

Item #65-A

ADDITIONAL MATERIAL

REGULAR MEETING

APRIL 14, 2026

SUBMITTED AT THE REQUEST OF

COMMISSIONER HAZELLE P. ROGERS

Denise D. Grant
Mayor

Richard Campbell
Vice Mayor

S. "Ray" Martin
Melissa P. Dunn
John T. Hodgson
Commissioners

City of Lauderhill



Kennie Hobbs, Jr.
City Manager

Sean Henderson
Deputy City Manager

Hans Ottinot, Esq.
City Attorney

Andrea M. Anderson
City Clerk

Richard Campbell
Vice Mayor

MEMORANDUM

TO: Broward County Commission

FROM: Richard Campbell, Vice Mayor, Lauderhill

DATE: April 13, 2026

RE: Agenda Item 65 / File No. 26-384 – Strategic Municipal Activation Opportunities Related to the FIFA World Cup 2026 Sponsorship Agreement

Honorable Mayor and Commissioners:

On behalf of the City of Lauderhill, I respectfully submit this memorandum for the record regarding Agenda Item 65, File No. 26-384, concerning the status of the proposed FIFA World Cup 2026 sponsorship agreement.

The City of Lauderhill supports Broward County's efforts to maximize the tourism, economic, and community benefits associated with this historic global event. While the matches themselves may be centered in Miami-Dade County, Broward County has a significant opportunity to ensure that residents, businesses, and families throughout the County experience meaningful local benefits through promotion, ancillary programming, and visible community activation.

As Broward County considers how to translate sponsorship investment into public value, municipalities with existing venues, established programming, direct community connection, and communications capacity offer the clearest path to immediate results. The City of Lauderhill is uniquely positioned to serve as one of those partners.

I. WHY LAUDERHILL IS READY TO DELIVER

A. Strategic Central Broward Location

Lauderhill is centrally located within Broward County, making it an ideal destination for countywide participation and regional attendance. Accessibility is essential to successful public activation, and Lauderhill offers one of the most practical locations to bring Broward residents together.

City of Lauderhill

Phone: 954-730-3000 | Fax: 954-730-3025 | www.lauderhill-fl.gov
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B. Existing Public Facilities Ready for Immediate Activation

Lauderhill offers multiple public assets capable of immediate activation, including:

- Broward Regional Park
- Lauderhill Sports Park
- Ken Thurston Inverrary Community Center

These facilities provide an immediate platform for public engagement without the delay of identifying new sites or constructing new infrastructure.

C. Programming Already in Motion

Lauderhill is not presenting a theoretical concept. The City already has June programming aligned with youth engagement, soccer, and international community celebration, including:

- Youth Institute Kickoff
- Youth Soccer Clinics
- Championship Finals Matches
- International Friendly Competition
- Broward Welcomes the World Kickoff Event

The facilities, dates, and audience are already in place.

D. Existing Soccer Community

Lauderhill supports an established soccer ecosystem through youth recreation programs, community leagues, and family participation in the sport. This creates a built-in audience and allows Broward County to build on existing momentum rather than start from zero.

E. Recognized Youth Soccer Success

Lauderhill's soccer platform has also received outside recognition. The City's official youth soccer materials reference *Sun Sentinel* coverage titled *Lauderhill Lions soccer named to PepsiCo's Team of Champions program* (July 13, 2021), recognizing the community impact of the program.

Additional *Sun Sentinel* coverage of Lauderhill athletics and community sports engagement further reflects the City's longstanding investment in youth opportunity and sports programming.

F. Cross-Promotional Communications Capacity

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Lauderhill can further amplify Broward County's sponsorship investment through the City's in-house Communications Department. Through coordinated digital outreach, social media, municipal channels, event promotion, and public information efforts, the City can help extend FIFA-related messaging directly to residents and regional audiences while increasing visibility for County-supported activations.

G. Authentic Cultural Energy

Lauderhill's strong Caribbean and multicultural community makes soccer activation here natural, vibrant, and reflective of the international spirit of the World Cup. This is an authentic audience with existing passion for the global game.

II. STRATEGIC USE OF SPONSORSHIP INVESTMENT

If Broward County is investing in a FIFA World Cup sponsorship agreement, residents should experience visible and meaningful returns from that investment.

One of the most effective ways to achieve that outcome is through municipalities that already have the venues, local audience, programming, and communications tools needed to activate immediately.

Support directed toward the following can quickly transform existing community events into larger regional opportunities that benefit Broward residents and businesses alike:

- Promotion
- Branding
- Marketing
- Fan Experiences
- Signage
- Temporary Equipment
- Event Enhancements
- Youth Clinic Support
- Cross-Promotional Campaigns

The City of Lauderhill is prepared to help Broward County deliver that result immediately.

III. CONCLUSION

Miami may host the matches, but Broward County's legacy from this moment will be created in its communities.

The City of Lauderhill stands ready to collaborate with Broward County, the Host Committee, and all relevant stakeholders to ensure this investment creates visible, inclusive, and lasting benefits for our residents.

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Respectfully submitted,

Richard Campbell
Vice Mayor
City of Lauderhill

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FIFA WORLD CUP 2026™

BROWARD WELCOMES THE WORLD





OUR PURPOSE

Broward County stands at a pivotal moment. A global soccer tournament is bringing the world to South Florida, and the central question facing our municipalities is straightforward: will Broward be a passthrough market, or will it be an active economic participant? This proposal is our answer.

The Broward Welcomes the World Steering Committee has developed a unified, multi-city activation strategy designed to convert global visitor traffic into measurable local economic impact - keeping tourism dollars, dining revenue, and hospitality spending right here in Broward.

ALIGNING INVESTMENT WITH LOCAL IMPACT

We recognized and supported the request for Broward County to contribute funding toward tournament-related initiatives. Our request is that a portion of those funds be allocated to Broward-based activations to ensure local economic benefit. We also recommend that a portion of funding be used to work with the Host Committee, secure appropriate licensing, and allow Broward municipalities to legally and appropriately align with event branding - ensuring consistency, credibility, and maximum visibility.

Public Safety & Security

Police presence, crowd management, and emergency services to ensure safe activations across all participating cities.

Logistics & Infrastructure

Screens and staging, equipment and setup, and permitting to support fan zones and watch party venues.

Marketing & Promotion

A countywide awareness campaign and visitor engagement strategies to drive foot traffic to Broward businesses and events.

Licensing & Branding Access

Securing appropriate licensing through the Host Committee so Broward municipalities can legally align with official event branding.





FIFA WORLD CUP 2026™ | BROWARD WELCOMES THE WORLD

PROPOSED SCHEDULE OF EVENTS

DATE	EVENT	TIME	LOCATION
05 JUNE	Youth Institute USA - Day 1 Kickoff	8:00 AM to 8:30 PM	Ken Thurston Inverrary Community Center
	YOUTH INSTITUTE USA		
06 JUNE	Youth Institute USA - Day 2	8:30 AM to 2:00 PM	Ken Thurston Inverrary Community Center
	C.A.S.A TOURNAMENT FINALS		
	Family/Youth Activities and Entertainment		
	Celebrity Soccer Meet and Greet with Ryan Babel (Tentative)	TBD	Lauderhill Sports Park
	Youth Soccer Clinic	2:00 PM Start	
	C.A.S.A. Master's League Finals Match	5:30 PM Start	
	C.A.S.A. Super League Finals Match	7:00 PM Start	
Jamaica U20 vs. Inter Miami U20 International Friendly Match	9:00 PM Start		
YOUTH INSTITUTE USA			
07 JUNE	Youth Institute USA - Day 3	8:30 AM to 2:00 PM	Broward Regional Park (Cricket Stadium Building)
	BROWARD WELCOMES THE WORLD COUNTYWIDE KICKOFF EVENT		
	VIP Experiences, entertainment, and food trucks		
	Youth Soccer Clinic	TBD	Broward Regional Park (Cricket Stadium)
	Celebrity Soccer Meet and Greet with Ryan Babel (Tentative)	TBD	
	Jamaica U20 vs. Haiti U20 Soccer Match	TBD	
	Jamaica Masters vs Haiti Masters Soccer Match	TBD	
Soccer Match #3 (Teams TBD)	TBD		



PROPOSED SCHEDULE OF EVENTS

DATE	EVENT	TIME	INFORMATION
12 JUNE	Deerfield Beach Kickoff Celebration	TBD	<ul style="list-style-type: none"> Opening Ceremony with City Officials and VIPs Media coverage and Sponsor Introductions
15-17 JUNE	Exclusive Signing Parties	TBD	<ul style="list-style-type: none"> Opening Ceremony with City Officials and VIPs Media coverage and Sponsor Introductions
19 JUNE	<p>World Cup Watch Party Festival (Main Event in Deerfield Beach. Event start times TBD)</p> <p>Featured Matches:</p> <ul style="list-style-type: none"> USA vs. Australia Scotland vs. Morocco Haiti vs. Brazil 	<p>Experience includes:</p> <ul style="list-style-type: none"> Country-themed food and drink activations Live entertainment + international music Red carpet style host and production Headline performance Comedy segment Interactive fan game and contests <p>VIP Experience includes:</p> <ul style="list-style-type: none"> Private hospitality tent Premium beverage service (Spirits and Wine partners) Premium food activation Exclusive seating and networking 	
24-25 JUNE	VIP & Family Experience	TBD	<ul style="list-style-type: none"> Private catered event Youth + VIP engagement Sponsor relationship-building opportunity
27 JUNE	Youth and Corporate World Cup Tournament and Closing Festival	TBD	<ul style="list-style-type: none"> Youth and Corporate Soccer Tournament Sponsor activation zones Food trucks, music and entertainment
	Closing Ceremony	TBD	<ul style="list-style-type: none"> Awards presentation Sponsor Recognition Final celebration with networking event



PROPOSED SCHEDULE OF EVENTS

DATE	EVENT	TIME	LOCATION
09/10/11 JULY	BROWARD WELCOMES THE WORLD COUNTYWIDE EVENT		
	World Cup Quarter-finals Watch Party	TBD	TBD
14/15 JULY	BROWARD WELCOMES THE WORLD COUNTYWIDE EVENT		
	World Cup Semi-finals Watch Party	TBD	TBD
18/19 JULY	BROWARD WELCOMES THE WORLD COUNTYWIDE EVENT		
	World Cup Finals Watch Party	TBD	TBD

