



**FIFA**  
**MIAMI**



#WELCOMETOMIAMI

# ECONOMIC IMPACT

THE WORLD CUP WILL BE A CATALYST FOR THE  
FUTURE GROWTH OF OUR BEAUTIFUL REGION

700,000+ VISITORS

\$1.3 BILLION+ IN ECONOMIC IMPACT

10,000+ JOBS





More Than A Game: Impact & Legacy

## PRIORITY AREAS FOR MIAMI '26 LEGACY PROGRAM

Miami views the FIFA World Cup 26™ as an opportunity to expand what legacy means in South Florida across these three strategic pillars:

### ACCESS TO FOOTBALL

To provide equitable access to soccer, fostering physical, social, and emotional development in youth.



### SUSTAINABILITY

To integrate sustainability into all aspects of the World Cup and promote ocean conservation efforts.



### COMMUNITY

To drive economic growth and resilience in the community through business development and engagement.





More Than A Game: Impact & Legacy

## ACCESS TO FOOTBALL

With your support, we will create fair access to soccer development programs for our youth by offering the following:

### INFRASTRUCTURE DEVELOPMENT

- Building and Renovating Facilities
- Equipment Provision
- Accessible Design

### YOUTH PROGRAMMING

- Soccer Clinics and Camps
- After-School Programs
- Scholarships and Grants

### COMMUNITY ENGAGEMENT

- Parent and Volunteer Involvement
- Partnerships with Local Organizations
- Equipment giveaways and legend special meet & greets

### POTENTIAL PARTNER ORGANIZATIONS





## More Than A Game: Impact &amp; Legacy

# SUSTAINABILITY

## SUSTAINABLE EVENT MANAGEMENT

- Ensure stadiums and facilities meet high environmental standards by focusing on energy efficiency and waste reduction
- Promote the use of public transportation and eco-friendly travel options for fans

## ENVIRONMENTAL EDUCATION

- Conduct workshops and educational programs on sustainability and ocean conservation
- Engage schools and youth groups in environmental projects, such as beach clean-ups and conservation campaigns

## PARTNERSHIPS AND ADVOCACY

- Partner with local and international organizations dedicated to ocean conservation, including:





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# CITY OF MIAMI BEACH PARTNERSHIP

# CITY OF MIAMI BEACH PARTNERSHIP BENEFITS

*The FIFA World Cup 2026™ Miami Host Committee recognizes the importance of Miami Beach as a key global destination and supports giving back to the residents of Miami Beach.*

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## PUBLIC BENEFIT

### LEGACY PROJECTS WITH LASTING IMPACT

As part of our World Cup partnership, we're investing in two key legacy pillars-Access to Play & Sustainability – to benefit the Miami Beach community long after the tournament. The Host Committee will engage in leveraging fundraising and sponsorship revenues to offset City costs to build a high-quality pitch within the City that provides accessible spaces for youth and community engagement in sports. The Host Committee's financial support for the Legacy Project is founded on its fundraising potential to confirm private-sector participation in compliance with the City of Miami Beach's rules and guidelines.

### FIFA WORLD CUP MIAMI LAUNCH WEEKEND KICKOFF CONCERT

The Host Committee to produce an opening kickoff concert with top national/international talent on as the inaugural weekend of the first World Cup game played in Miami. A free and open to the public concert on the beachfront. A designated amount of resident front row seating to be provided.

### OFFICIAL WATCH PARTY LOCATION

Designating the City of Miami Beach as an official Watch Party location. This is a very limited opportunity. FIFA Broadcaster Partner Telemundo will provide the clean feed for all games required.



# CITY OF MIAMI BEACH PARTNERSHIP BENEFITS

*The FIFA World Cup 2026™ Miami Host Committee has identified key locations in The City of Miami Beach for high profile media opportunities & activation during the FIFA World Cup 2026.*

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## GLOBAL EXPOSURE

Inclusion in promotional videos and b-roll, shared with over 250 international media outlets, enhancing Miami Beach's visibility as a premier tourist destination worldwide.

## BRAND ALIGNMENT WITH FIFA

Associating with a global event like the FIFA World Cup enhances the City's brand prestige, connecting Miami Beach with the energy and excitement of one of the world's most-watched sporting events.

## FEATURE IN FIFA'S OFFICIAL "KNOW BEFORE YOU GO" CITIES GUIDE

Position Miami Beach as a must-visit destination within FIFA's trusted guide, offering fans essential travel tips, highlights, and recommendations, ensuring Miami Beach is top of mind for global visitors planning their World Cup Experience. Guide will be available to South Florida residents and over 700,000 visitors.

## MEDIA ROW

Designate official FIFA World Cup 2026 Remote Broadcast Locations in Lummus Park for live broadcasts (Similar to the FOX Broadcast and other media outlets positioned on Miami Beach for Super Bowl)  
There is an expected credential media attendance of 5,000-20,000. Final numbers in early 2026.

## OFFICIAL SANCTIONING OF FIFA & HOST COMMITTEE REQUESTED CORPORATE OR SPECIAL EVENTS

The Host Committee will provide sanctioning and HC World Cup logo limited usage for Corporate Partners to host events on Miami Beach. This will drive preferred events to the City.



*The FIFA World Cup 2026™ Miami Host Committee is respectfully requesting the following support & collaboration from the City of Miami Beach to insure that our community has a successful 2026 FIFA World Cup Miami.*

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**\*ESTABLISH A MIAMI BEACH FIFA CLEAN ZONE**

- East to West from Washington Ave to the Beach front (inclusive of Ocean)
- North to South from 5<sup>th</sup> Street to 22<sup>nd</sup> Street and the area
- 15<sup>th</sup> Street to Jefferson to Dade Blvd (Lincoln Rd)
- Harding Ave east to include Ocean between 70<sup>th</sup>-75<sup>th</sup> Street (Bandshell & Sand Bowl)

**\*WAIVER OF SPECIAL EVENT FEES**

Special event application fees, administrative fees, park user fees, square footage fees, vehicle beach access passes, beachfront concession fees.

**\*IN-KIND SERVICES up to \$500,000**

Police, Fire, Sanitation and other event related City services

**\*CASH SPONSORSHIP**

\$1.5 million in support of the event.

**\*EVENT SANCTIONING**

Provide the FIFA World Cup 2026 Miami Host Committee with approval rights for any proposed events in the established Clean Zone to insure against ambush marketing & clean zone adherence (Same as Super Bowl 2020).

**\*WAIVER OF PEPSI EXCLUSIVITY**

Provide a waiver of the Pepsi exclusivity rights during the World Cup activities on Miami Beach

## CLEAN ZONE MAPS





**JOIN US AND BE A PART OF THE MAGIC!**

