

FIFA World Cup 26™ One Year Out Countdown Clocks: Questions and Answers.

- 1. Is there a proposed budget planned for this project?**
 - a. KC2026 has identified a budget range of \$75K-\$200K. This includes all internal/external fees and hard costs for this project. That said, we are open to evaluating various design elements and experiences (i.e., good, better best approach).
- 2. The RFP states the clocks should be an "iconic destination." Do you have additional clarification for your intent?**
 - a. KC2026 is evaluating high-profile/iconic locations to place the clocks within the region (MO and KS). The goal is to secure high-traffic locations to maximize awareness, impressions and community/fan engagement (i.e., photo opp, tech, social sharing, etc.).
 - b. We encourage companies to explore an option that can transferred to identified locations throughout the year (i.e., sporting events, government buildings, corporate HQs, KC2026 events, etc.).
- 3. Have the designated locations already been fitted for power and data? Ballasted vs footings?**
 - a. The answer to this question is pending identified locations. We expect the awarded company to work directly with lead representatives on this matter and other identified logistics throughout the project.
- 4. The proposal due date is listed as Sunday, January 12. Is that accurate?**
 - a. This is accurate, but we encourage proposals to be submitted sooner than this date.
- 5. What if any Media space or budget has been secured for the Campaign activation?**
 - a. See answer to question #2.
- 6. Can we access all brand and style guidelines for the KC2026 FIFA World Cup '26?**
 - a. FIFA has approved a truncated style guide and selected brand files to share upon request. KC2026 will require a signed NDA to receive these assets. Please contact msmith@sportkc.org for access.
- 7. Can we access Native style guide files (Logos, iconography, fonts, photography, etc.... from the Agency of record?**
 - a. A final style guide and assets will only be shared with the awarded company. The contract for services will dictate uses of the style guide and branding.
- 8. What are the social platforms and media channels against which you are basing your KPIs and goals?**
 - a. KC2026 social channels: Facebook, Instagram, LinkedIn, X and YouTube.
 - b. This is a social engagement/sharing and earned media initiative and an opportunity to amplify KC2026 Host City Supporters.
- 9. When are board of director meetings/leadership typically held so we can be sure to include these critical meetings in our proposed project schedule? Have these meeting dates/times already been set for these groups to review the proposed design concepts for this scope?**
 - a. A selected task force will evaluate proposals the week of 1/15 and provide a recommendation to KC2026 Board Members the week of 1/20.
- 10. How heavily will the sustainability component weigh into the overall decision-making process?**
 - a. This is one of many proposal components that will be evaluated. That said, we expect companies to be conscious of sustainability best practices that should be incorporated into the design/materiality.