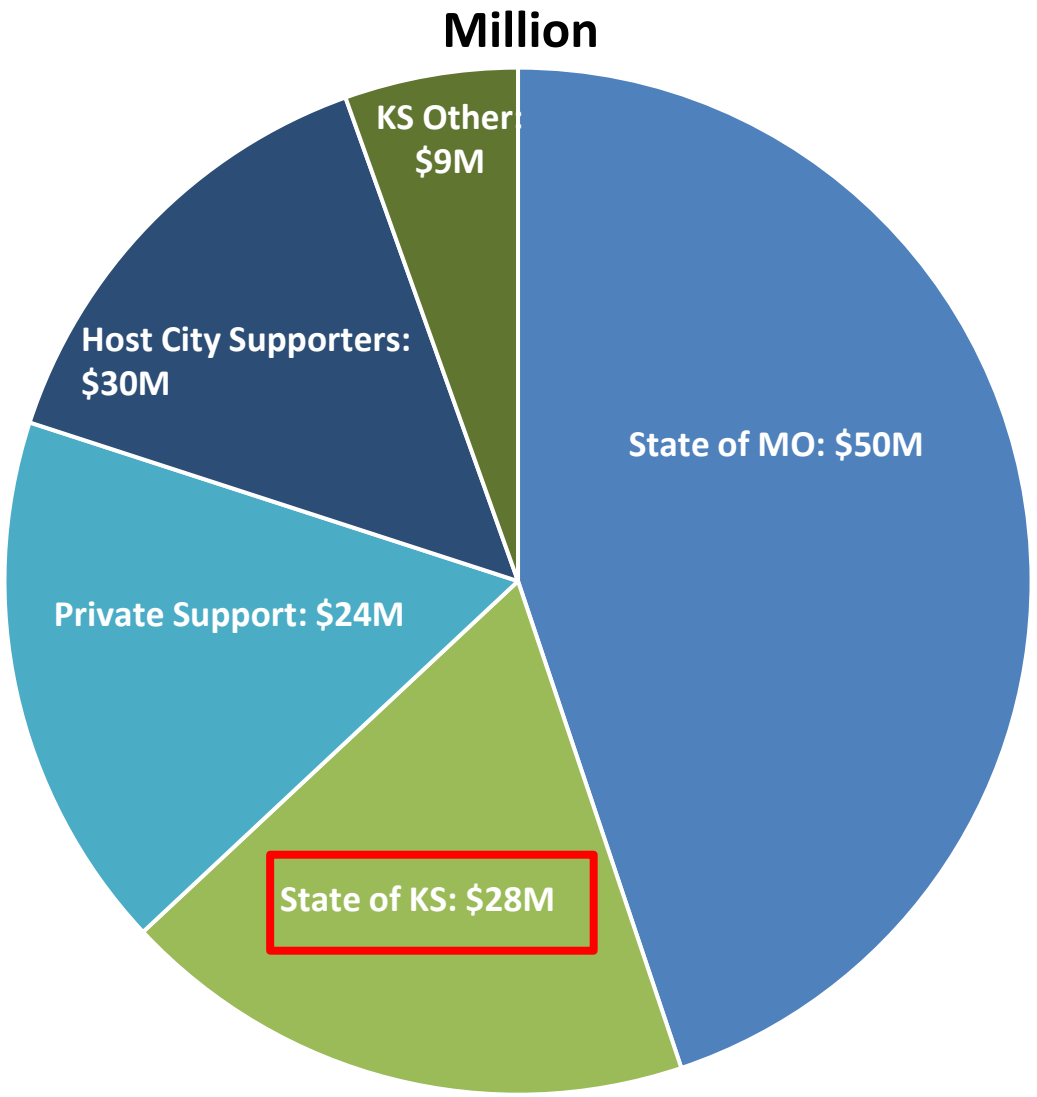
- $179.1 million in direct personal income generated

- 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 50.0 30.3%	Host City Supporters 30.0 18.2%	State of KS 28.0 17.0%	Private 24.0 14.5%	KCMO 15.0 9.1%	MO Public Sources 9.0 5.5%	KS Public Sources 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)*

DRAFT

KC2026 BUDGET *(KS State Funded)*

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

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KC2026 BUDGET

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

DRAFT

KEY PLANNING VERTICALS

COMPETITION VENUE	TRAINING FACILITIES	HOST CITY OPERATIONS	HOST CITY RIGHTS/COMMERCIAL
Stadium Pitch Services & Ops IT	Team Base Camps VS Training Sites Services & Ops Accommodations	Transportation Airports City Services Safety & Security Medical Technology	Events Host City Supporters (HCS) HCS Management Revenue Legacy

MARCOMMS	COMMUNITY ENGAGEMENT	FIFA FAN FEST
Marketing & Promotions Comms & PR Website Media Events Broadcast & Media Services Signage & Dressing	Sustainability Human Rights Spectator Services Volunteer Program	Planning Operations Management Agency Management

WE ARE



FIFA

KANSAS CITY™