

STATEWIDE CELEBRATION OF A LIFETIME



OUR VISION IS TO FOSTER A LASTING LEGACY
FOR OUR REGION, GUIDED BY THE SPIRIT OF SOCCER,
INNOVATION AND INCLUSION.



A silhouette of the Seattle skyline at sunset, featuring the Space Needle and various skyscrapers against a warm, orange and red sky. The city is partially obscured by a layer of fog or low clouds.

**IN 3 SHORT YEARS, WE WILL BRING
WASHINGTON STATE TO THE
WORLD STAGE**

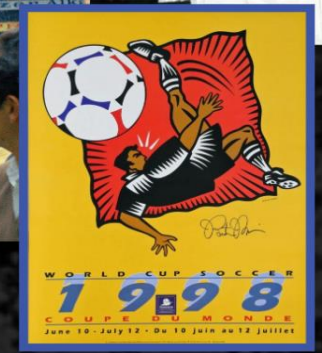
THE 2026 FIFA WORLD CUP



A large crowd of people is gathered at night for a festival. In the background, a large screen displays a dense crowd of people, and bright red and white lights illuminate the scene. The text "THE MOST BELOVED COMPETITION IN THE WORLD" is overlaid in white capital letters across the center of the image.

THE MOST BELOVED COMPETITION IN THE WORLD

A GLOBAL RITUAL ESTABLISHED IN 1930





2026 WILL MARK THE LARGEST TOURNAMENT OF ANY KIND THAT HAS EVER TAKEN PLACE ON EARTH

48 TEAMS
3 HOST COUNTRIES
16 CITIES

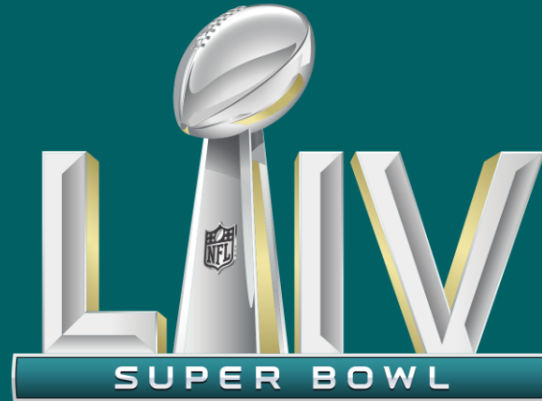




104
MATCHES

4b

**VIEWERS
REACHED**

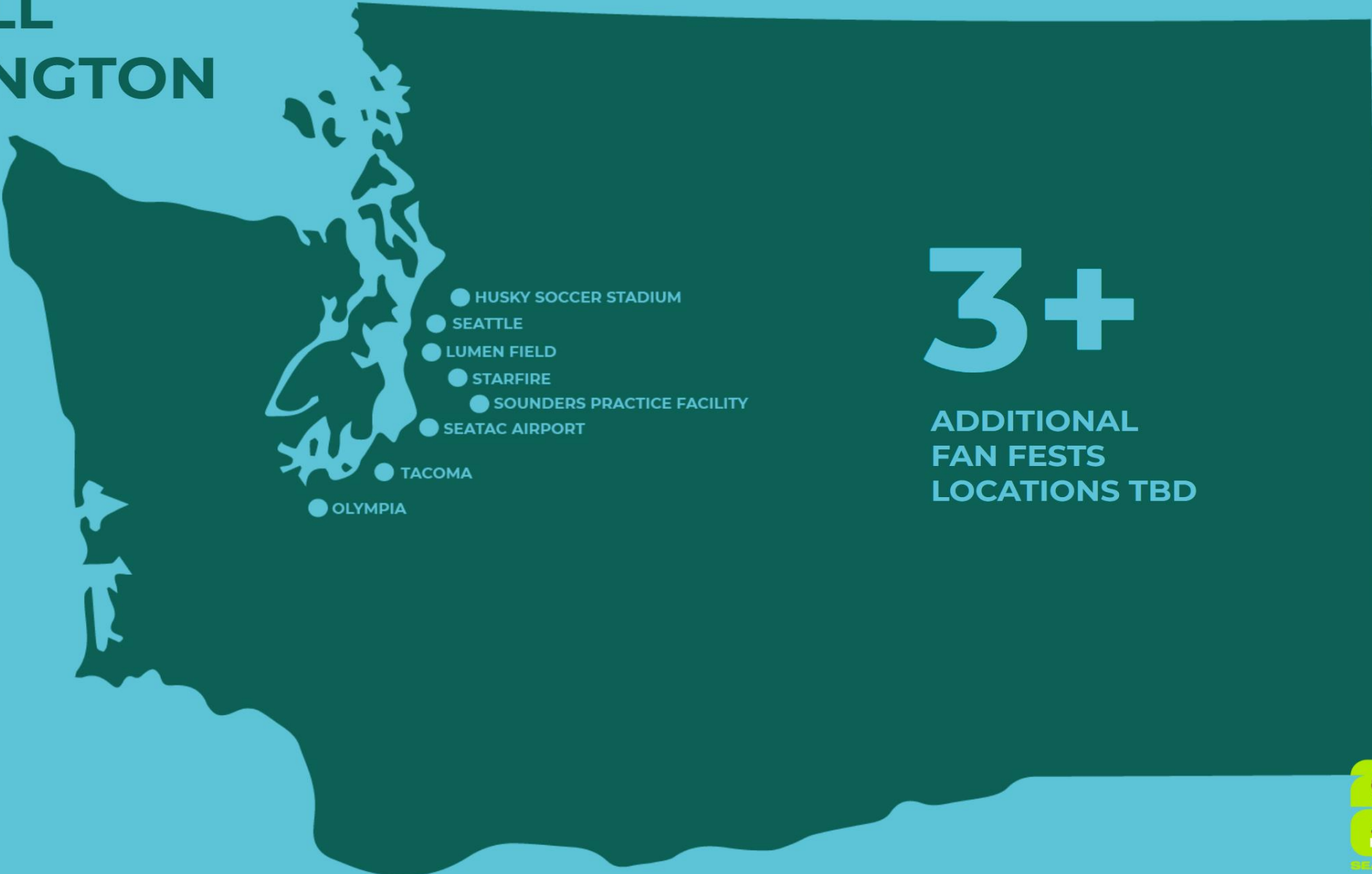


**6x LARGER
AUDIENCE**

14%

**LARGER THAN
THE OLYMPICS**

ACROSS ALL OF WASHINGTON



3+

ADDITIONAL
FAN FESTS
LOCATIONS TBD





A MASSIVE MONTH-LONG CELEBRATION OF SPORT & CULTURE FROM JUNE-JULY 2026

A SEATTLE PLATFORM TO BRING WA TO THE WORLD

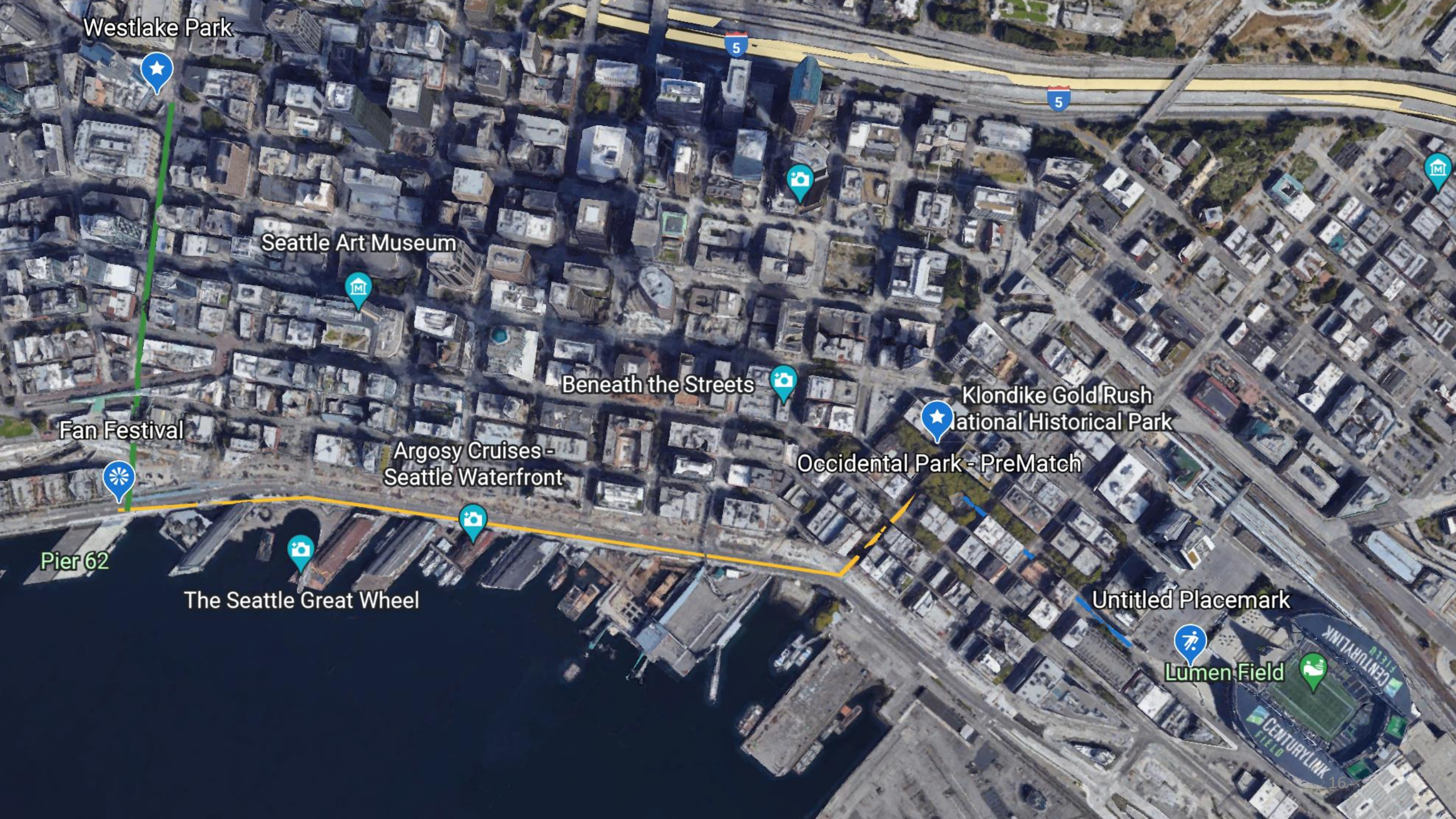


...including the following economic factors:

- Expected to host 4-6 matches in Seattle
- Expected 400k-750k unique visitors; each staying 2-3 days in market
- Expected 50%-70% of visitors international/first time to Seattle
- Expected 100% of Seattle hotel nights needed (and rest of regional network, Bellingham to Portland – east along I-90 corridor)

Seattle Event Footprint

- Fan Fest (Pier 62/58), Lumen Field, T-Mobile Park, Seattle Center, Westlake, Occidental
- Fan Fest “In a Box” locations: Yesler Terrace, New Holly (RAVE Foundation Sites)
- Event locations centralized, event footprint aligned and integrated with pedestrian friendly/ground floor corridors (E-W and N-S) connecting Westlake, Pier 62, Occidental Park and Stadiums
- Integrated micro-mobility and connections to transportation network (ferries, buses, light rail, regional transit, streetcar)
- Direct and early neighborhood coordination (beginning in 2018 and ongoing)



Westlake Park



Seattle Art Museum



Fan Festival



Pier 62

The Seattle Great Wheel



Argosy Cruises -
Seattle Waterfront



Beneath the Streets



Occidental Park - PreMatch



Klondike Gold Rush
National Historical Park

Untitled Placemark



Lumen Field



16

FIFA WORLD CUP 2026 LEGACY COMMITMENTS

CENTER THE GROUND FLOOR

Walkability, sustainability, economic development, workforce development, neighborhood engagement

OPERATE ZERO-IMPACT EVENTS

Waste reduction/recycling, use of public transportation

ACCESSIBILITY

Include everyone, focus on mobility/walkability for central event locations, ensure all corners of WA and every 8 year old experience this event, center people

INVEST IN FREE PLAY ACROSS WASHINGTON

Play is human and every child's right, "26 by 26" campaign, play equity-based programs, advocacy, cultural awareness



The Puyallup Tribe of Indians – Official Seattle 26 Legacy Supporter



First time in FIFA history that an indigenous people have ever done any kind of partnership with a World Cup host city

PTI wants to share their culture, in their own voice with the world in order to create better understanding amongst people and to celebrate humanity. FIFA World Cup 2026 is an opportunity to share their message globally.

Alignment in values, especially in environmental stewardship and sustainability

This is not just about PTI. It is about all indigenous people.

FIFA World Cup 2026, Inc.

FIFA Seattle (sub)

Seattle International Soccer Local
Organizing Committee (SEA LOC)

Board of Directors
(Sounders FC, Seattle Sports Commission, FGI)
501c-3 non-profit organization

City of Seattle

Advisory Committees
Region Ready Committee

Government
Partners

Community
Partners

All other
stakeholders

????

City Partnership To Date

- Summer 2017 – RFI provided to Mayor, Seattle Sports Commission, Sounders FC
- 2017-2019: Bid committee Monthly meetings hosted by Office of Special Events (City departments, council central staff, King County External Affairs, Port, UW, Sounders)
 - January 2018: Seattle City Council Resolution 31791 (supporting proposal to host event)
 - January-March 2018: Final bid documents submitted to UNITED Bid
 - 2018: UNITED Bid selected
- January-February 2020: OED + Bid briefings for council members + staff 1:1
- June 2020-December 2021: Regular working meetings with Bid committee facilitating additional information, hosting FIFA official visit, human rights stakeholder engagement)
- June 16, 2022: Seattle awarded bid, selected as an official FIFA World Cup 2026 Host City
- September 15, 2022: Last central staff briefing by Bid committee and
- Fall 2022: Transition to operating structure
 - Stand up Local Organizing Committee (required by FIFA)
 - Joinder of LOC to Host City Agreement (alongside City of Seattle)

Next Steps

- Ordinance to authorize the transfer of all relevant Host City obligations to the LOC (vote today)
- Through this, LOC assumes responsibility to put on the games in accordance with FIFA's requirements, including leading efforts to raise funds to cover costs
- LOC will continue to coordinate with the City of Seattle, regional, state, & federal partners, FIFA, community, environmentalists, labor, business, and all other stakeholders to plan for and execute a successful event in 2026



#WEARESEATTLE