



KC GAME PLAN

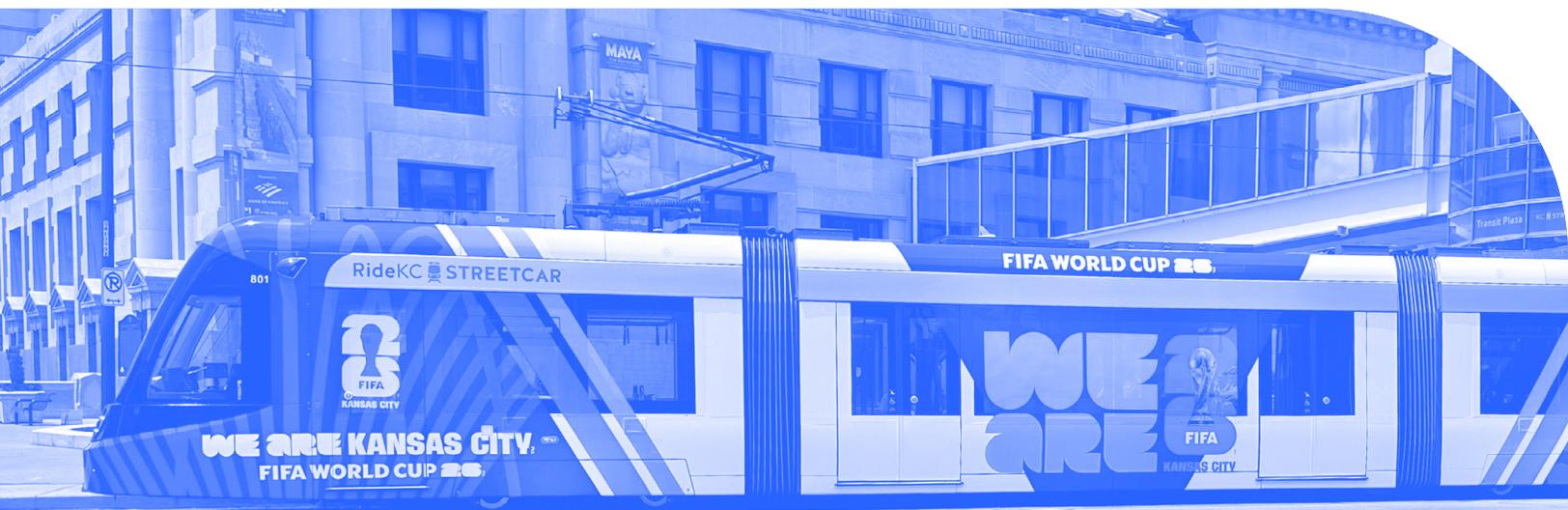
**2026
PLAY
BOOK**

**SMALL BUSINESS. GLOBAL STAGE.
BIG OPPORTUNITY.**

WELCOME TO THE 2026 PLAYBOOK

Click to Navigate to Sections Directly

Welcome & Introduction	03
Understanding the Opportunity.....	04
FIFA World Cup 2026™ Fundamentals	05
Tournament Events	05
Tournament Snapshot	06
Soccer Terminology	07
Who This Is For	08
Is This the Right Fit for Your Business?	09
Game Plan Essentials	11
Creating Your Game Plan.....	13
Marketing with Care:	
Navigating FIFA World Cup 2026™ Trademarks.....	14
Marketing Don'ts.....	15
Marketing Dos	16
Tools & Resources for You	17
Acknowledgment of KC Game Plan Collaborators	20
Legal Notices and Disclaimers	23





SMALL BUSINESS SPOTLIGHT

*The world is watching – and we want
Kansas City's small businesses to shine.*

Kansas City is about to step onto the global stage.
Is your business ready for its close-up?

During the summer of 2026, our region will host six
FIFA World Cup™ matches and welcome an estimated
650,000* visitors from around the world.

These aren't just soccer fans – they are tourists,
families, business executives, and influencers looking
to explore everything our community has to offer.

Whether you run a restaurant, manage a boutique
hotel, own a local shop, or offer personal services,
the KC Game Plan is designed to help you decide if
and how your business can take advantage of this
opportunity – and then give you the tools to do it well.

This opportunity isn't one-size-fits-all and making
the most of it will take preparation. Our goal is
to empower you with the insights, tools, and
connections you need to make informed decisions
and take smart action.

Together, we can turn this global spotlight into
local success.

**Source: VisitKC, "estimates 650,000 unique visits based on total visitor days during the duration of the event in the KC area. Visitor Day" defined as one visitor spending one day (day/overnight) in the destination. Figure will be adjusted further with base camps and other future announcements.*

UNDERSTANDING THE OPPORTUNITY

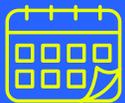
The FIFA World Cup 2026™ Kansas City is more than six matches – it's a region-wide, once-in-a-generation business opportunity.

Kansas City is about to step onto the global stage as one of 16 North American Host Cities for the FIFA World Cup 2026™ – the largest sporting competition on the planet. The tournament kicks off on June 11 and concludes on July 19, 2026.

Our city will host six matches at Arrowhead Stadium over 26 days, but the impact goes far beyond the pitch.



650,000+ visitors are expected to visit our region over the course of the tournament.*



Tourists will be here for more than just match day. Many will stay for several days to explore the region.



Economic activity will stretch across the metro, from the stadium and FIFA Fan Festival™ to hotel and restaurant clusters, retail and entertainment districts, and cultural events and attractions.

The event represents a once-in-a-generation opportunity to welcome new customers, showcase our local flavor, and grow your business – if you prepare now.

**Source: VisitKC, "estimates 650,000 unique visits based on total visitor days during the duration of the event in the KC area. Visitor Day" defined as one visitor spending one day (day/overnight) in the destination. Figure will be adjusted further with base camps and other future announcements.*

HOW MIGHT OPPORTUNITY KNOCK AT YOUR DOOR?

Increased foot traffic

Increased demand for your products or services

Visitor demand for authentic "Heartland" experiences and products

Visitors looking for local ties to their national community

New e-commerce customers when visitors return home



Understanding the tournament and its culture will help you connect with global fans.

Whether you are a diehard soccer fan or brand new to the game, it's helpful to understand what the FIFA World Cup 2026™ means for Kansas City and why this moment matters to your business. Here are a few terms and events to help you better understand the tournament and the culture it brings.

FIFA WORLD CUP 2026™ TOURNAMENT

The largest single-sport competition in the world, featuring 48 national teams competing over 39 days across North America in the summer of 2026.

MATCH DAYS

Kansas City will host six matches at Arrowhead Stadium from June 16 to July 11, 2026.

GROUP STAGE	Tuesday, June 16 at 8 p.m. CT.
Argentina x Algeria	
GROUP STAGE	Saturday, June 20 at 7 p.m. CT.
Ecuador x Curaçao	
GROUP STAGE	Thursday, June 25 at 6 p.m. CT.
Netherlands x Tunisia	
GROUP STAGE	Saturday, June 27 at 9 p.m. CT.
Austria x Algeria	
ROUND OF 32	Friday, July 3 at 8:30 p.m. CT
Group K Winner x Group D/E/I/J/L third place	
QUARTER-FINAL	Saturday, July 11 at 8 p.m. CT
Winner match 95 v Winner match 96	



FIFA FAN FESTIVAL™

Kansas City's official multiday viewing and celebration zone, hosted at the National WWI Museum and Memorial.

This is where tens of thousands of fans will gather for up to 18 days to watch matches, enjoy music, food, and experience Kansas City culture.

[SEE THE FULL SCHEDULE](#)

THE FINAL DRAW

Taking place on December 5, 2025, this announcement determines which teams will play in Kansas City during the four Group Stage Matches. This is when we'll know what nations and fans will have a strong presence here.

VENUE-SPECIFIC TRAINING SITES

Host city-based facilities used by teams the day before matches. In KC, this includes CPKC Stadium and Children's Mercy Park.

TEAM BASE CAMPS

Official training and lodging locations for teams during the tournament.

In our region, base camps may include:

- Rock Chalk Park (Lawrence, KS)
- Compass Minerals National Performance Center (Kansas City, KS)
- University of Kansas Health System Training Center (Riverside, MO)

Team Base Camps will not be announced until 2026.

PUBLIC VIEWING EVENTS

Community-led or business-hosted gatherings to view live matches, often featuring themed menus, decorations, or entertainment. A great way for businesses to bring people together.

PUBLIC VIEWING EVENTS GUIDELINES

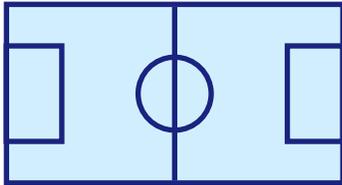
THE GLOBAL FOOTBALL FAN

IS PASSIONATE
IS LOYAL
IS DEEPLY CONNECTED

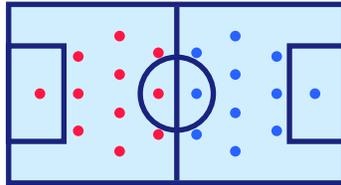
TO THEIR NATIONAL TEAM



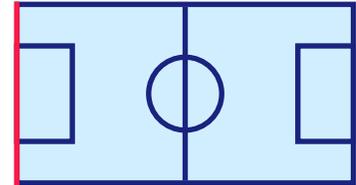
Visitors will bring flags, chants, traditions, and a desire to celebrate together – often in community spaces or local hangouts.



IT'S A PITCH
NOT A FIELD



IT'S A MATCH
NOT A GAME



IT'S A GOAL LINE
NOT AN END LINE



IT'S A KEEPER
NOT A GOALIE



IT'S A CLEAN SHEET
NOT A SHUTOUT



IT'S A KIT
NOT A UNIFORM

FINAL
SCORE **3-0**

IT'S NIL
NOT ZERO

EMBRACING THE LINGO
ADDS AUTHENTICITY
TO THE VISITOR
EXPERIENCE

WHO THIS IS FOR

*Small Business.
Global Stage.
Big Opportunity.*

KC Game Plan is designed for small businesses and entrepreneurs in industries and locations with the highest potential for visitor engagement and increased demand for products and services during the tournament.

If you're unsure whether the FIFA World Cup 2026™ is a fit for your business, the KC Game Plan Playbook and its network of small business champions can help you identify opportunities and guide your preparation.

THOSE MOST LIKELY TO INTERSECT WITH VISITOR ACTIVITY INCLUDE, BUT ARE NOT LIMITED TO:



DINING & NIGHTLIFE

Restaurants, Bars, Coffee Shops, Food Trucks, and Caterers



LODGING & TRANSPORTATION

Hotels, Short-Term Rentals, Shuttles, Rideshare Drivers, and Tour Operators



ENTERTAINMENT & ATTRACTIONS

Museums, Historical Attractions, Performance Venues, Guided Tours, and Event Hosts



RETAIL

Boutiques and Gift Shops, Grocery, and Convenience Stores



MAKERS

Creators of Unique Products from Kansas City and the Heartland



PERSONAL SERVICES

Salons, Spas, Gyms, Wellness Providers, Language or Tech Support



TOURISM & EXPERIENCES

Local Makers, Artists, Performers, and Cultural Hosts



IS THIS THE RIGHT FIT FOR YOUR BUSINESS?

You don't need to be everything to everyone. Focus on the opportunity that best aligns with your business.

The FIFA World Cup 2026™ will bring hundreds of thousands of visitors to the Kansas City region – and that can mean opportunity in many different forms. Not every business will see a direct impact, but every business can explore how to make this moment work for them. Success will look different for everyone, depending on your products, services, and goals.



IS THIS THE RIGHT FIT FOR YOUR BUSINESS?

USE THIS QUICK SELF-CHECK TO EXPLORE HOW YOUR BUSINESS MIGHT PARTICIPATE:

- Do you serve visitors, travelers, or locals who will be hosting guests?
- Are you located near high-activity zones such as Arrowhead Stadium, the National WWI Museum & Memorial, hotel clusters, entertainment districts, or major cultural attractions?
- Is your business district or community organizing special events or festivals that could use your products or services?
- If you're not near a high-activity zone, could you partner with other businesses or create something unique that draws people in?
- Can you adapt or scale up your operations – extending hours, boosting staff, or expanding inventory?
- Do you offer something distinct – a cultural experience, local flavor, or essential service visitors will need?

If you answered **YES** to two or more, you may have a promising opportunity to engage visitors or the local community during the World Cup.™

The KC Game Plan Playbook is here to help you explore ideas, build capacity, and prepare – so that whatever opportunity you choose to pursue, you're ready to make it your own.

GAME PLAN

ESSENTIALS

Strong operations, a clear strategy, and community connections are your winning combination.



THESE ARE THE CORE AREAS TO CONSIDER WHEN PREPARING YOUR BUSINESS FOR FIFA WORLD CUP 2026™ READINESS.

STRATEGIC PLAN:

- Develop a clear strategy with SMART goals – specific, measurable, achievable, relevant, and time-bound – to guide your decisions and track your progress.
- Start early so you have time to test your plan and consult with trusted advisors.
- Need help? See the resource list on page 18.

OPERATIONAL READINESS:

- Plan for peak days, extended hours, and higher foot traffic.
- Identify key staffing needs – including foreign language support if possible.
- Update your POS system to accept international cards and contactless payments.
- Ensure your business is safe, accessible, and crowd-ready.

FINANCIAL & RISK PREPAREDNESS:

- Complete the [KC Game Plan Readiness Assessment](#) to evaluate your financial and operational strengths.
- Explore short-term funding, microloans, or capital to support expansion.
- Review your insurance and permits – especially if you plan to host special events or activate public space.
- Develop contingency plans to be prepared for unexpected opportunities and challenges as they arise.

MARKETING & CUSTOMER EXPERIENCE:

- Make it easy to find you online (i.e., Google Business, TripAdvisor, Yelp).
- Update hours, photos, menus, and descriptions to appeal to visitors.
- Train staff to welcome international customers and practice cultural awareness.
- Do not use and infringe on FIFA World Cup 2026™ trademarks in your marketing materials.
- Decorate with tournament-friendly themes (without violating FIFA® trademarks – see Section 7).

COLLABORATION OPPORTUNITIES:

- Partner with neighboring businesses to create bundled experiences.
- Join district-wide efforts or promotions.
- Think pop-ups, licensed public viewing events, and shared space activations.

KC GAME PLAN SMALL BUSINESS READINESS ASSESSMENT

The KC Game Plan Small Business Readiness Assessment is a great place to start your journey. This free, confidential online assessment tool will quickly guide you through the planning considerations and suggest where you may need to focus your efforts to be ready for summer 2026.

CREATING YOUR GAME PLAN

Start now. Small steps today can lead to wins in 2026.

Every business is different – this is your moment to build a strategy that fits your goals, customers, and capacity.



YOUR CUSTOMERS

- Who do you serve now?
- How might that expand during the tournament?

YOUR LOCATION

- Are you in a visitor hot zone?
- Can you collaborate with nearby businesses?

YOUR TIMING

- When are your peak opportunity days?
- Can you extend hours or offer match-day deals to encourage visits before or after the match?

YOUR BIG IDEAS

- Can you create a themed product, bundle an experience, or appear in a new location, such as a local market or festival?

YOUR NEXT STEPS:

- 1** Complete the [Readiness Assessment](#)
- 2** Identify training sessions that meet your needs via [KC SourceLink](#)
- 3** Familiarize yourself with the FIFA World Cup 2026™ tournament and fan culture



MARKETING WITH CARE

NAVIGATING FIFA WORLD CUP 2026™ TRADEMARKS

A world-class welcome doesn't require official branding. Using it without permission could backfire.

Before you get too far down the road with your marketing plans, a word of caution:

FIFA®'s trademarks and branding are protected by strict international regulations, and businesses must avoid using them without official authorization.

But don't worry – there are still plenty of creative, compliant ways to join in the spirit of the tournament and show visitors your enthusiasm.

WHAT YOU CANNOT USE

IN YOUR ADVERTISING OR PROMOTIONS



OFFICIAL TOURNAMENT MARKS

FIFA® | FIFA WORLD CUP™ | FIFA WORLD CUP 2026™ | FIFA FAN FESTIVAL™



FIFA® LOGOS, HASHTAGS, OR SLOGANS



OFFICIAL MATCH SCHEDULES OR NATIONAL TEAM LOGO

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.

INCLUDING, BUT NOT LIMITED TO, THESE EXAMPLES



For more detailed guidance, consult the [FIFA World Cup 2026™ Official IP and Branding Guidelines](#).

WHAT YOU CAN USE

IN YOUR ADVERTISING OR PROMOTIONS

- ✔ **EMBRACE GENERAL SOCCER THEMES** LIKE “CELEBRATING THE BEAUTIFUL GAME” OR “WELCOMING THE WORLD”
- ✔ **DECORATE WITH** SOCCER BALLS, NON-OFFICIAL COUNTRY FLAGS, INTERNATIONAL CUISINES, AND CULTURALLY INCLUSIVE ELEMENTS
- ✔ **HOST YOUR OWN UNOFFICIAL WATCH PARTIES OR COMMUNITY CELEBRATIONS TIED TO THE SPIRIT OF THE GAME**

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.



TOOLS AND RESOURCES

Don't go it alone. The KC Game Plan network is here to support your growth, creativity, and success.

KC Game Plan offers a suite of tools and a network of small business champions to help you get tournament-ready – most at no cost to you.

While we won't know which teams or countries will play in Kansas City until after the Final Draw in December 2025, the time to start planning is now. Once the participating nations are announced, KC2026 will provide cultural insights, visitor expectations, and hospitality tips to help you tailor your approach and deliver a world-class welcome.

Planning effectively starts with understanding your audience. KC Game Plan is providing **data-driven tools** that will help you prepare for real visitor behavior – not just assumptions. Resources are accessible through the [KC Game Plan digital hub](#) and new information and resources will continue to be added.



TOOLS AND RESOURCES

HERE'S WHAT IS AVAILABLE NOW

These resources are ready to help you take the first steps in your World Cup™ readiness journey – all designed to guide your planning and connect you with opportunities.

CLICK ON THE HEADERS TO VIEW THE RESOURCE IN A BROWSER WINDOW.

[Business Interest Form](#)

Join the KC Game Plan network to receive key updates, training invitations, and notifications about Requests for Information (RFI) and Requests for Proposals (RFP) for supporting numerous events planned across the metro area.

[RFI & RFP Opportunities](#)

Procurement opportunities valued at \$15,000 or more are posted regularly on the KC2026 website. Explore how your business might participate in official tournament-related services.

[Kansas SBDC at JCCC](#)

Advising services, planning tools, and training for small businesses at every stage of growth.

[Missouri SBDC at UMKC](#)

One-on-one counseling and training to help entrepreneurs grow and scale their business.

[ConnectKS](#)

The starting point for Kansas small businesses seeking resources, tools, and connections to grow and scale.

[KC BizCare](#)

Free support for Kansas City, Missouri, businesses navigating licensing, permitting, and vendor approvals.

[Small Business](#)

[Readiness Assessment](#)

Complete this free, confidential online tool to quickly identify your business's current strengths and any potential gaps in operations, staffing, marketing, or finances.

[KC Game Plan](#)

[Downloadable Playbook](#)

Access this living document – updated as new information becomes available – to stay aligned with the latest insights, training, and tournament announcements.

[KCSourceLink](#)

[Training Calendar](#)

Find live, virtual, and on-demand training sessions to help your business prepare for tournament opportunities and beyond.

This calendar will continue to be updated in the coming months with new workshops, webinars, and courses focused on business readiness, growth, and capacity-building.

TOOLS AND RESOURCES

HERE'S WHAT IS COMING SOON



PREDICTIVE VISITOR HEATMAPS

TO HELP YOU:

- See where visitors are likely to concentrate
- Anticipate high-traffic days and time windows
- Identify zones where hospitality and retail services may see increased demand
- Compare tournament days to typical business days



VISITOR INSIGHTS & HOSPITALITY TRAINING

(available starting January 2026)

PRACTICAL TIPS FOR ENGAGING:

- **INTERNATIONAL FANS**
Many are visiting the U.S. for the first time and seeking local food, culture, and hospitality
- **DOMESTIC TRAVELERS**
Soccer fans on multiday trips exploring the region
- **CORPORATE GUESTS & VIPS**
High-spending groups with elevated expectations
- **LOCAL HOSTS & RESIDENTS**
Welcoming out-of-town guests into their neighborhoods

These tools will help you refine staffing, inventory, messaging, and service offerings based on real visitor expectations – so you can prepare with clarity and confidence.



ACKNOWLEDGMENT OF KC GAME PLAN COLLABORATORS

Collaboration across our community makes this plan possible and stronger for everyone.

The KC Game Plan would not be possible without the extraordinary time, insight, and collaboration of more than 80 organizations across the Kansas City region. Representatives from chambers of commerce, economic development agencies, academic institutions, local government, small business support centers, and community-based organizations have come together with a shared commitment to design and deliver a readiness program that is both accessible and inclusive.

Their contributions – ranging from curriculum development and outreach to resource alignment and cultural insight – are helping ensure that small businesses throughout the region are positioned to benefit from the opportunities of the FIFA World Cup 2026™ and beyond.

KC REGIONAL SMALL BUSINESS SUPPORT ORGANIZATIONS

Meet the organizations driving small business success across our region by working together to strengthen, connect, and prepare the region's small business community for success on the world stage.

Explore the list below to discover valuable resources and opportunities to help your business grow and thrive.

AltCap
APEX Accelerator at UMKC
Asian American Chamber of Commerce of Kansas City

Belton Chamber of Commerce
Black Chamber of Commerce of Greater Kansas City
Blue Springs Chamber of Commerce

CDFI Friendly America
City of Kansas City, Missouri
Clay County Convention and Visitors Bureau
Community Reinvestment Fund, USA (CRF USA)

DeSoto Chamber of Commerce

Economic Development Corporation of Kansas City (EDCKC)
Entrepreneur Business Basics
Evolve KC
eXplore Lawrence
(Convention & Visitors Bureau for Lawrence)

Gardner Chamber of Commerce
Gladstone Chamber of Commerce
Global Ties Kansas City
Grandview Chamber of Commerce
Greater Kansas City Chamber of Commerce

Harrisonville Chamber of Commerce
Heartland Arts KC
Heartland Black Chamber of Commerce
Hispanic Chamber of Commerce of Greater Kansas City
Holy Rosary Credit Union
Hotel & Lodging Association of Greater Kansas City

IFF (formerly Illinois Facilities Fund)
International Trade Council of Greater Kansas City

JCCC Business Solutions
(Johnson County Community College)

Kansas APEX Accelerator at Wichita State University
Kansas Department of Commerce
Kansas Leadership Center – Wichita
University of Kansas (KU)
Ewing Marion Kauffman Foundation
KC BizCare (City of Kansas City, MO)
KCRise Fund
KCSOURCELINK
Kearney Chamber of Commerce

Lawrence Chamber of Commerce
Lawrence Restaurant Association
Leawood Chamber of Commerce

KC REGIONAL SMALL BUSINESS SUPPORT ORGANIZATIONS

Meet the organizations driving small business success across our region by working together to strengthen, connect, and prepare the region's small business community for success on the world stage.

Explore the list below to discover valuable resources and opportunities to help your business grow and thrive.

Leawood Economic Development Council
Lee's Summit Chamber of Commerce
Local Initiatives Support Corporation (LISC) – KC

Mid-America LGBT Chamber of Commerce
Mid-America Regional Council (MARC)
Missouri Chamber of Commerce and Industry
Missouri Department of Economic Development
Missouri Restaurant Association
Missouri State SBDC

Network Kansas
North Kansas City Business Council
Northland Regional Chamber of Commerce
NXTUS

Olathe Chamber of Commerce
Omni Circle Group
Overland Park Chamber of Commerce

Platte County Convention & Visitor's Bureau
Prospect Business Association

Raymore Chamber of Commerce
Raytown Area Chamber of Commerce & Tourism
Riverside Chamber of Commerce

SCORE – Greater Kansas City Chapter
Small Business Development Center at JCCC
Small Business Development Center at UMKC
Smithville Area Chamber of Commerce
South Kansas City Chamber of Commerce

The Porter House KC
The Toolbox (Kansas City)

U.S. Commercial Service – Kansas City Office

VetBiz MO & KS
Visit Kansas City, Kansas (Visit KCK)
Visit KC
Voyage Consulting

Wichita State University
Women's Business Center – Kansas City, MO & Kansas City, KS
Wyandotte Economic Development Council (Wyandotte EDC)

LEGAL NOTICES AND DISCLAIMERS

FIFA® TRADEMARKS

The FIFA® name and the FIFA World Cup 2026™ marks, including logos, wordmarks, and other tournament-related branding, are the exclusive property of Fédération Internationale de Football Association (FIFA®) and are protected under international and domestic intellectual property laws. The use of FIFA®'s trademarks without express written permission is strictly prohibited. This Playbook does not grant any rights to use FIFA® branding or suggest endorsement by FIFA®.

HOST CITY ACKNOWLEDGMENT

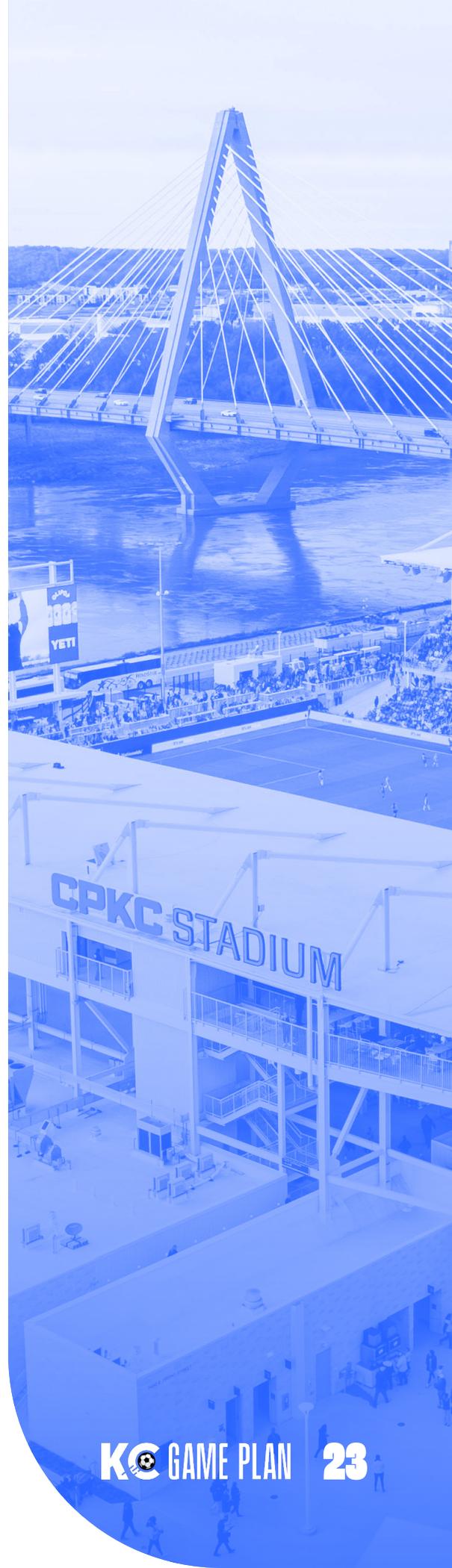
Kansas City is an official Host City for the FIFA World Cup 2026™, and KC2026 is the local organizing committee responsible for delivering Host City obligations. While this Playbook has been developed by KC2026 to help local businesses prepare for tournament-related opportunities, it is not an official FIFA® publication and is not affiliated with or endorsed by FIFA®.

NO LEGAL ADVICE. NO GUARANTEES.

You acknowledge and agree that any information is provided for informational purposes only and does not constitute legal advice, and does not guarantee business outcomes or participation in official FIFA® events or programs. KC2026 does not provide legal advice or opinions regarding compliance with any laws or regulations. You should perform your own due diligence and are solely responsible for seeking your own legal counsel to ensure compliance with applicable laws and regulations.

LIMITATION OF LIABILITY

KC2026 and its partners shall not be held liable for any direct or indirect losses resulting from the use of this Playbook or reliance on the information contained herein.





KC GAME PLAN

SMALL BUSINESS. GLOBAL STAGE.
BIG OPPORTUNITY.

[VISIT THE WEBSITE](#)