



RFP: KC2026 FIFA World Cup '26™ One Year to Go Event Production Lead

RFP Distribution Date: February 11, 2025

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RFP Title: KC2026 One Year to Go Event Production Lead

RFP Due Date: March 4, 2025

Notice:

KC2026 is not responsible for any expenses incurred by any recipients in the preparation, submission or presentation of a response to this RFP, nor for the costs incurred during any further discussions following receipt of the response.

Questions

Questions should be submitted to procurement@kansascityfwc26.com no later than February 18, 2025

Submission

Submit electronically to procurement@kansascityfwc26.com by **5 p.m. Central Time on the due date of the RFP timeline** with the subject line One Year Out Response: Company Name. 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.



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1. Overview of RFP

1.1. Definition of Terms

In this Request for Proposal, the following words and phrases shall have the following meanings:

- a) "Agency" means the individual or agency that submits a response to the RFP
- b) "Client" means KC2026
- c) "Response" means a supplier's Proposal submitted to KC2026 for consideration and evaluation in response to this RFP
- d) "RFP" means this Request for Proposal, including attachments
- e) "Event Production Lead" refers to the supplier of Event Management Services to be selected
- f) "Management Services" means the management and consulting services to be provided to KC2026 by the "Event Production Lead" selected in respect to KC2026 One Year to Go as more particularly outlined hereunder.
- g) "KC2026" means KC2026, a Missouri nonprofit corporation
- h) "FWC" refers to FIFA World Cup 26™
- i) "Commercial Partners" refers to the partners that have signed larger event support agreements with FIFA (not necessarily with any FWC Host Cities).
- j) "Host City Supporter" means each FIFA approved sponsor who has entered into a Host City Supporter Agreement with KC2026.
- k) "The region" refers to the Kansas City region including but not limited to the Kansas City Metro and the surrounding counties in both Kansas and Missouri

1.2. Objectives

KC2026 invites proposals from providers who currently have the capability to deliver the services required for KC2026's One Year to Go Events. The selected provider will serve an important role by offering expertise and support in the development of the One Year to Go events and initiatives in Kansas City leading up to and during the FIFA World Cup 2026. The selected agency will:

1. Work with KC2026 to curate a unique slate of events in June and July of 2025 designed to engage, excite and educate the region for FWC coming in 2026.
2. Provide Event Management Services for the selected events and initiatives

1.3. Proposal Requirements

At a minimum, all proposals must comply with the following requirements:

1. A statement of work including description and confirmation of the Agency's understanding of the assignment described in this RFP and the services being requested
2. At least one idea for an event or slate of up to five (5) events that can be held in the region in June and July 2025 that will engage all levels of soccer fans, excite community members for the



matches in 2026 and educate the region on how to engage with the events in 2026. Estimated hard cost budgets should be included.

3. The name and key points of experience of the person(s) who will serve as overall manager and key contact for KC2026
4. An estimated budget breakdown for Agency fees and expenses in U.S. Dollars

1.4. Instructions for Submitting Proposals

Proposals should be emailed to procurement@kansascityfwc26.com by the specified due date. It is the Agency’s responsibility to clarify any necessary details before submitting their proposal.

1.5. Selection Process and Timeline

RFP Issued	February 11, 2025
Questions about RFP due by	February 18, 2025
Response to Questions	February 25, 2025
Proposal Due	March 4, 2025
Notification of Decision	March 14, 2025
Contract Awarded	March 20, 2025
Start Date	March 17, 2025

1.6. Evaluation of Proposal

KC2026 will evaluate proposals received and may contact one or more Agency’s for additional information or clarification. 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.

Proposals will be evaluated on the following criteria:

- Compliance with requirements
- Company Experience and Expertise
- Creativity and Innovation
- Budget and Cost Effectiveness
- Project Management Approach

2. KC2026

2.1. FWC Background



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 that is 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**. This is the largest tournament held to date with 48 teams competing in 104 matches over 38 days. Kansas City will host six matches including four (4) group stage matches, one match in the round of 32 and will conclude with a Quarterfinal.

All Kansas City matches will be played at Arrowhead between Tuesday, June 16 and Saturday, July 11.

2.2. One Year to Go Overview

As a part of hosting the FWC in 2026, KC2026 will also host a slate of events in 2025 to engage, excite and educate the region about the FWC. One Year to Go is Kansas City's opportunity to show off its exemplary hospitality, ability to host the best events around and generate excitement for the upcoming games.

2.3. One Year to Go Features

The main features of One Year to Go include:

1. Community Giveback Component that focuses on creating sustained and long-term impact in the region
2. A business meeting for key region business and community leaders
3. PR Stunt to generate positive media attention
4. VIP experience for key supporters
5. Free or low-cost community event that engages traditional and non-traditional fans with activities for all ages, informational sessions and the option for Host City Supporters to activate and be recognized

These key features should be combined into no more than five (5) events but all features should be recognized at least once.

2.4. KC2026 Brand Pillars

OWNING THE MOMENTUM

We are the embodiment of PROGRESS and PROMISE. From state-of-the-art venues to a thriving

** 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.*

*** Destinations International Event Impact Calculator assumes 6 matches hosted; 3.2 persons per room; \$299 avg hotel rate; 80% of overnight attendees arriving by air*



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.

3. Scope of Work

Serve as the lead partner in planning, production and execution of KC2026's One Year to Go events and activations, ensuring all deliver on KC2026 goals. Management of concept development, event design, budget management, entertainment concepts and booking, infrastructure and overlay, technical production and logistics, staffing, safety, compliance, onsite management, and food and beverage.

3.1. Event Management Objectives

1. To deliver a first-class event(s) that meets KC2026 goals
2. Drive planning and implementation to ensure that tasks and activities are undertaken with sufficient time to meet stated deadlines
3. Support Host City Supporters to create unique experiences that satisfy supporter goals while enhancing the experience for fans
4. Track and manage the budget to targets. Provide solutions for unexpected expenses
5. Manage operations logistics including permits, delivering on requirements and problem solving



6. Create and maintain strong community and partnership relationships

3.2 Event Production Lead Responsibilities

1) Event Design, Infrastructure and Overlay

- a. Curate a slate of events that meet KC2026 goals and enhance the attendee experience
- b. Identify locations, set-up and overall timelines
- c. Create and review layouts, reserve space, develop load-in/out plans
- d. Manage and organize all rental equipment and materials needed
- e. Identify and create all event branding according to KC2026 and FIFA technical specifications for fabrics, finishes, printing, packaging and delivery
- f. Work with the appropriate groups to meet sustainability and human rights goals set by KC2026
- g. Establish telecommunications and internet services, electricity and power needs
- h. Source all needed furniture rentals
- i. Work with the KC2026 Director of Safety and Security to establish security measures and plans for a safe and secure event
- j. Identify ways that Host City Supporters can interact or be recognized at the event

2) Venue Management

- a. Ensure contract enforcement and compliance with venue(s)
- b. Permitting: Obtaining all necessary permits and licenses to operate including liquor and food permitting
- c. Plan and manage water supply for waste facilities, food and beverage needs and cooling stations as needed
- d. Create plan for electricity including generators and in-ground power sources as needed
- e. Design lighting plan for safety as well as ambiance as needed
- f. Design cleaning and waste management plan inclusive of sustainability efforts (recycling, composting, waste diversion, donations)
 - i. Disposal plan
 - ii. Site clean up (pre, post and during execution)
- g. Contracting and management of sanitary facilities as needed
- h. Wi-fi and communications needs for internal and external use as needed
- i. Office Space design and management for appropriate parties
- j. Back of House Operation Area management



- k. Develop people movement plan with signage and human directional recommendation and implementation plan

3) Event Management

- a. Work in coordination with the KC2026 staff for all planning and execution needs
- b. Provide onsite staff assistance to implement One Year to Go Events
- c. Ensure deadlines and contractual obligations are met for all vendors
- d. Create and maintain a master calendar inclusive of move-in through move-out
- e. Assist with communication to community stakeholders
- f. Manage and update budget according to pre-approved schedule and provide alternatives if original plan is out of budget
- g. Vendor coordination for pre, post and onsite execution. Inclusive of planning meetings and post event reconciliation. Establish vendor expectations and hold appropriate training and informational sessions

The Event Production Lead will report directly to the Director of FIFA Fan Festival and Events and may be asked to present to the KC2026 Board of Directors or FIFA directly.

4. Cost Estimates and Budget

Agency should include estimated costs for planning and execution for all agency work needed to plan, execute and wrap up One Year to Go events.

The budget for all events should be no larger than \$700,000.00 but can be split across events as seen fit. This budget is all-inclusive of all planning and execution fees. Estimated attendance for all events is as follows:

- Community giveback component: flexible based on the chosen activation
- A business meeting for key region business and community leaders: 75 people
- PR Stunt to generate positive media attention: 75 attendees + media members
- VIP experience for key supporters: 75 people
- Community event: unknown due to the nature of the event