



RFP: KC2026 FIFA World Cup '26™

DATE: December 13, 2024

KC2026 Point of Contact/Email: procurement@kansascityfwc26.com

Campaign Name FIFA World Cup 26™ One Year Out Countdown Clocks

Campaign Launch: June 11, 2025

Background

The kickoff to the FIFA World Cup 26™(FWC) will take place in the summer of 2026, and Kansas City is one of 16 host cities across North America. The FWC is one of the most watched (estimated 5B people) and anticipated sporting competitions in the world. KC2026 is the 501(c)(4) non-profit entity established to serve as the Local Organizing Committee, responsible for fundraising, planning and delivering all Host City Requirements.

The FWC is a generational opportunity for the region, with an estimated 650,000* visitors expected and a direct economic impact of over \$650M. An essential element of maximizing this opportunity is engaging our community in the planning, preparation and delivery as a Host City long before the matches begin. Planning for the matches has already started, and to create a sustained and long-term impact for the region, widespread awareness and participation are required.

The Opportunity:

The One Year to Go mark on June 11, 2025, will be a milestone amplified by all Host Cities and a moment to unite and galvanize the region around a shared goal. In addition to events, marketing efforts and other activations, KC 2026 is planning to install countdown clocks at flagship locations to build pride and excitement in our communities and promote our role as a FWC Host City to visitors. The clocks will countdown to the first match of the FIFA World Cup '26, scheduled for June 11, 2026.

Target Audiences:

Primary Audience that falls into three categories:

- Community members and residents of Kansas and Missouri, including the general public, as well as passionate, casual and novice soccer fans.
- Regional, domestic and international visitors.
- Civic and business audiences

Core Insights

- The FWC is an opportunity to build on the storied history of a region united through and around sports. Although the matches will be played in Kansas City, Missouri, KC2026 is a regional non-profit supported by funding and leadership from across Kansas and Missouri. The countdown clocks should amplify the message that when we unite, anything is possible.
- While KC is the smallest FWC Host City, there is a pride that is unmatched and a determination to prove to the world and to ourselves that we can do this. We all want to be part of something bigger and to say that Kansas City is part of the biggest sporting event in the world.
- We have a history of game-changing moments, including in the beautiful game.
 - KC is known as the Soccer Capital of America™ for many reasons; from our investments in professional and youth soccer, to the success of our two professional teams (KC Current and Sporting KC). Since June of 2011, Children's Mercy Park has hosted the most U.S. Men's National Team matches of any venue (11). The KC Current sold out all home matches for 2024 and plays in the world's first purpose-built stadium for a women's professional sports team.

KC2026 Brand Pillars

OWNING THE MOMENTUM

We are the embodiment of PROGRESS and PROMISE. From state-of-the-art venues to a thriving workforce, a world-class airport to diverse and vibrant neighborhoods, we've built an environment where businesses, arts, culture and innovation CONVERGE. Our unwavering commitment to investment and excellence has led to GAME – CHANGING victories, giving our communities the confidence to believe in the extraordinary. Even when some may underestimate us, we know this is our time to shine – and we want the world to experience it.

UNSTOPPABLE TOGETHER

The greatest moments in our history are those we've earned TOGETHER. Bound by a relentless WORK ETHIC, a spirit of COLLABORATION, and a deep commitment to INCLUSION, we stand united. We RALLY together to celebrate victories and lift each other up in challenging times. Now, it's time to show the world what we already know. We are the HEART of the nation, and we will add our Kansas City magic to the HEARTBEAT of the World Cup. Together, we rise, and together, we win. *When we stand UNITED, there is nothing we cannot achieve.*

ROOTED IN SPORTS

If you know us, you know that sports are something of legend around here. It's in the roar of the loudest outdoor stadium, the way we celebrate victories together, and how the world recognizes us as the SOCCER CAPITAL OF AMERICA. We don't just play the games – we've SHAPED their history. One of our own created the rules of basketball, and another brought the Super Bowl to life. Visionary architects from our region have designed some of the world's preeminent sports cathedrals – including 13 of the 16 stadiums hosting FIFA World Cup™ 2026 matches. We were the founding fathers of Major League Soccer, charter members of the Negro Leagues, and here is where you'll even find the FIRST purpose-built stadium in the world dedicated to women's sports.

It's safe to say that we've ELEVATED the global landscape of sports. This is a region built on high performance and a FEARLESS pursuit of greatness. And we're READY to embrace the biggest sporting event on the planet ... because BIG is what we do best

KC2026 Objective: Increase awareness, excitement, participation and engagement for the FWC 26. The countdown clock(s) should serve as a beacon for our region. Create earned media and user-generated moments/content pre, during and post FWC. Elevate the KC2026 brand within our region and drive traffic to these locations. The selected proposer should demonstrate knowledge of the region, and the countdown clock should reflect our regional culture.

Audience Objective: Provide a catalyst and an opportunity for engagement for everyone, regardless of age, income, race, ability, or any other factor. Create a sense of belonging, pride, inclusion and motivation that leads to participation, whether via a visit to a KC2026 countdown clock, volunteer signup, social media follower, or other. Provide an experience and reasons for making the trip to visit these locations.

Concept:

In collaboration with KC2026, create a concept for a KC2026 branded countdown clock that creates a distinctly Kansas City connection to the FWC, authentically reflecting the region and the brand pillars of KC2026 while leveraging the FWC '26 Kansas City brand assets and adhering to Host City brand guidelines. The clocks should become an instant iconic destination for visitors, media reports, social media posts, etc. while communicating that every passing second is one step closer to history.

The concept should provide the capability for customizable messaging that might be used for promotion, volunteer sign up or thank you, wayfinding or other consumer-facing purpose.

The concept should also include brand recognition for 10 Host City Supporter brands recognized as the top-level sponsors of KC2026. The design and all components must be free of all other commercial branding.

Design, Engineering, Specs, Materials and Mechanical

The initial installations of the clocks should be large enough in scale to be instantly iconic and are contemplated at landmarks such as the Kansas City International Airport. The design should also accommodate replication at varying scales and locations across the KC region. These clocks should scale(s) at locations throughout Kansas and Missouri.

The design should account for lighting/visibility/accessibility whenever the clocks are viewable by the public. The clocks should also be inclusive to all abilities.

Identify, recommend, and source clock mechanisms, components and materials that are compatible with the regional climate to ensure reliable functionality for one year in chosen location(s), which may be indoor or outdoor. Prioritize and present options for sustainable sourcing of components and energy, including recycled materials, renewable/solar power, and a post-event/legacy use plan.

The design should comply with all local, state and federal laws and requirements and be suitable for the regional climate. The design should include materials and production specifications.

Fabrication/Manufacturing/Production/Site Management/Installation

- Manage the fabrication, manufacturing and/or production of the clocks and identify recommended locations to install countdown clocks across the region. The number of clocks will be dependent on cost.
- Provide site analysis, layout and consultation services, including any necessary soil samples, water level evaluations, etc.
- Plan and manage any site preparation, base design and construction, lighting landscaping, installation, removal and restoration of the location.
- Secure necessary permits based on jurisdiction requirements, including compliance with all tornado/weather specifications, electrical, signage, structural engineering and civil engineering.

When: The clock(s) will be installed and unveiled on June 11, 2025.

Goals/KPIs

- Generate excitement and engagement for the FWC 26 in Kansas City as measured by:
 - Social impressions, engagement and sharing
 - Influencer Engagement
 - Earned Media Impressions

Fees/Budget

Please provide an estimated cost or range of costs for design, engineering, production, installation, permitting and removal/restoration for 3 “flagship” clocks based on a single design. Final budget, scope and fees to be negotiated and include warranties and maintenance plans to resolve any clocks' physical and/or digital components within a 12–18-month period.

RFP Timeline

Milestone	Date
RFP Launch	12/13/2024
Deadline to Submit Questions	12/20/2024
Answers to Questions Provided	1/6/2025 or sooner
Proposals Due	1/12/2025
Anticipated Timeframe to Award Company	Week of 1/27/2025 or sooner
Project Start	February 2025

Instructions for Proposal and Deliverables

- Email a single PDF of the proposal to procurement@kansascityfwc26.com by 5 p.m. Central Time on the due date of the RFP timeline. In the email, please include a single name, email address and telephone number for a Point of Contact for any follow-up questions or information.
- We ask that you limit the PDF to 10MB.
- Please structure the proposal as follows:
 - Table of Contents
 - Optional Cover Letter
 - Qualifications and Experience
 - Case Studies
 - A minimum of three (3x) previous project examples that correlate to this deliverable with details on the role your company played in the project, goals for the project and performance metrics or results.
 - Countdown Clock Project Approach
 - High-level strategy, overview of the design/build process, and additional tech elements. Rough sketches or high-level designs are encouraged.
 - Project management process including timeline, milestones and project approach that will include key decision points for KC2026 leadership and KC 2026 Board of Directors involvement.
 - Budget estimates as outlined that address mandatory project components and other key considerations.
 - Any Additional Attachments

Miscellaneous

Questions & Answers

Questions are to be submitted via email to procurement@kansascityfwc26.com by 5 p.m. Central Time on the provided Due Date in the RFP Timeline. Answers will be published no later than the date indicated in the RFP Timeline. All documents related to the RFP will be published here:
<https://kansascityfwc26.com/businessopportunities/>

Interviews (if required)

Conducted the week of January 20th or January 27th, 2025.

KC2026 Preliminary Procurement Policy

See the KC2026 Business Opportunities page (<https://kansascityfwc26.com/business-opportunities/>) for the KC2026 Procurement statement and policy regarding the use of diverse-owned businesses and vendors.

KC2026 Goals

1. Deliver Kansas City Magic
2. Rise On The World's Stage
3. Leave A Lasting Legacy