

2026 FIFA World Cup Information Session

December 18, 2025



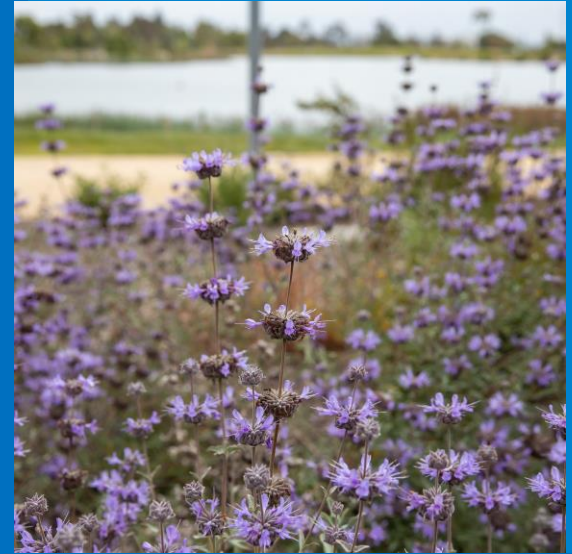
Floyd Strickland, *Boy Holding the World*, 2020,
Jacqueline Avante Family & Child Center

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
Gabrielino/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 anaic.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



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



SoFi Stadium

WE ARE 26



WE ARE 26

LOS ANGELES WORLD CUP ARTS & CULTURE WEBINAR

More than a Game: How Major Events Transform Communities



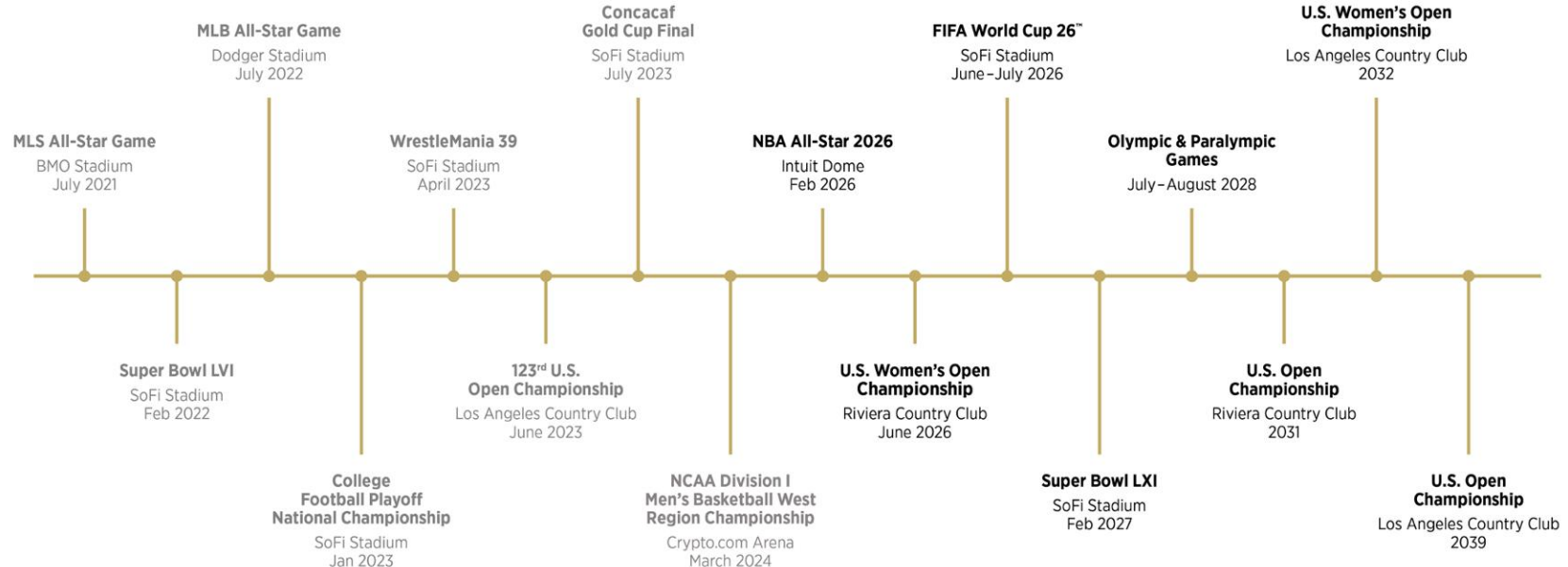
LOS ANGELES
SPORTS &
ENTERTAINMENT
COMMISSION

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 MATCH SCHEDULE

GROUP STAGE



V



PARAGUAY

JUNE 12 - 6:00 PM PT

IR IRAN



V



NEW ZEALAND

JUNE 15 - 6:00 PM PT

SWITZERLAND



V



ITA/NIR/WAL/BIH

JUNE 18 - 12:00 PM PT

BELGIUM



V



IR IRAN

JUNE 21 - 12:00 PM PT

TUR/ROU/SVK/KOS



V



USA

JUNE 25 - 7:00 PM PT

ROUND OF 32

2A



V



2B

JUNE 28 - 12:00 PM PT

1H



V



2J

JULY 2 - 12:00 PM PT

QUARTERFINAL

W93



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
	TUNISIA





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





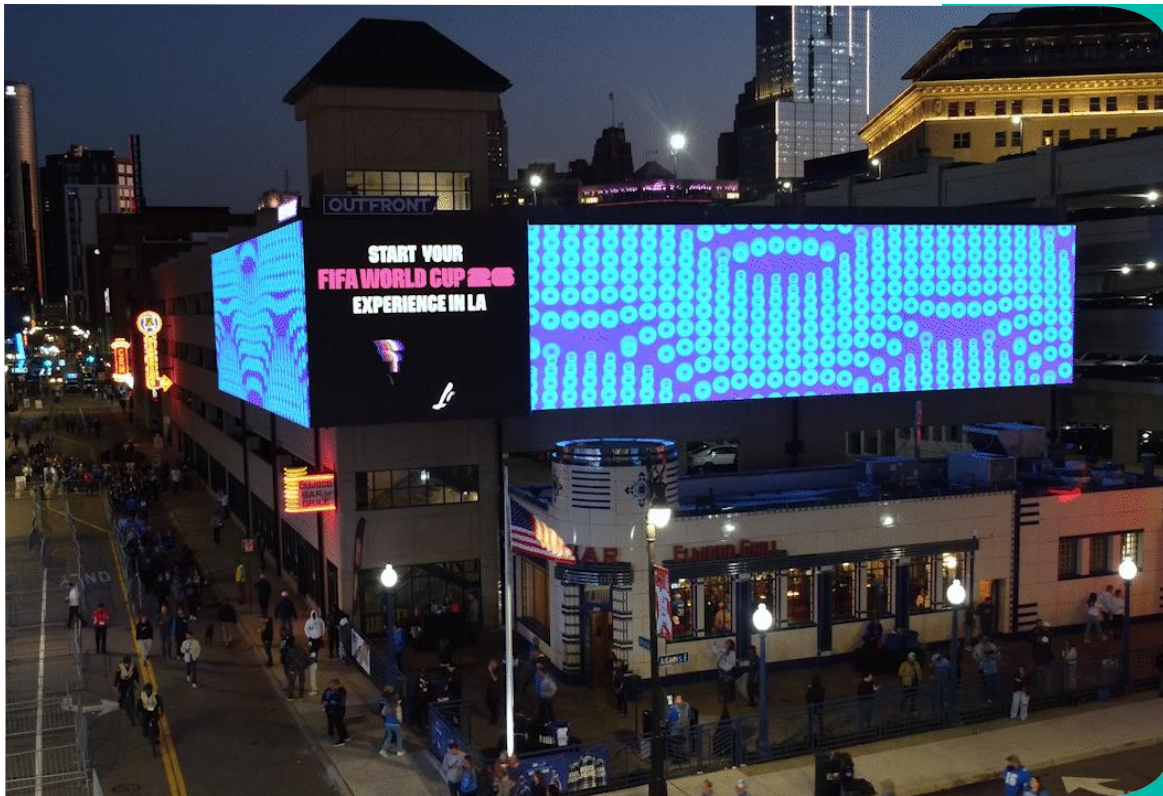
**START YOUR
WORLD CUP
EXPERIENCE
IN LA**



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

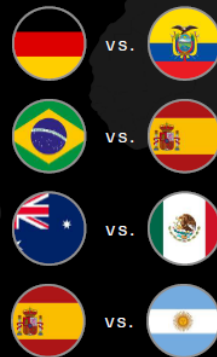
With the FIFA World Cup in 2026 Group- & Knockout-Stages

A Partner with direct access to...

645M+
MONTHLY FANS

Through our Platform, Social Media & Partners

Exemplary Group Stage Matches




Matches in Miami:


2x **Group H**
1x **Group C**
1x **Group K**



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](#)

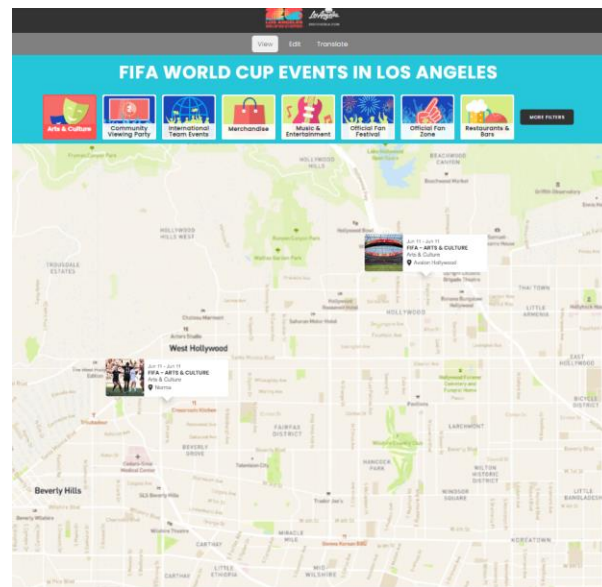
World Cup 26 LA Landing Page

- 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

Submit your event(s) and they will be featured in our 39-Day Fan Experience Guide.

The screenshot shows the 'FIFA WORLD CUP EVENTS IN LOS ANGELES' section on the DiscoverLA website. At the top, there are navigation links for 'View', 'Edit', and 'Translate'. Below this is a row of event category icons: Arts & Culture, Community Viewing Party, International Team Events, Merchandise, Music & Entertainment, Official Fan Festival, Official Fan Zone, and Restaurants & Bars. The main heading is 'THURSDAY, JUNE 11'. Below this, there are ten event cards arranged in two rows of five. Each card features a thumbnail image, a title, a location, and a 'HOTELS NEARBY' button. The events are: 1. FIFA - Arts & Culture at Norma; 2. FIFA - Official Fan Zone at Pasadena Convention Center; 3. FIFA - Merchandise at Norma; 4. FIFA - Arts & Culture at Avalon Hollywood; 5. FIFA - Restaurants & Bars at Norma; 6. Music & Entertainment at Guisados Tacos; 7. FIFA - Community Viewing Party at SoFi Stadium; 8. Restaurants & Bars at Guisados Tacos; 9. Music & Entertainment at The Beverly Hilton; 10. FIFA - Community Viewing Party at Pasadena Convention Center.



The screenshot shows the mobile app interface for the 'FIFA WORLD CUP EVENTS IN LOS ANGELES' section. At the top, there is a navigation bar with 'Teams', '...discoverla.pantheonsite.io', and a 'MAP VIEW' button. Below this is a grid of event category icons: Arts & Culture, Community Viewing Party, International Team Events, Merchandise, Music & Entertainment, Official Fan Festival, Official Fan Zone, and Restaurants & Bars. The date 'Jun 11, 2026' is displayed. At the bottom, there is a 'Regions (all)' dropdown menu.

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 to learn more.

Q & A

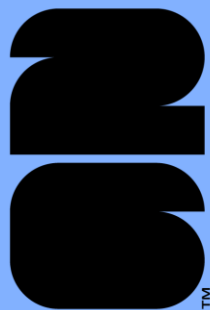
Moderated by Anji Gaspar-Milanovic

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

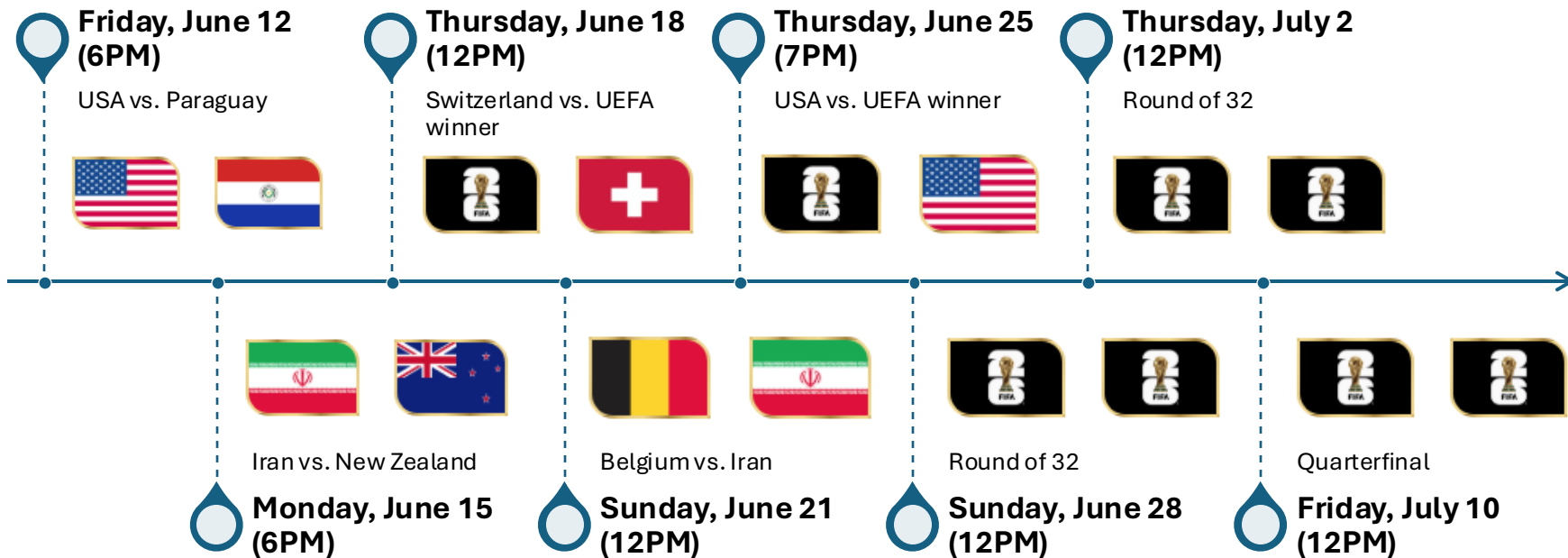


Metro®

**OFFICIAL
PUBLIC TRANSIT
PROVIDER**

World Cup Update

Who's Playing in LA



Service



Transit Connections -

- ## Parking Connections -

- 130 Charter buses

Cultura LABSE



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.

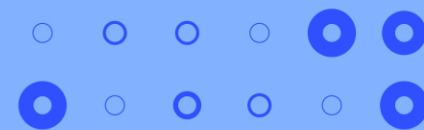
Our promotional campaign will inform people how they can take Metro to:

- 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.



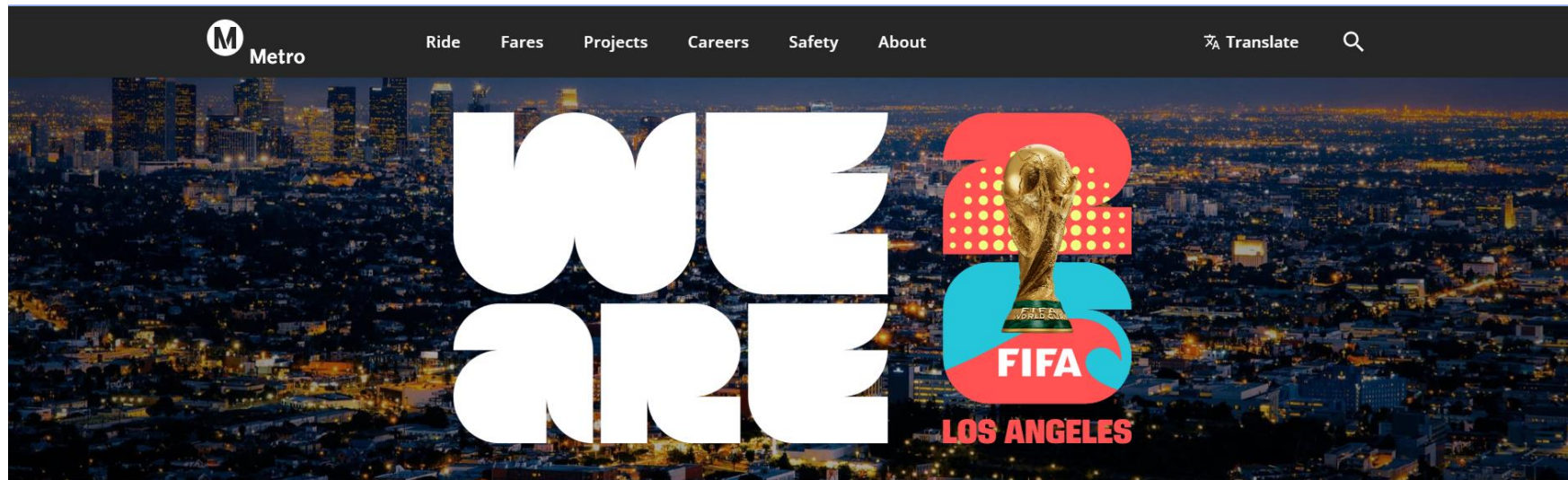
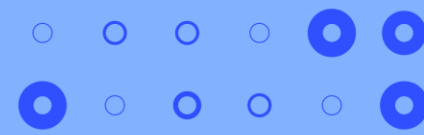
CX Timeline



- 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) 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

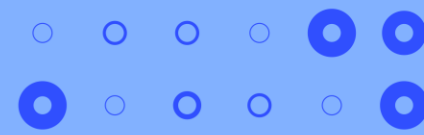


Go Metro to SoFi Stadium for the 2026 FIFA World Cup™

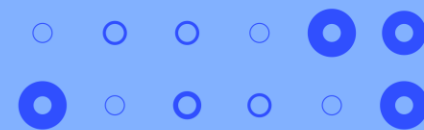
June 12 – July 10, 2026 | SoFi Stadium, Inglewood, Los Angeles

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

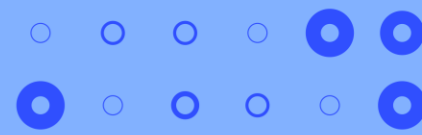
Immersive Station Take-Overs (TBC, LASEC/FIFA pending approval)

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

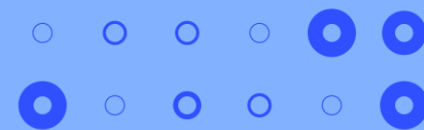
Community Pop-Ups (Day Long Events) -- SUBJECT TO CHANGE:

- 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

Metro Art

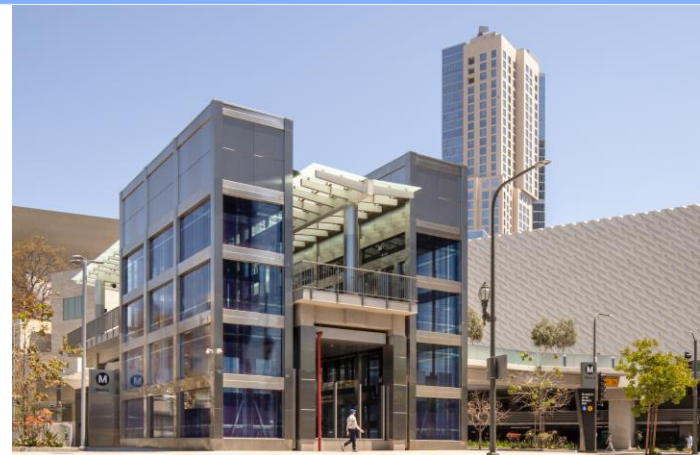


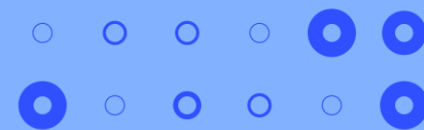
Arts + Cultural Asset Mapping



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



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facebook.com/metro.art.la



bit.ly/metro-art-newsletter



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



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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City of West Hollywood

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Q & A

Moderated by Anji Gaspar-Milanovic

Director of Grants and Professional Development

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Thank you!

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



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