

SoFi Stadium

FIFA
LOS ANGELES

SAMSUNG

WE ARE 26

WE ARE 26

FIFA
2026
LOS ANGELES

Los Angeles World Cup 2026 Host Committee Overview



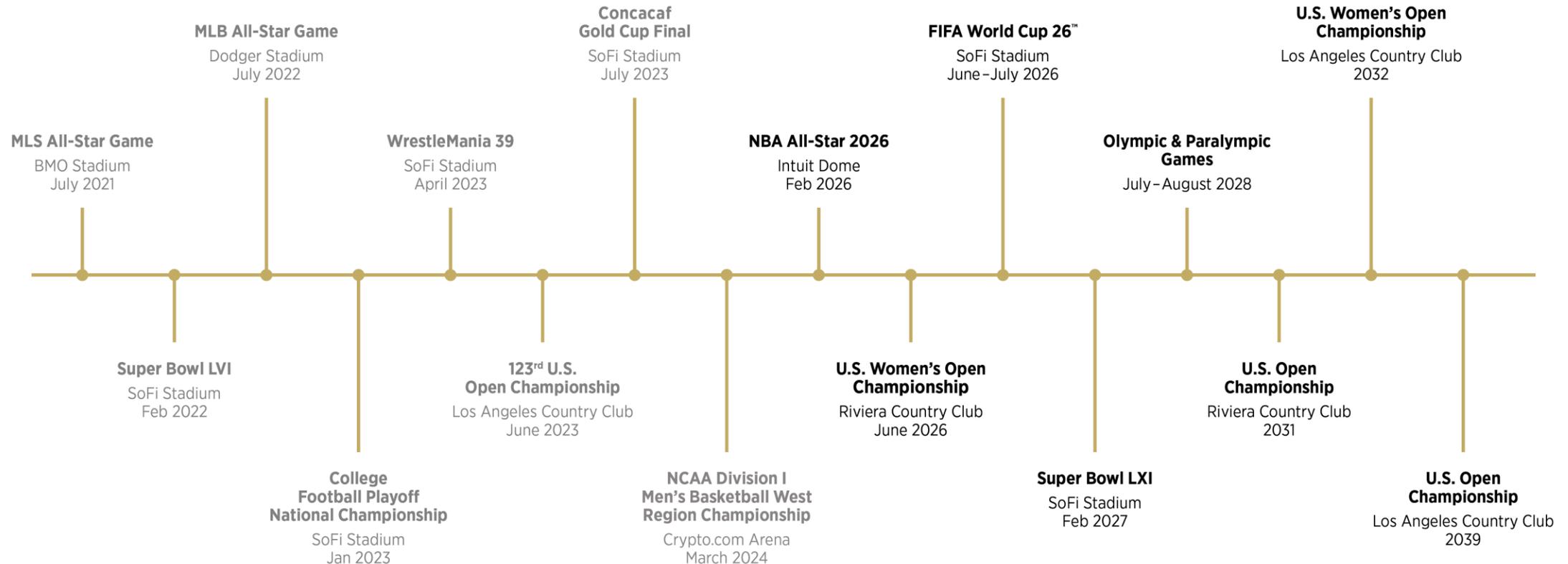
LOS ANGELES
SPORTS &
ENTERTAINMENT
COMMISSION

EXTRAORDINARY EXPERIENCES.
LASTING IMPACT.

MAJOR EVENTS SUPPORTED BY



LOS ANGELES
SPORTS &
ENTERTAINMENT
COMMISSION

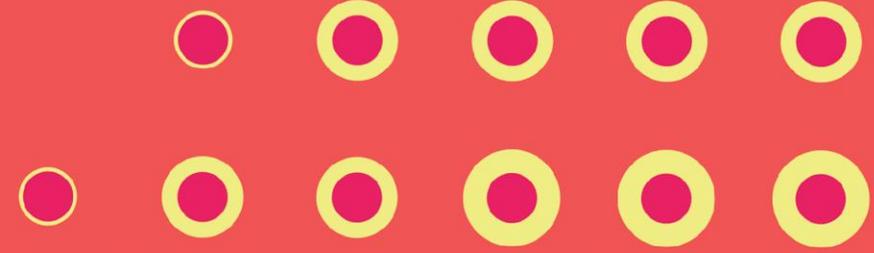


WHAT IS THE HOST COMMITTEE RESPONSIBLE FOR

- Venues
 - Host Stadium, Training Sites, Fan Celebrations
- Marketing & Promotions, Communications & PR
- Citywide Décor
- Community Engagement
 - Legacy Initiatives
 - Fan Experience
 - Volunteers & Workforce
- Commercial Rights
- Clean Zone/Brand Protection
- Transportation, Operations & Logistics
- Municipal Services / Government Relations
 - Liaison for Safety & Security (medical, emergency services)



HOW WE GOT HERE



2017

**Bid Committee Expression
of Interest**

2018

**FIFA awards United States,
Canada and Mexico**

2019

**Co-Chairs Chris Klein and
Larry Freedman named**

June 16, 2022

**FIFA names Los Angeles
and SoFi Stadium**

February 4, 2024

**FIFA announced tournament
schedule**



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





MATCH SCHEDULE

6/12/26 **USA OPENING MATCH**

6/15/26 **GROUP STAGE**

6/28/26 **ROUND OF 32**

6/18/26 **GROUP STAGE**

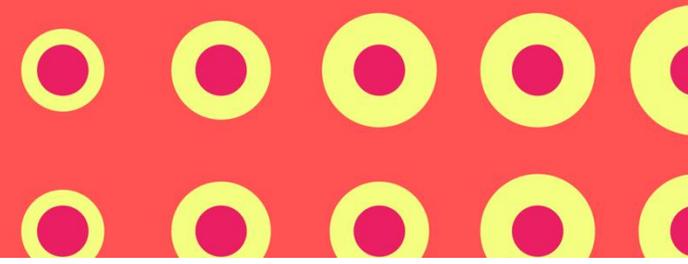
7/02/26 **ROUND OF 32**

6/21/26 **GROUP STAGE**

7/10/26 **QUARTERFINAL**

6/25/26 **USA GROUP STAGE**

WHAT WE WANT TO ACCOMPLISH



ELEVATE OUR REGION

Deliver extraordinary experiences and strengthen Southern California as the premier global destination.



MAKE AN IMPACT

Drive significant and enduring social and economic impact across the Southern California region.

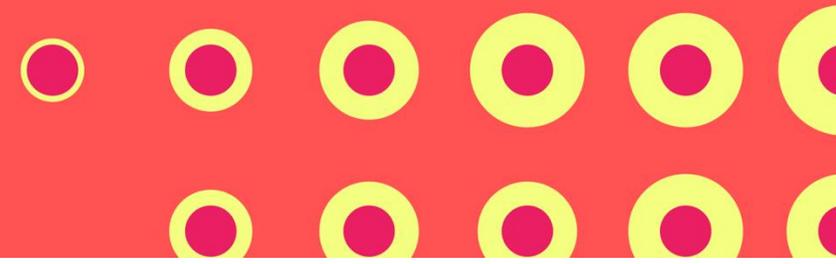


UNITE COMMUNITIES

Bring people together from all over the world in celebration of sport.



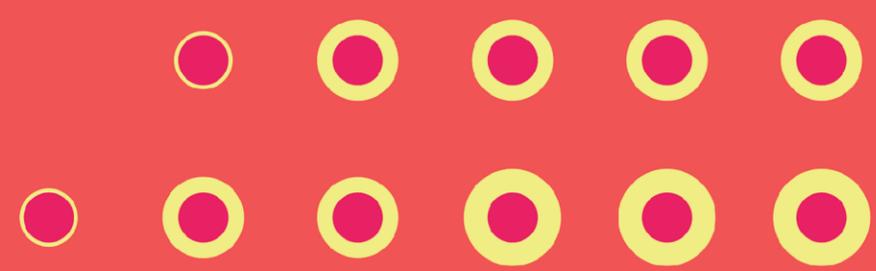
THE FOOTPRINT



- **Host Stadium - SoFi Stadium & Hollywood Park**
- **Primary Airport - LAX**
- **Training Camp - Coming Soon**
- **Accommodations**
- **Fan Festival & Official Watch Events**



U.S. ECONOMIC IMPACT



\$11.1 BILLION EVENT INPUT

Event-related total expenditure

\$30.5 BILLION GROSS OUTPUT

Main economic impact

\$17.2 B
GDP

Gross Domestic Product

\$3.4 B
Govt Revenue

Direct and indirect taxes

185 k FTE
Employment

Full time equivalent jobs



START YOUR
WORLD CUP JOURNEY
IN LA LAX



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

UPCOMING MILESTONES

- **26 Community Champions - June 11**
- **One Year To Go**
- **Tickets On Sale**
- **Final Draw**
- **Trophy**
- **Official Ball**
- **Official Song**
- **39 Day Calendar Promotion**



AMPLIFY OUR MESSAGE

LOSANGELESFWC26.COM

FOLLOW @LOSANGELESFWC26

#WEARELOSANGELES



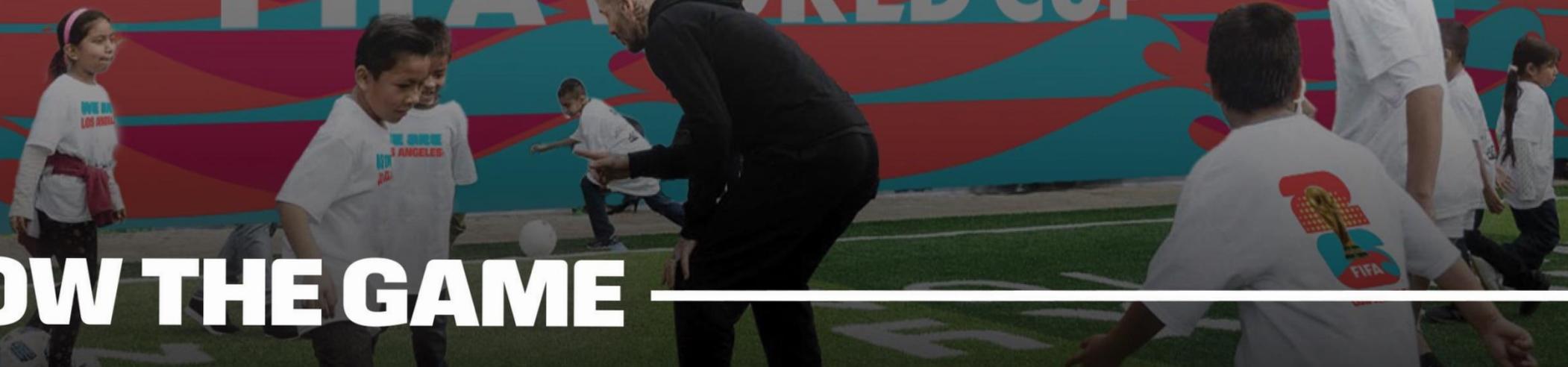


LEGACY _____

UNITE ARE



FIFA WORLD CUP™



GROW THE GAME



VOLUNTEER

VOLUNTEER PROGRAM



**BEAUTIFICATION
& CLEAN UP DAYS**



BUSINESS CONNECT



EVENTS & ENGAGEMENT OPPORTUNITIES

WE ARE LOS ANGELES



OPENING WEEK FAN CELEBRATION



OFFICIAL COMMUNITY VIEWING PARTIES



UNOFFICIAL COMMUNITY VIEWING PARTIES



EXPRESSION OF
INTEREST FORM



39-DAY CURATED CALENDAR

**W
A
R
M
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A
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S**

