

# 2026 FIFA World Cup Information Session

December 18, 2025



Floyd Strickland, *Boy Holding the World*, 2020,  
Jacqueline Avante Family & Child Center

# Land Acknowledgement

*The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants past, present, and emerging as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the*

*Fernandeño Tataviam Band of Mission Indians*

*Gabrielino Tongva Indians of California Tribal Council*

*Gabrieleno/Tongva San Gabriel Band of Mission Indians*

*Gabrieleño Band of Mission Indians - Kizh Nation*

*Yuhaaviatam of San Manuel Nation*

*San Fernando Band of Mission Indians*

*Coastal Band of Chumash Nation*

*Gabrielino/Tongva Nation*

*Gabrielino Tongva Tribe*

*To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website at [lanaic.lacounty.gov](http://lanaic.lacounty.gov).*



# Housekeeping

- Participants can ask questions in the Q&A section of the Zoom
- The chat feature will be turned off
- This info session will be recorded
- Afterwards, we will post the recording on our website
- Post-event questions? Email [communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov)



A Public Art in Private Development (PAPD)-supported mural workshop in South LA, SoLA Impact, developer.

**Kristin Sakoda**  
Director,  
Los Angeles County  
Department of Arts and Culture

# Agenda

3:00 PM Welcome/Land Acknowledgement/Housekeeping/Agenda/Opening Remarks  
Los Angeles County Department of Arts and Culture

3:10 PM 2026 FIFA World Cup Overview  
Los Angeles Sports and Entertainment Commission  
Los Angeles Tourism and Convention Board

3:40 PM Metro Presentation

3:50 PM Programming Updates  
LA Plaza de Cultura y Artes  
City of Los Angeles  
City of Long Beach  
West Hollywood

4:15 PM Q&A

4:25 PM Close

**Ellen Riotto**

Director, Fan & Stakeholder Engagement  
Los Angeles Sports & Entertainment Commission

**Jason Krutzsch**

Senior VP, Marketing & Communications  
Los Angeles Sports & Entertainment Commission

**Bill Karz**

Senior VP, Brand and Digital Marketing  
Los Angeles Tourism & Convention Board

A wide-angle photograph of the interior of SoFi Stadium. The stadium features a large, modern retractable roof made of glass and steel. The seating tiers are visible, and the field is a vibrant green. A prominent feature is a large, curved digital banner spanning the top of the stadium. This banner is primarily red and yellow with a pattern of small circles. It displays the text "FIFA 26" in a stylized font, "SAMSUNG" on the left and right sides, and "WE ARE 26" repeated twice along the bottom edge. The stadium's name, "SoFi Stadium", is also visible on the banner. The overall atmosphere is bright and airy due to the large windows in the roof.

SoFi Stadium



# LOS ANGELES WORLD CUP ARTS & CULTURE WEBINAR

More than a Game: How Major Events Transform Communities



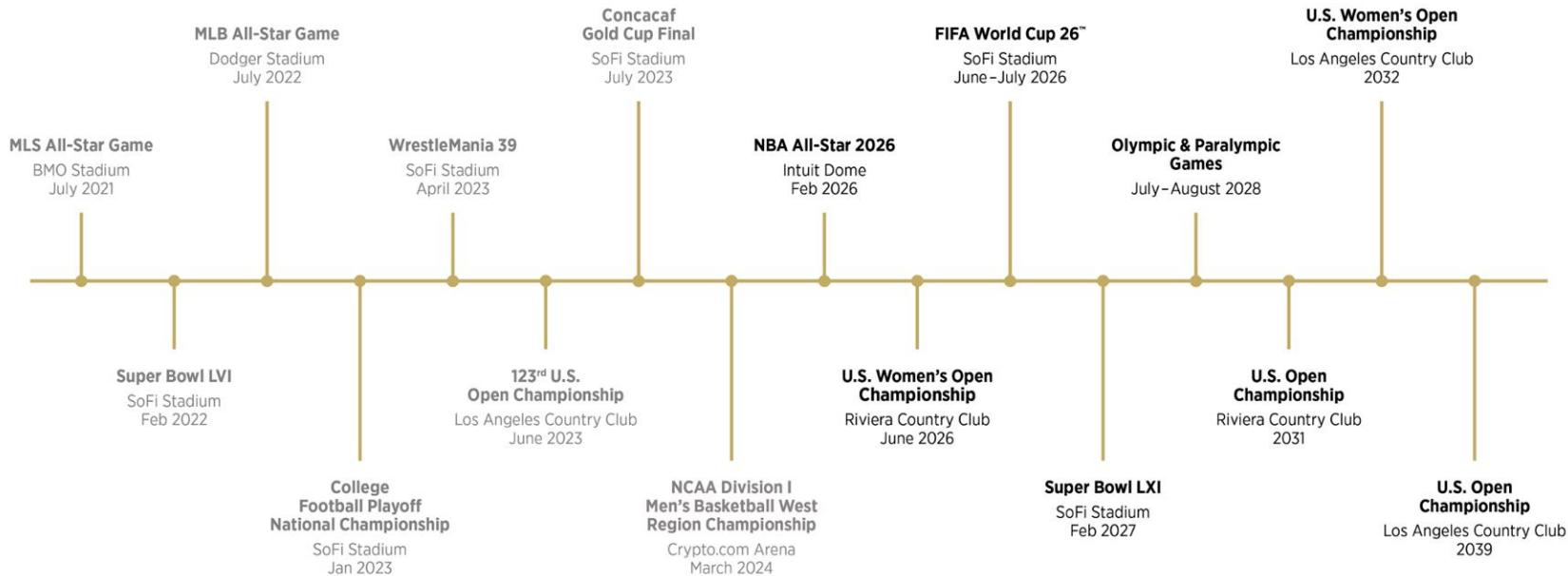
**LOS ANGELES  
SPORTS &  
ENTERTAINMENT  
COMMISSION**

**EXTRAORDINARY EXPERIENCES.  
LASTING IMPACT.**

# MAJOR EVENTS SUPPORTED BY



LOS ANGELES  
SPORTS &  
ENTERTAINMENT  
COMMISSION





# 175

**DAYS TO GO**



# FIFA WORLD CUP 26™ 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



# FIFA WORLD CUP 2026<sup>®</sup> MATCH SCHEDULE

## GROUP STAGE

**V**

PARAGUAY

JUNE 12 · 6:00 PM PT

**V**

NEW ZEALAND

JUNE 15 · 6:00 PM PT

**V**

ITA/NIR/WAL/BIH

JUNE 18 · 12:00 PM PT

**V**

IR IRAN

JUNE 21 · 12:00 PM PT

**V**

USA

JUNE 25 · 7:00 PM PT

## ROUND OF 32

**V**

2B

JUNE 28 · 12:00 PM PT

**V**

2J

JULY 2 · 12:00 PM PT

## QUARTERFINAL

**V**

W94

JULY 10 · 12:00 PM PT

### GROUP A

	MEXICO
	SOUTH AFRICA
	KOREA REPUBLIC
	WINNER PLAY-OFF D

### GROUP B

	CANADA
	WINNER PLAY-OFF A
	QATAR
	SWITZERLAND

### GROUP C

	BRAZIL
	MOROCCO
	HAITI
	SCOTLAND

### GROUP D

	USA
	PARAGUAY
	AUSTRALIA
	WINNER PLAY-OFF C

### GROUP E

	GERMANY
	CURAÇAO
	CÔTE D'IVOIRE
	ECUADOR

### GROUP F

	NETHERLANDS
	JAPAN
	WINNER PLAY-OFF B

### GROUP G

	BELGIUM
	EGYPT
	IR IRAN
	NEW ZEALAND

### GROUP H

	SPAIN
	CABO VERDE
	SAUDI ARABIA
	URUGUAY

### GROUP I

	FRANCE
	SENEGAL
	WINNER PLAY-OFF 2
	NORWAY

### GROUP J

	ARGENTINA
	ALGERIA
	AUSTRIA
	JORDAN

### GROUP K

	PORTUGAL
	WINNER PLAY-OFF 1
	UZBEKISTAN
	COLOMBIA

### GROUP L

	ENGLAND
	CROATIA
	GHANA
	PANAMA



# ASSUMPTIONS FOR VISITORS ATTENDING MATCHES IN THE USA

**54%**

International visitors (*including non ticket holders*)

**68%**

Visitors owning a credit or debit card

**59%**

of International visitors do NOT speak English

**9.7 days**

Average number of days international visitor stays  
in U.S.

**63%**

Male

## AGES

**32%** 16-29

**46%** 30-49

**22%** 50-69

*All assumptions are considered as estimations used by FWC2026 for operational planning purposes only*

# PROJECTED ECONOMIC IMPACT

## FIFA WORLD CUP 26 LOS ANGELES™

**\$594 M**

IN ECONOMIC IMPACT

**\$343 M**

IN DIRECT SPENDING BY  
WORLD CUP VISITORS

**\$251 M**

IN FOLLOW-ON SPENDING



**\$34.9 M**

IN TAX REVENUE FOR LOS  
ANGELES COUNTY

**\$22.3 M**

IN ADDITIONAL TAX REV-  
ENUE FOR THE STATE OF  
CALIFORNIA

**179,200**

UNIQUE, OUT-OF-TOWN  
VISITORS

146,511 OF THOSE VISITORS  
REPRESENTING AN INCREASE OVER  
EXPECTED BASELINE TOURISM



**\$2,350**

PER VISITOR  
AVERAGE SPENDING

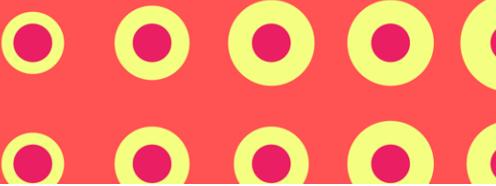
**329,650**

ROOM-NIGHTS

**\$230.4 M**

IN MEDIA VALUE  
FROM INCREASED  
FUTURE TOURISM

# INITIATIVES





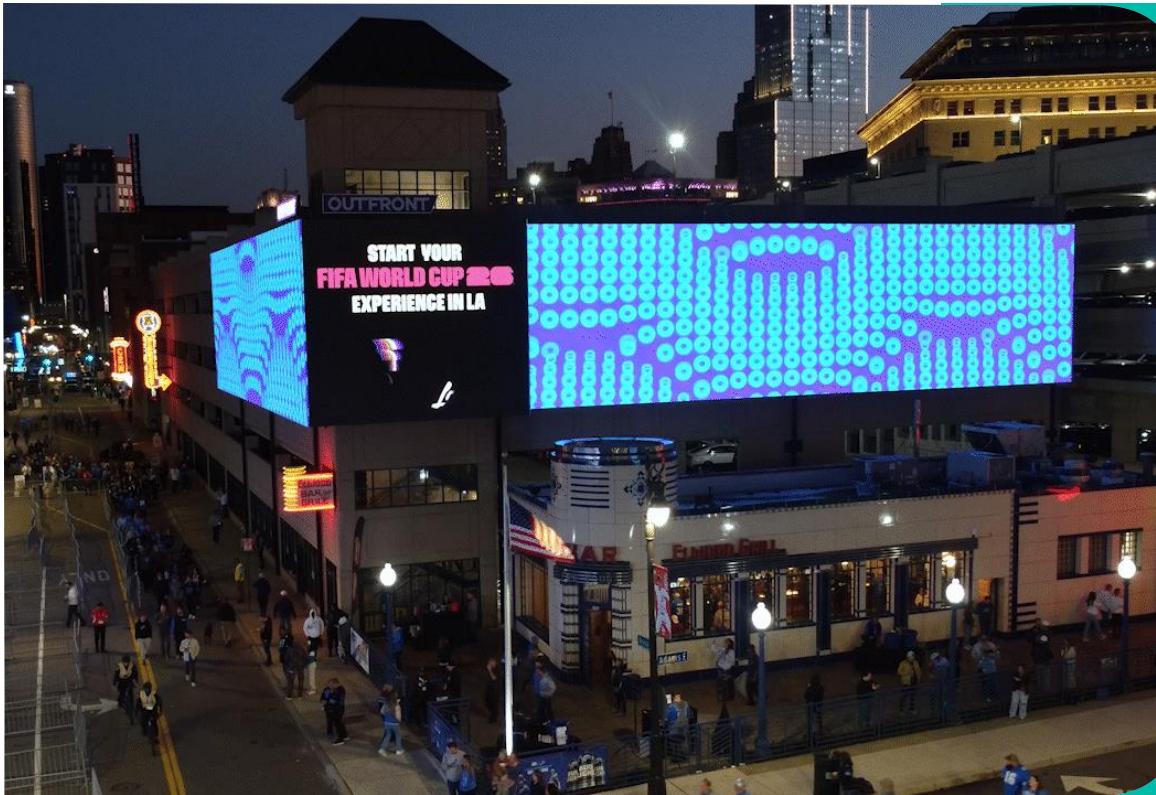
START YOUR  
WORLD CUP  
EXPERIENCE  
IN LA

Los Angeles®

## Start Your World Cup Experience in LA

Creative integrations for digital and static placements includes FIFA IP and messaging.





## Advertising

Unique media placements secured in the U.S. and overseas.



## Multilingual Content

Advertising and messaging in multiple languages for paid, owned, earned and trade channels.

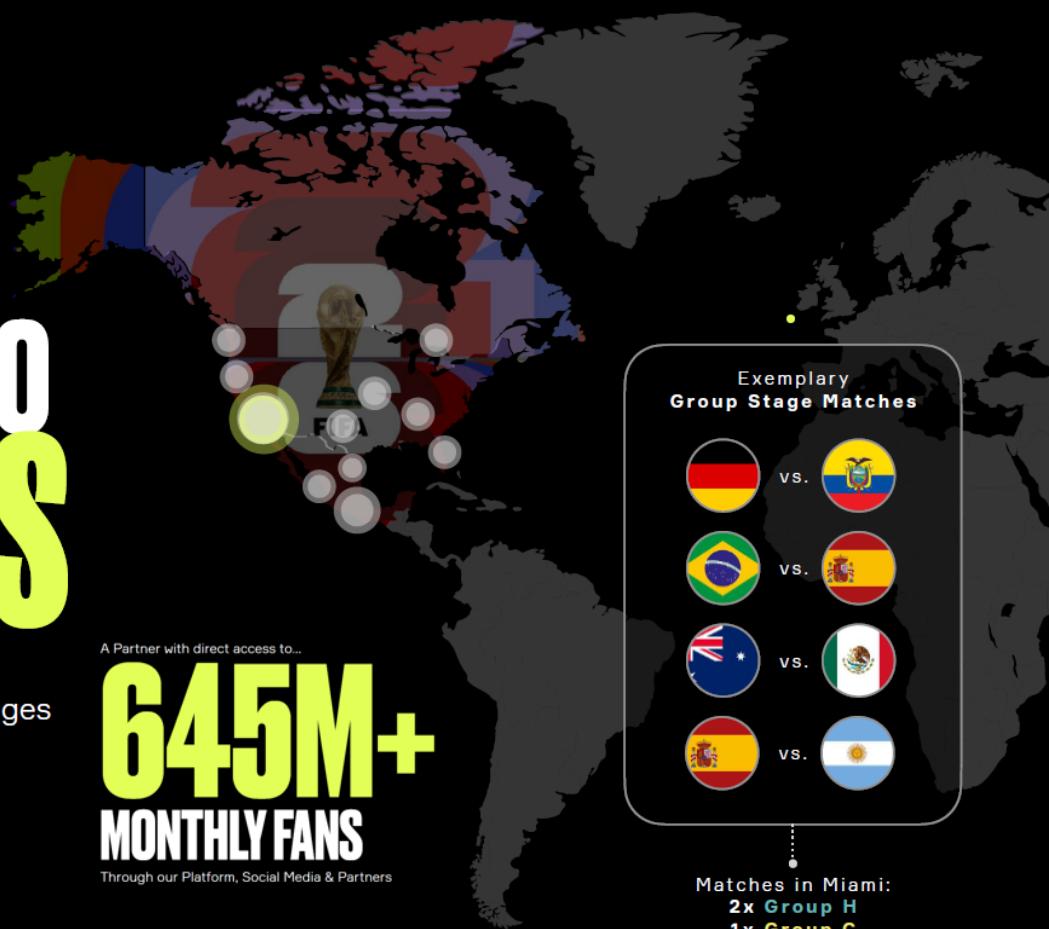






# INVITING THE FOOTBALL WORLD TO LOS ANGELES

With the FIFA World Cup in 2026 Group- & Knockout-Stages





# COMMUNITY ACTIVATION TOOL KIT

# HOW YOU CAN GET INVOLVED

**Host your own Community Viewing Party** in plazas, rooftops, local parks, or community centers. Whether you're planning a community event, a local business gathering, or a fan zone celebration during the **FIFA World Cup 26™**, you can find more information via the [FIFA Public Viewing website](#) which will be updated as needed.

**Please note:** The FIFA broadcasting license request portal will open in **Q4 2025**. Depending on your event's size and purpose, you may need a broadcast license from FIFA, so be sure to review the regulations above. Before Q4, the Los Angeles Host Committee is gathering information on who plans to apply for a FIFA public viewing license—submit your activation details [here](#).



Planning a tournament-themed event?  
Scan this QR code to submit your info.

## Does NOT Require Public Viewing License

### Non-Commercial Events

- ✓ These are events that occur as part of a venue's usual course of business (e.g., bars, restaurants, hotels).
- ✓ Includes small-scale community-driven events, under 1000 people.
- ✓ These do NOT require FIFA review and a license from FIFA's Media Partners.

## Requires Public Viewing License

### Special Non-Commercial Events

- ✓ Larger non-commercial events, over 1000 people, in spaces including but not limited to community centers, schools, and universities.
- ✓ No commercial benefits for the organizer.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

### Commercial Events

- ✓ Events involving a commercial element such as sponsorships, admission fees, or any other financial benefit.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

# HOW YOU CAN GET INVOLVED

## Bars and Restaurants can:

- **Optimize your business hours** during key match days to welcome fans and create a festive atmosphere.
- **Run World Cup trivia nights** or fan lounges with themed drinks, décor, and giveaways.
- **Partner with local artists or DJs** for live music nights inspired by World Cup countries to bring a global vibe to your space.
- **Set up interactive photo booths** with soccer-themed props or murals for fans to capture and share their experience.
- **Create a “Fan Wall”** where visitors can leave messages, predictions, or shout-outs to their favorite teams.
- **Offer discounts or freebies** to customers who wear their team's jersey or colors on match days.



# HOW YOU CAN GET INVOLVED

## Community Organizations can:

- **Host cultural celebrations** tied to countries playing—with music, dance, art, or interactive activities.
- **Decorate your neighborhood** with soccer-themed art in storefront windows, FIFA-branded street pole banners, creative sidewalk and crosswalk art, and public mural programs.
- **Organize storytelling or film nights** featuring soccer documentaries, player stories, or cultural shorts from participating countries.
- **Host language and culture exchange meetups** inspired by the countries competing to celebrate diversity and connection.
- **Start a World Cup Loyalty Card program** to reward shoppers and diners.
- Collaborate with other local businesses to **create a “World Cup Market”** weekend featuring global foods, crafts, and pop-ups.
- **Create Do-It-Yourself fan gear kits for kids** and families to decorate scarves, hats, or face paint.
- **Offer “World Cup Combo Deals”** pairing themed food, drinks, or merchandise.



## FIFA WORLD CUP 26™ LOS ANGELES

"The Beautiful Game" comes to Los Angeles when SoFi Stadium hosts eight matches of FIFA World Cup 26™, including the highly coveted U.S. Men's National Team (USMNT) opening match. Global soccer fans will be able to enjoy 39 days of World Cup-related activities across Los Angeles when the tournament takes place June 11 – July 19, 2026.

[FIND HOTELS](#)

### WHERE TO WATCH THE WORLD CUP IN LA

Discover where you can really soak up the international atmosphere of FIFA World Cup 26™.

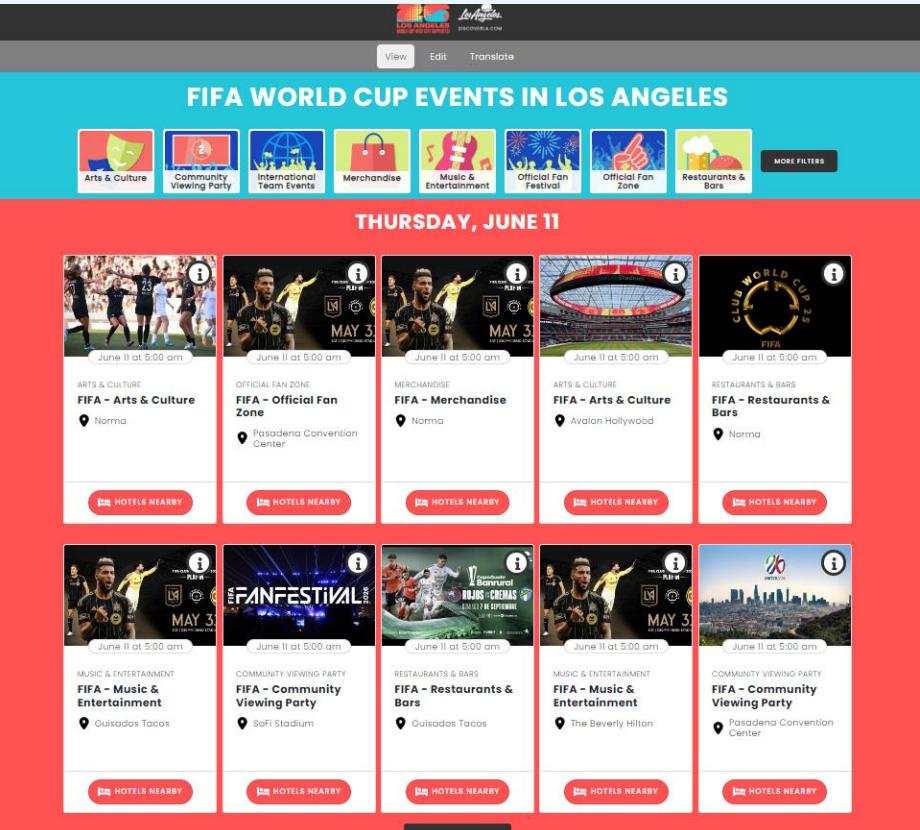
[READ MORE](#)

# World Cup 26 LA Landing Page

- Content highlighting LA as the premiere soccer city in the U.S., hotels, arts & culture events, watch parties, the guide to LAX and more
- Multilingual landing pages
- Dedicated Events Calendar with LASEC for FIFA events (in development)



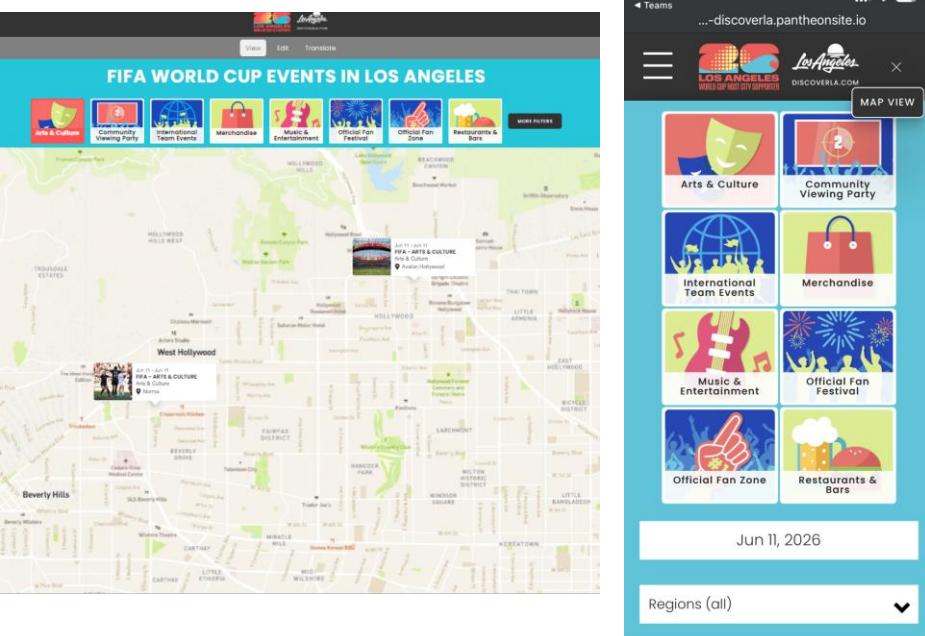
# FAN EXPERIENCE GUIDE



The screenshot shows a grid of 12 event cards for Thursday, June 11, categorized by type:

- Arts & Culture:** FIFA - Arts & Culture at Norma, June 11 at 5:00 am. Includes a thumbnail of a soccer match and a "HOTELS NEARBY" button.
- Community Viewing Party:** FIFA - Official Fan Zone at Pasadena Convention Center, June 11 at 5:00 am. Includes a thumbnail of a soccer player and a "HOTELS NEARBY" button.
- International Team Events:** FIFA - Merchandise at Norma, June 11 at 5:00 am. Includes a thumbnail of a soccer player and a "HOTELS NEARBY" button.
- Merchandise:** FIFA - Arts & Culture at Avalon Hollywood, June 11 at 5:00 am. Includes a thumbnail of a stadium and a "HOTELS NEARBY" button.
- Music & Entertainment:** FIFA - Restaurants & Bars at Norma, June 11 at 5:00 am. Includes a thumbnail of a soccer player and a "HOTELS NEARBY" button.
- Official Fan Festival:** FANFESTIVAL LA at SoFi Stadium, June 11 at 5:00 am. Includes a thumbnail of a stadium and a "HOTELS NEARBY" button.
- Official Fan Zone:** FANFESTIVAL LA at SoFi Stadium, June 11 at 5:00 am. Includes a thumbnail of a stadium and a "HOTELS NEARBY" button.
- Restaurants & Bars:** FANFESTIVAL LA at SoFi Stadium, June 11 at 5:00 am. Includes a thumbnail of a stadium and a "HOTELS NEARBY" button.
- Official Fan Zone:** FANFESTIVAL LA at The Beverly Hilton, June 11 at 5:00 am. Includes a thumbnail of a city skyline and a "HOTELS NEARBY" button.
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Submit your event(s) and they will be featured in our 39-Day Fan Experience Guide.



The screenshot shows a map of Los Angeles with event markers for the 39-Day Fan Experience Guide. The markers include:

- June 11 - Arts & Culture at Norma
- June 11 - Official Fan Zone at Pasadena Convention Center
- June 11 - Merchandise at Norma
- June 11 - Restaurants & Bars at Norma
- June 11 - Arts & Culture at Avalon Hollywood
- June 11 - FANFESTIVAL LA at SoFi Stadium
- June 11 - FANFESTIVAL LA at The Beverly Hilton

The sidebar includes:

- 10:24 (Time)
- Teams (Notification)
- ...discoveria.pantheonsite.io (URL)
- MAP VIEW (Button)
- Arts & Culture (Icon)
- Community Viewing Party (Icon)
- International Team Events (Icon)
- Merchandise (Icon)
- Music & Entertainment (Icon)
- Official Fan Festival (Icon)
- Official Fan Zone (Icon)
- Restaurants & Bars (Icon)

Below the sidebar, there is a date field: Jun 11, 2026 and a dropdown menu: Regions (all).

# DECORATE YOUR NEIGHBORHOOD



- Purchase official Los Angeles World Cup 2026 **branded street pole banners** with the opportunity to include a welcome message with your city name.
- Print and display the **Official FIFA World Cup 26™ Los Angeles Poster**
- Install a larger-than-life **Official FIFA World Cup 26™ Soccer Ball** for unforgettable social media moments.
- Brand open spaces with World Cup inspired **artwork, murals, and installations** to create a festive environment and photo opportunities around the region for visiting fans.

Contact Ellen Riotto at [eriotto@lasec.us](mailto:eriotto@lasec.us) to learn more.

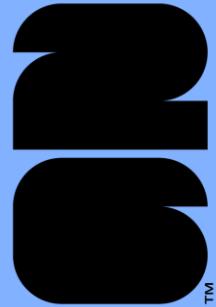
**Q & A**

**Moderated by Anji Gaspar-Milanovic**

Director of Grants and Professional Development  
Los Angeles County Department of Arts and Culture

**Zipporah Yamamoto**

Deputy Executive Officer, Arts + Community Enrichment  
LA Metro



LOS ANGELES  
WORLD CUP  
HOST CITY SUPPORTER



Metro®

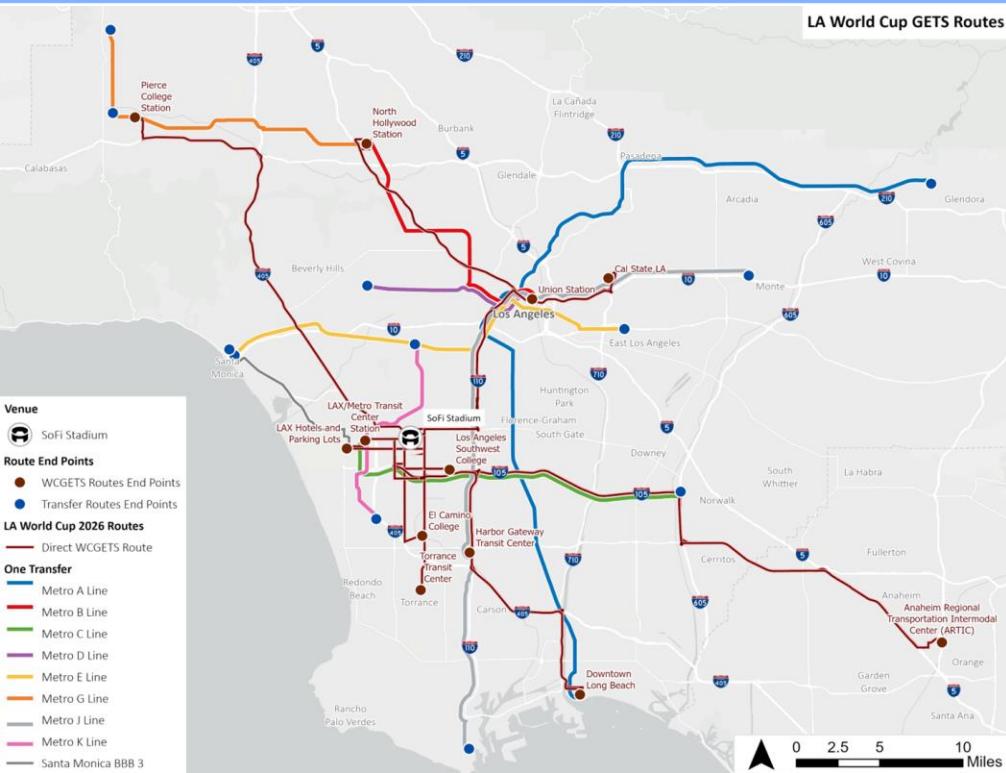
OFFICIAL  
PUBLIC TRANSIT  
PROVIDER

# World Cup Update

# Who's Playing in LA



# LA Metro 2026 FIFA World Cup Games Enhanced Transit Service



## WCGETS Providers:

Transit Connections -

- 120 LA Metro buses
- 100 SoCal Operator buses

Parking Connections -

- 130 Charter buses

**This is a team event...**



access



# Proposed Transit Service to Cultural Hubs

With a robust bus and rail system that connects to destinations across Los Angeles, Metro will communicate how it enhances people's World Cup experience here in LA – Angelenos and Visitors alike – and connects them to the action.

Our promotional campaign will inform people how they can take Metro to:

- FIFA World Cup Games
- Official World Cup Fan Zones
- Select Transit-First Fan Zones
- Cultural hubs, neighborhoods and destinations across Los Angeles

Across Metro's owned channels - and working with partners like LA Times, Eater LA, LAist that are trusted sources for recommendations – we'll showcase Metro as an arts & cultural connector that helps people explore the richness and diversity of LA County.



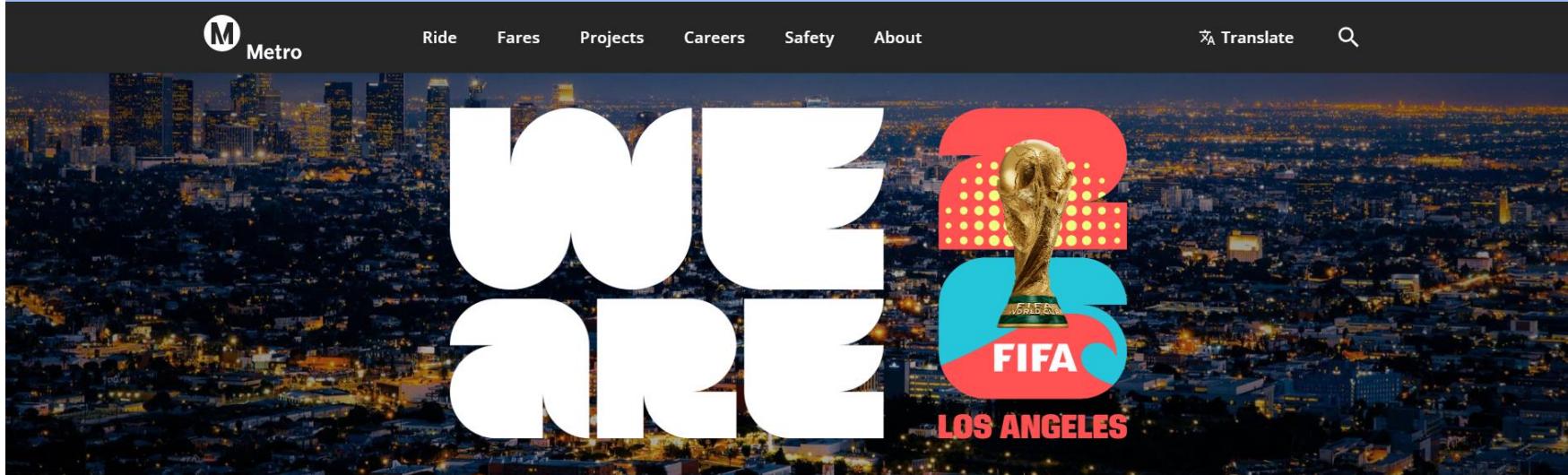
# CX Timeline



- As part of Metro's official partnership with the Los Angeles Sports and Entertainment Commission and LA Tourism, Metro is collaborating on promotional efforts tied to official World Cup milestones leading up to and through the tournament.
- Metro's World Cup landing page ([metro.net/worldcup](http://metro.net/worldcup)) launched Dec. 6 (the day of the Draw)
- We will be announcing our park and ride lots and shuttle routes in coordination with LASEC's larger WC updates on Jan. 28.
- More robust marketing and communications outreach will start at the 100 Days to Go mark.



# Metro World Cup Landing Page



## Go Metro to SoFi Stadium for the 2026 FIFA World Cup™

June 12 – July 10, 2026 | SoFi Stadium, Inglewood, Los Angeles

Los Angeles is preparing to welcome eight matches for the FIFA World Cup 2026™. Full travel details, Shuttle routes, and maps for each match will be available in January.

# Proposed Union Station Fan Zone



# Station Activations



## Official Transit First Fan Zones(pending contract approval)

- Union Station

## Immersive Station Take-Overs (TBC, LASEC/FIFA pending approval)

- LAX/MTC
- Willowbrook/Rosa Parks
- Expo/Crenshaw
- El Monte
- Harbor Gateway
- 7th and Metro

## Community Pop-Ups (Day Long Events) -- SUBJECT TO CHANGE:

- Downtown Inglewood
- Downtown Santa Monica
- Downtown Long Beach
- Willowbrook / Rosa Parks
- Memorial Park
- Westlake / MacArthur Park Station
- Leimert Park Station
- Hollywood / Highland Station
- Avalon Station
- Harbor Gateway Station
- Pomona N Station
- Norwalk C Line Station
- Wilshire /La Cienega
- Wilshire / Vermont Station
- Atlantic Station



# Arts + Cultural Asset Mapping



Metro Art Research Partner: Otis College of Art and Design

- Map of arts + cultural destinations countywide with transit info
- Builds on existing asset mapping in pockets of LA County
- Cross-promotion opportunity:
  - Feature arts organizations on the map
  - Arts organizations promote taking transit as part of the arts experience (and seeing art along the way)





## Connect with us



LA'S ARTS CONNECTOR



@metro.art.la



[facebook.com/metro.art.la](https://facebook.com/metro.art.la)



[bit.ly/metro-art-newsletter](https://bit.ly/metro-art-newsletter)



[metro.net/art](https://metro.net/art)

**Q & A**

**Moderated by Anji Gaspar-Milanovic**

Director of Grants and Professional Development  
Los Angeles County Department of Arts and Culture

**Leticia Rhi Buckley**

CEO

LA Plaza de Cultura y Artes

**Daniel Tarica**

General Manager

Department of Cultural Affairs, City of Los Angeles

**Tyler Bonanno-Curley**  
Deputy City Manager  
City of Long Beach

**Rebecca Ehemann**  
Arts Manager  
City of West Hollywood



# City of West Hollywood

## 2026 FIFA World Cup – Fan Zone – West Hollywood Park

The City of West Hollywood will present a global-meets-local, destination experience, during the 2026 World Cup Games in late June. We are moving beyond the typical "watch party" to create a space where fans don't just watch the game—they live it through sport, design, music, and wellness.

- Large screen viewing area
- Themed halftime moments
- Wellness + Sports classes
- Youth & Family Zone
- Evening Social Lounge
- Partnerships with local businesses
- Merch tent
- Arts Programming – Discofoot©



### CONTACT

Rebecca Ehemann  
Arts Manager  
[rehemann@weho.org](mailto:rehemann@weho.org)



# City of West Hollywood

## 2026 FIFA World Cup – Fan Zone – West Hollywood Park

**DISCOFOOT**© challenges traditional norms of sport and performance, emphasizing inclusivity, improvisation, and artistic merit. The performance features two teams competing in a choreographed football match, judged on goals, dance and creativity.

**JUNE 2026** - 4 performances - 2 International Choreographers - 20-24 local Dancers - 1 local DJ



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**Q & A**

**Moderated by Anji Gaspar-Milanovic**

Director of Grants and Professional Development  
Los Angeles County Department of Arts and Culture

# Thank you!

- In early 2026, we will share a recording of this info session
- Post-event questions? Email [communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov)



Álvaro Daniel Márquez, *Memories of La Puente*, 2025, Bassett Park