

WU ARE FIFA DALLAS



FIFA

TM



THE BIGGEST GLOBAL EVENT



The FIFA World Cup 2026 is returning to North Texas for a global moment of historic scale. Dallas previously hosted World Cup matches in 1994 at the Cotton Bowl Stadium, drawing record-breaking crowds for the tournament.

- June 11 - July 19 (June 14)
- 48 Teams
- 9 matches at Dallas Stadium (semi-final)
- 35+ Day FIFA Fan Festival™
- \$1.5 - \$2.1 Billion in Economic Impact



NORTH TEXAS IS READY TO WELCOME THE WORLD



6 BILLION FANS

THE WORLD'S
SINGLE BIGGEST
EVENT & MOST
POPULAR SPORT

5,000+

INTERNATIONAL MEDIA
REPRESENTATIVES IN
MARKET

3.8 MILLION

DFW VISITORS
100,000 PER DAY

\$1.5 - \$2.1 BILLION

EXPECTED ECONOMIC
IMPACT IN DFW

REGIONAL WORKING GROUPS



TRANSPORTATION
NCTCOG

ACCOMMODATIONS
Ginger Lively Cade

SUSTAINABILITY
Meghna Tare

VOLUNTEERS
Allie Dunlap

**PUBLIC RELATIONS
& COMMUNICATIONS**
Joe Trahan - TFPR

TRAINING VENUES
J.D. Wood

**HOST CITY
SUPPORTERS**
Gillian Breidenbach

FIFA FAN FESTIVAL™
Cindy Solomon

**INTERNATIONAL
BROADCAST CENTER**
Rocky Vaz

**SAFETY
& SECURITY**
Richard Burkhead

**GOVERNMENTAL
RELATIONS**
Monica Paul

HUMAN RIGHTS
Minal Davis

DONOR PROGRAM
Jaime Cabrera

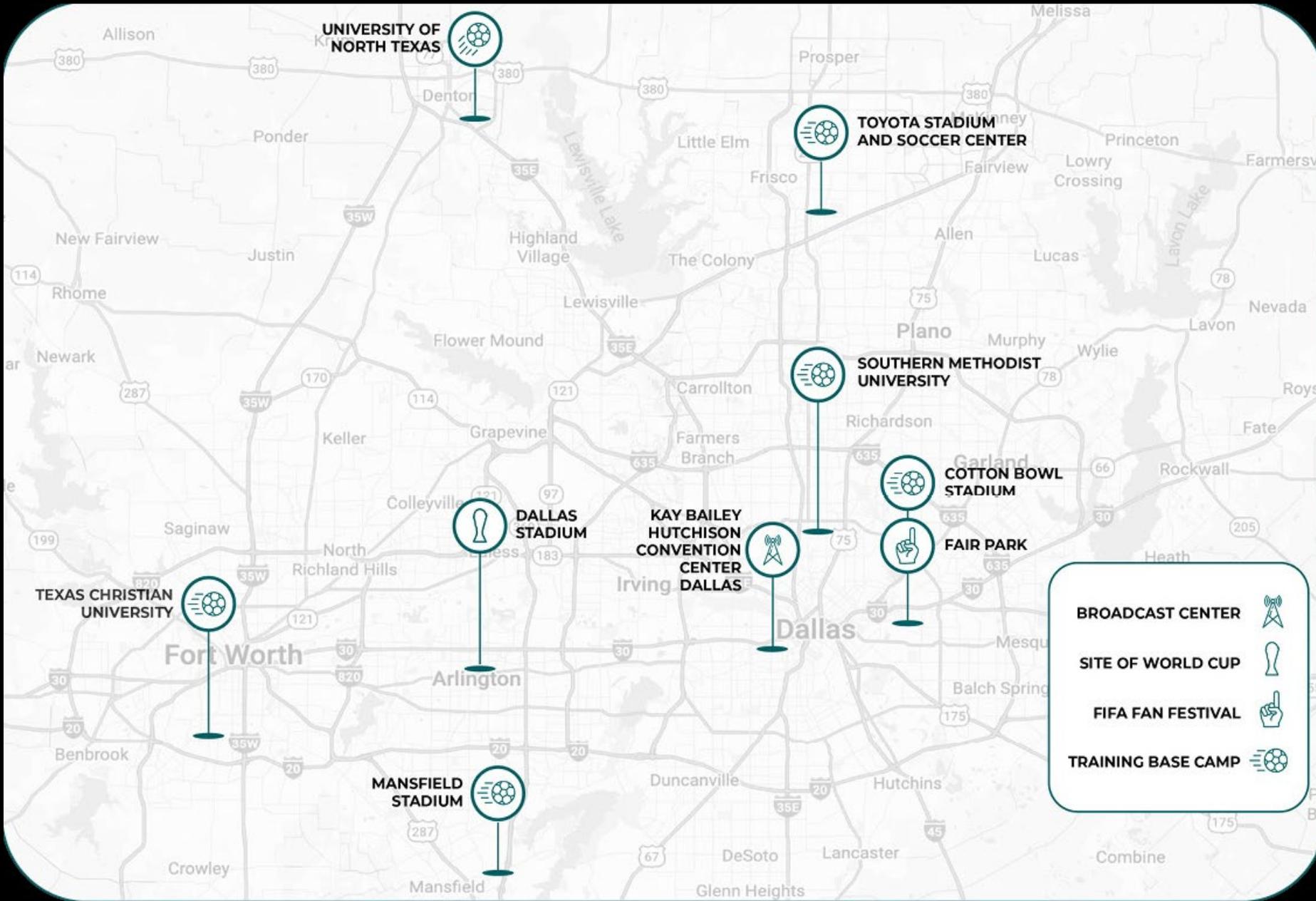
CITY SERVICES
Rocky Vaz

MARKETING
Noelle LeVeaux
Anita Simmons

ANCILLARY EVENTS
Colleen Joyce

LEGACY
Steve Davis

KEY VENUES



TRANSPORTATION/ MOBILITY



Full System Pilot: A comprehensive pilot test of the transportation system, including Dallas-specific routes and operations, is scheduled for late April/May

Dallas-Based Testing & Readiness:

Several elements of the transportation system were tested locally during the Goodyear Cotton Bowl Classic on December 31 to evaluate traffic flow, transit utilization, and operational coordination.

Fan Festival & Event Operations:

Coordinating with Dallas Police Department to plan vehicle access, pedestrian routing, and traffic management for Fan Festival activities and other Dallas-based events.

Wayfinding & Signage:

Developing consistent wayfinding and signage across key Dallas transportation hubs, venues, and activity areas to support visitors and residents.

Regional Transportation Planning:

Final regional transportation plan, inclusive of City of Dallas operations and event impacts, due to FIFA by the end of March 2026.

Scenario Planning & Exercises:

NCTCOG will conduct additional tabletop exercises through May, with City of Dallas departments actively participating to refine local responses and coordination.

Transit Coordination:

Working with DART, Trinity Metro, and TRE on the use of CentrePort Station, bus services, and rail passes to support match-day ticket holders, broadcasters, media, and volunteers traveling to and from key venues and events.

SUSTAINABILITY



Improve Air Quality & Urban Canopy

Tree planting and air quality initiatives in Dallas neighborhoods.

Create Green Youth Ambassadors

Community education and Green Ambassador certifications with local schools.

Divert and Manage Waste

Improved recycling, composting, and waste strategies at events and facilities.

Reduce Food Waste and Recover Food

Collaboration with nonprofits to minimize food waste in Dallas.

Activate Community Clean Ups

City-led clean-ups and environmental challenges in parks and neighborhoods.

Energize Nature Challenges

Inspire community connection to the natural environment through city-led clean-ups and eco-focused challenges.

Engage with Youth & Volunteers

Programs and volunteer opportunities for youth in Dallas communities.

Conserve Water Conservation

Promoting water-efficient practices aligned with Dallas sustainability goals.



LEGACY



- Safe, active spaces for youth, green spaces, public art
- Improved air quality and reduced urban heat
- Community engagement and neighborhood pride
- Permanent green infrastructure benefiting generations
- Established youth development programs
- New standards for urban sustainability
- **For the initial mini-pitch dedications, two locations have been selected within the city of Dallas for completion by May 2026.**
- Additional locations will be identified in the late spring for execution post 2026.



CALENDAR

- FEB 20 POSTER ARTIST MATT CLIFF AT THE PEROT MUSEUM
- FEB (TBD) FIFA FAN FESTIVAL™ ANNOUNCEMENT
- FEB (TBD) INTERNATIONAL BROADCAST CENTER ANNOUNCEMENT

- MAR 01 COMMUNITY CLEANUP CHALLENGE BEGINS (THRU MAY 31)
- MAR 03 100 DAYS TO GO & OFFICIAL TOURNAMENT POSTER REVEAL
- MAR 14 NTFWCOC AT ST. PATRICK'S DAY PARADE
- MAR 27 TREE PLANTING WITH THE CITY OF ARLINGTON
- MAR (TBD) HUMAN RIGHTS CONFERENCE

- APR 11 TREE PLANTING WITH THE CITY OF DALLAS
- APR 19 NATIONAL VOLUNTEER WEEK (THRU APR 25)
- APR 20 EARTH X / CLIMATE CHANGE SYMPOSIUM
- APR 24 TROPHY TOUR (THRU APR 26)
- APR (TBD) STORIES FROM THE CITIES

- MAY 25 WORLD SOCCER WEEK
- MAY 28 ROAD TO THE WORLD CUP GALA
- MAY 30 NORTH TEXAS WORLD CUP 5K/10K RACE

- JUN 11 FIFA WORLD CUP 2026™ (JUN 14 – NETHERLANDS V. JAPAN, DALLAS STADIUM)

