

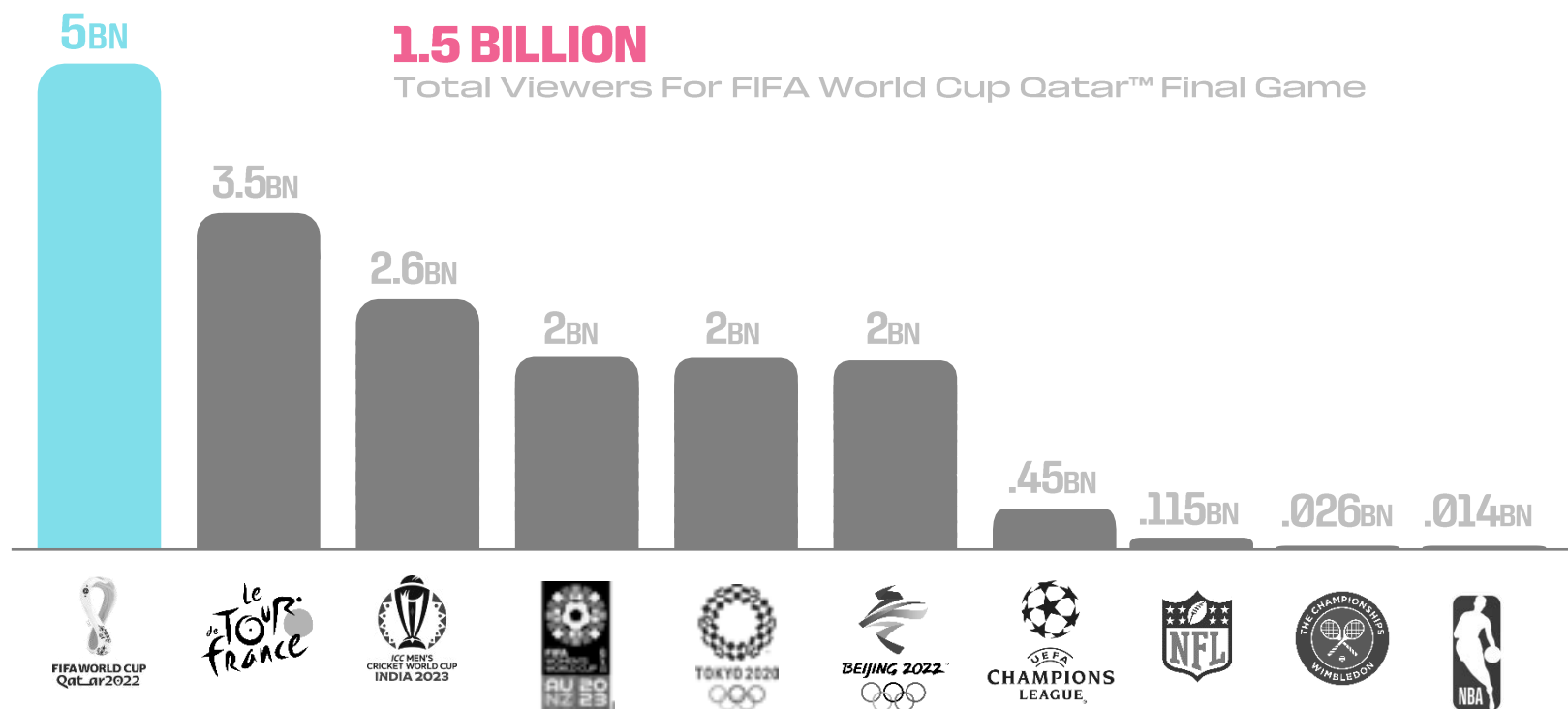


2026
FIFA
MIAMI

Welcome To The Greatest Stage

THE MOST WATCHED COMPETITION ON EARTH

Around 5 billion people engaged with the 2022 tournament in Qatar, following content across various media platforms and devices. The upcoming event will be held in Canada, Mexico, and the United States.



Welcome To The Greatest Stage

TOURNAMENT OVERVIEW

WHEN JUNE 11TH - JULY 19TH 2026

WHO 48 NATIONS from
5 CONTINENTS

HOW 104 MATCHES

+50%

More Participating Nations Than 2022

+62%

More Matches Than 2022



Miami Herald



Miami chosen as 1 of 16 2026 FIFA World Cup Host Cities.

By Staff Writer

FL — The city of Miami has been awarded the honor of hosting several of the 2026 FIFA World Cup, a historic event that will bring the world's most popular sporting tournament to the vibrant heart of South Florida. The announcement was made by FIFA officials in a celebratory event held yesterday, stating that Hard Rock Stadium in Miami Gardens will be one of the key venues for the games starting on June 11th, 2026.

The news has been met with widespread excitement and anticipation among residents, local businesses, and soccer enthusiasts. Hard Rock Stadium, known for its state-of-the-art facilities and rich history of hosting major sporting events, is expected to welcome thousands of fans from around the globe, making them a central location for the tournament.

"This is a tremendous honor for Miami and a testament to our city's growing reputation as a premier destination for world-class events," said Miami Mayor Francis X. Suarez. "We are committed to providing a safe, secure, and unforgettable experience for all visitors during the 2026 FIFA World Cup."

Hard Rock Stadium, home to the NFL's Miami Dolphins and the University of Miami Hurricanes football team, will undergo further enhancements to ensure it meets FIFA's stringent standards. These upgrades are expected to include expanded seating, enhanced fan amenities, and cutting-edge technology to deliver an unforgettable experience for both players and spectators.

Local businesses are gearing up for the influx of visitors, with hotels, restaurants, and shops anticipating a significant boost in tourism and economic activity. The World Cup is projected to generate hundreds of millions of dollars in revenue for the local economy, creating jobs and opportunities for residents.

"We are ready to roll out the red carpet for soccer fans from every corner of the world," said Steve Gellert, Chairman of the Miami and County Convention. "This is an incredible opportunity to highlight everything that makes Miami Gardens and the broader Miami area so special."

The 2026 FIFA World Cup, jointly hosted by the United States, Canada, and Mexico, will feature an expanded format with 48 teams competing across 16 cities. Miami, selected as one of the host cities, will join other major venues like New York, London, and Mexico City.

The 2026 FIFA World Cup, jointly hosted by the United States, Canada, and Mexico, will feature an expanded format with 48 teams competing across 16 cities. Miami, selected as one of the host cities, will join other major venues like New York, London, and Mexico City.

The 2026 FIFA World Cup, jointly hosted by the United States, Canada, and Mexico, will feature an expanded format with 48 teams competing across 16 cities. Miami, selected as one of the host cities, will join other major venues like New York, London, and Mexico City.

OUR VISION

“

THESE WILL BE...

the most compelling seven World Cup matches in North America, and we want them to be successful in two measures: lasting legacy and economic impact.



Lisa Lutoff-Perlo
President & CEO



#WELCOMETOMIAM!

A UNIQUELY DIVERSE COMMUNITY UNITED BY FOOTBALL



1 | **CAPTURE HOW WE LIVE, WORK AND PLAY;
PROMOTE FIFA WORLD CUP ACROSS SOUTH
FLORIDA**



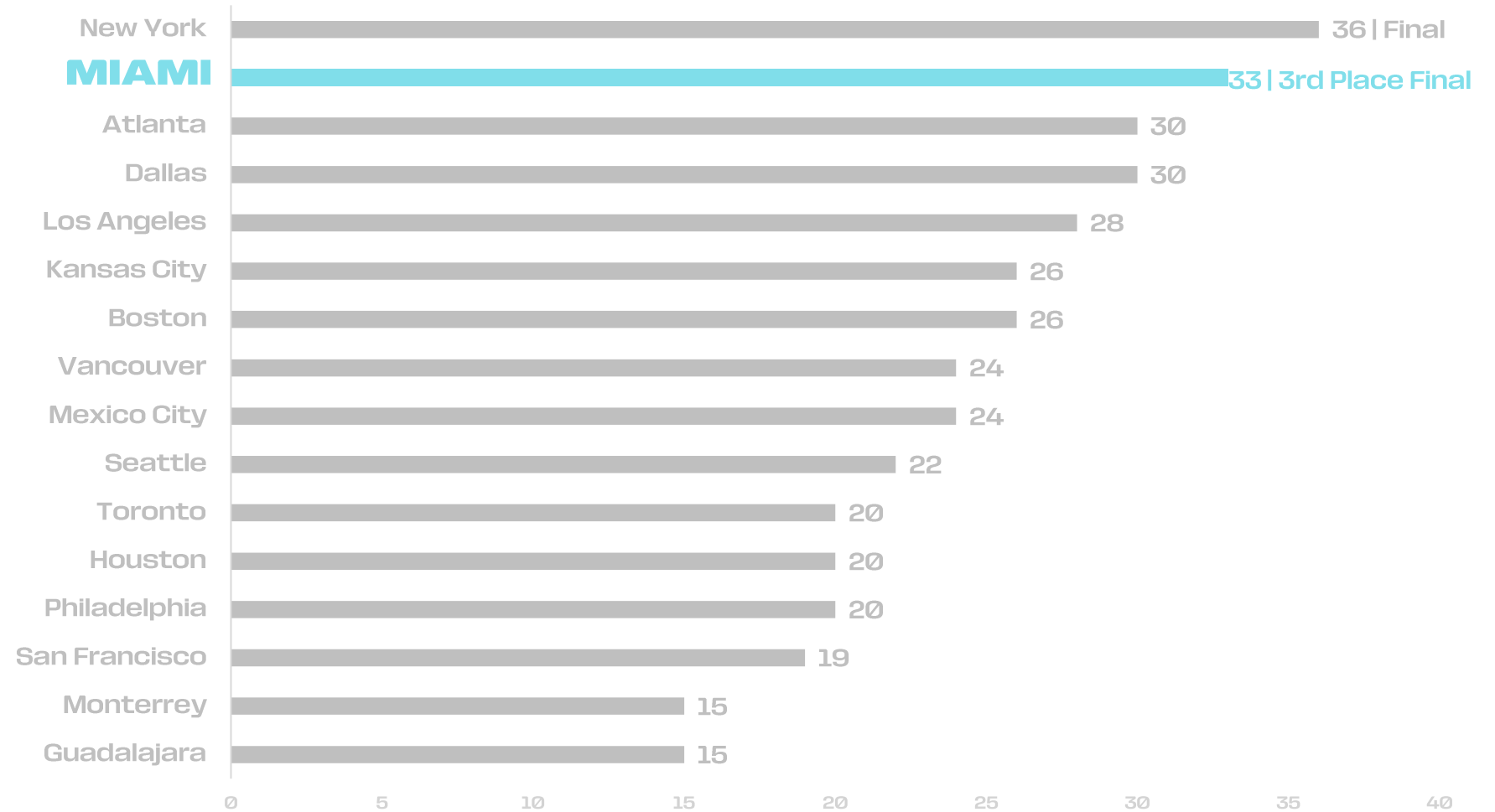
2 | **SHOWCASING MIAMI'S DIVERSE
CULTURE, PEOPLE, AND GROWTH SINCE
THE LAST WORLD CUP IN 1994**



3 | **CELEBRATE OUR RICH FOOTBALL HISTORY,
THE MOST POPULAR SPORT IN THE WORLD**

#WELCOMETOMIAMI

SPAN OF MATCH DAYS HOSTED IN EACH CITY



#WELCOMETOMIAMI

MATCH SCHEDULE



6/15/26 **GROUP STAGE**

6/21/26 **GROUP STAGE**

6/24/26 **GROUP STAGE**

6/27/26 **GROUP STAGE**

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

7/11/26 **QUARTERFINAL**

7/18/26 **BRONZE FINAL**

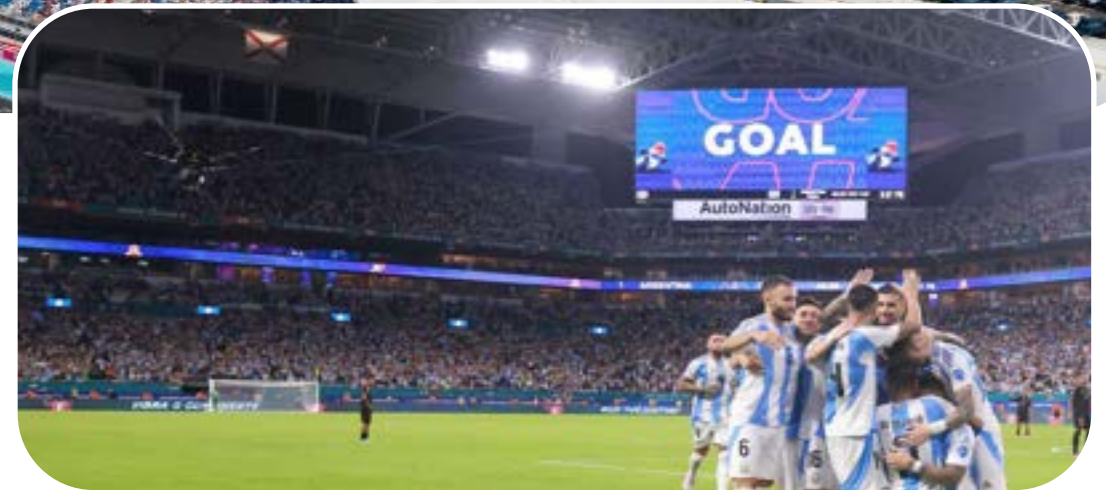


#WELCOMETOMIAMI

THE MIAMI STADIUM 65,000 CAPACITY

All seven World Cup matches will be held at "Miami Stadium" in Miami Gardens, Florida, USA.

The venue features world-class entertainment and demonstrates its versatility in hosting various events, including six Super Bowls, the 2010 NFL Pro Bowl, El Clasico Miami, major concerts, and international football matches.



Since 1987, the Stadium has been home to:



#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



#WELCOMETOMIAMI

A COMMUNITY OF CULTURE AND INCLUSION

South Florida is one of the most culturally diverse areas in our country.

9.34 MILLION

Total Population in South Florida¹

19.7 %

of the population has African descent, including major concentrations of Haitian and Jamaican natives³

42

Median Age of Residents⁵

57.11 %

of the total population is Hispanic or Latino²

30 %

Percentage of Floridians who speak a second language besides English⁴



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 & 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:



More Than A Game: Impact & Legacy

COMMUNITY

LOCAL BUSINESS SUPPORT

- Prioritize local businesses for vendor and service contracts
- Support the creation and growth of small businesses through incubation programs and grants

WORKFORCE DEVELOPMENT

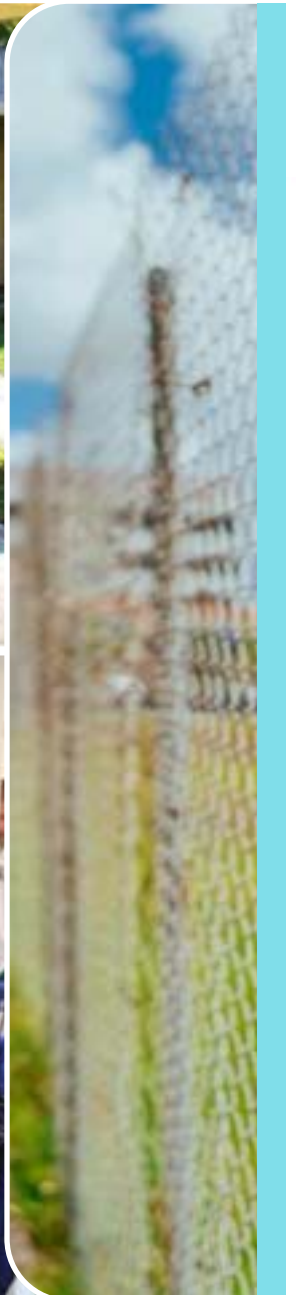
- Generate employment opportunities related to the event, focusing on hiring from the local community
- Offer training programs to equip residents with skills needed for World Cup related jobs

COMMUNITY ENGAGEMENT INITIATIVES

- Host events to connect local businesses with potential partners and investors
- Provide funding for community-led projects that enhance local engagement and development

LEGACY PARTNERSHIPS

- Establish long-term partnerships with local businesses and community organizations to ensure ongoing support and development



#WELCOMETOMIAMI

SOUTH FLORIDA COUNTIES MAP

1

**PALM BEACH COUNTY**

LEGACY PROGRAM
PUBLIC VIEWINGS
EXCLUSIVE HOST CITY EVENTS

2

**BROWARD COUNTY**

LEGACY PROGRAM
PUBLIC VIEWINGS
EXCLUSIVE HOST CITY EVENTS

3

**MIAMI-DADE COUNTY**

MIAMI STADIUM
FIFA WORLD CUP MATCHES
BAYFRONT FIFA FAN FESTIVAL
CITYWIDE DRESSING
LEGACY PROGRAM
MARKETING & ADVERTISING (OOH)
EXCLUSIVE HOST CITY EVENTS

4

**MONROE COUNTY**

LEGACY PROGRAM
PUBLIC VIEWINGS
EXCLUSIVE HOST CITY EVENTS



#WELCOMETOMIAMI

20
MIAMI
HOST CITY SUPPORTER

JOIN US AND BE A PART OF THE MAGIC!

