

Tourism Event Sponsorship Application

Profile	
Legal name of company:	Greater Miami Sports Commission, DBA FIFA World Cup 2026™ Miami Host Committee
State the company was incorporated/organized in:	Florida
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About your company:	<p>Working in partnership with the Federation Internationale de Football Association (FIFA) and local sports and municipal entities, the Greater Miami Sports Commission, DBA FIFA World Cup 2026™ Miami Host Committee (Host Committee) was established to deliver an unmatched FIFA World Cup 2026™ experience that creates enduring economic, social, recreational and cultural opportunities.</p> <p>The Greater Miami Sports Commission's purpose is to (a) foster regional, national, and international amateur sports competitions in South Florida, (b) support and develop amateur athletics for regional, national and international competition in such sports, and (c) improve the economic and business conditions of South Florida by promoting and producing local, regional, national and/or international amateur sports competition. To that end, in 2017, the Commission submitted at joint bid with the United States Soccer Federation, Inc. to host and stage the 2026 FIFA World Cup™.</p> <p>The Host Committee is responsible for delivering an unforgettable World Cup experience, ensuring all aspects of the tournament, from fan experience to community engagement, are executed at the highest level, and ensuring a world-class experience for fans, partners, and the broader community. This committee model has been used repeatedly in our community for some of the world's biggest events such as Olympic Soccer, the Super Bowl, national college football championships, WWE WrestleMania, and international sailing events.</p> <p>We are working closely with local government officials and FIFA to ensure Miami's infrastructure can support the influx of visitors. This includes transportation networks, public safety measures, and hospitality provisions.</p>
Name of Event:	World Cup Host Committee Experience
Event Date(s):	June 11 – July 19, 2026
Event venue(s):	Hard Rock Stadium and various venues throughout south Florida.
Proposed amount of sponsorship investment:	\$2,500,000.00
About the event	

<p>Describe the event and how the local tourism industry is involved:</p>	<p>Every 4 years the FIFA World Cup™ takes place in a host country. The most recent were held in Qatar (2022), Russia (2018) and Brazil (2014). The FIFA World Cup™ is the most watched competition on earth and viewership has climbed steadily, with 1.5 million viewers for the final game of the FIFA World Cup Qatar™. Match attendance has exceeded 3 million spectators for the last 3 world cups and is expected to exceed 5 million for FIFA World Cup 2026™.</p> <p>The FIFA World Cup 2026™ Will be the largest ever to take place as the number of teams that qualify will increase from 32 to 48 nations. Fans from other countries all over the world as well as the United States will come to South Florida to be part of this magical event.</p> <p>This offers a transformative opportunity for South Florida and the Host Committee is working to ensure the event's legacy continues to benefit the region for years to come. We want this to be more than just a sporting event; we want it to be a celebration that highlights the region's diversity, innovation, and global presence.</p> <p>Miami will host 7 days of matches over a 33-day period, with more than 700,000 visitors anticipated for the South Florida region and an anticipated economic impact of \$1.3 billion. Matches include the group stage, round of 32, quarterfinal and bronze final. As part of the economic impact, FIFA projects tournament expenditures in the region to total \$670 million over the June 2023 to August 2026 period. Assuming that even 10 percent of these expenditures are in Broward County, this would generate almost \$5 million in additional sales tax revenues in Broward County in addition to potentially \$1 million in tourism tax revenues as outlined below.</p> <p>In addition to the matches, there is the opportunity for the Miami Host Committee to produce the FIFA Fan Fest (anticipated in downtown Miami), as well as viewing parties, activations, community soccer tournaments and legacy programs throughout the region.</p> <p>Legacy programs will include the following:</p> <p>ACCESS TO FOOTBALL: To provide equitable access to soccer fostering physical, social and emotional development in youth.</p> <ul style="list-style-type: none"> o Infrastructure Development <ul style="list-style-type: none"> <input type="checkbox"/> Building and Renovating Facilities <input type="checkbox"/> Equipment Provision <input type="checkbox"/> Accessible Design o Youth Programming <ul style="list-style-type: none"> <input type="checkbox"/> Soccer clinics and camps <input type="checkbox"/> After-school programs <input type="checkbox"/> Scholarships and Grants o Community Engagement <ul style="list-style-type: none"> <input type="checkbox"/> Parent and volunteer Involvement <input type="checkbox"/> Partnerships with local organizations <input type="checkbox"/> Equipment giveaways and legend special meet and greets o Potential Partner Organizations <p>SUSTAINABILITY: to integrate sustainability into all aspects of World Cup and promote ocean conservation efforts</p> <ul style="list-style-type: none"> o Sustainable Event Management <ul style="list-style-type: none"> <input type="checkbox"/> Ensure facilities meet high environmental standards by focusing on energy efficiency and waste reduction <input type="checkbox"/> Promote the use of public transportation and eco-friendly travel options for fans o Environmental Education <ul style="list-style-type: none"> <input type="checkbox"/> Conduct workshops and educational programs of sustainability and ocean conservation <input type="checkbox"/> Engage schools and youth groups in environmental projects such as beach clean-ups and conservation campaigns o Partnership and Advocacy <ul style="list-style-type: none"> <input type="checkbox"/> Partner with local and international organizations dedicated to ocean conservation <p>COMMUNITY: To drive economic growth and resilience in the community through business development and engagement.</p> <ul style="list-style-type: none"> o Local Business Support o Workforce Development o Community Engagement Initiatives o Legacy Partnerships <p>As part of the lead up to the FIFA World Cup 2026™, FIFA will produce Club World Cup in June-July 2025. Several hotels and training sites in Broward County have been confirmed for Club World Cup and sites for FIFA World Cup 2026™ are beginning to be identified.</p>
<p>Is one of the main purposes of this event to attract tourists to Broward County:</p>	<p>Yes</p>

<p>Explain why:</p>	<p>A major influx of visitors is expected not just for match days, but throughout the entire World Cup period. We are a premier destination for South America and European travelers, even those attending games in other cities. The 2026 FIFA World Cup™ is expected to bring up to more than 700,000 visitors to South Florida in summer 2026. Having the matches at Hard Rock Stadium on the border between Miami-Dade and Broward counties will give these visitors the opportunity to take advantage of South Florida's world class hotels, restaurants, beaches, shopping attractions and art and culture. Because of the stadium location and activities around the tournament, many will choose Broward as their hub from fans to key stakeholders.</p> <p>Based on prior World Cups, it is anticipated that there will be 445,000 attendees at matches, over 30,000 attendees per day for FIFA Fan Fest, for a total of 815,000 attendees, and 130,000 fans at viewing parties. Events featuring football legends, legacy events and other activations will attract additional attendees.</p> <p>Based on the number of hotels in Miami-Dade and Broward counties, it is estimated that approximately 30 percent of visitors will stay in Broward County.</p> <p>More importantly, the event will attract visitors in the June and July months that are part of the low season for hotel room occupancy, room rate and revenue per available room. This will significantly impact tourism revenues and spending in Broward County restaurants and businesses. Per the Visit Lauderdale Data Dashboard, Broward County tourism tax revenues for June and July are approximately \$8 million each as compared to the high of \$15-16 million in peak months, and \$9-10 million as late as May. It is reasonable to assume that tourism tax revenues could increase by at least \$1 million.</p>
<p>Describe the event's budget:</p>	<p>It is important to note that FIFA is the sole and exclusive owner of any media Rights, marketing rights, intellectual property rights and all other commercial or other rights and opportunities in relation to the competition and retains all revenues derived from such, including revenues from ticket sales.</p> <p>The Host Committee has the responsibility is to coordinate with all relevant local, regional or national governmental authorities to obtain all required licenses, permits, grants, orders and decisions which are necessary to host the competition and the related events in the Host City and supervise the delivery of all necessary public services, including provision of all emergency and security services; transportation and signage; organizing the FIFA Fan Fest event and other Host City events and marketing subject to FIFA approval; and provision of locations for FIFA, media and volunteers. Sponsorship funds will be used to offset these costs.</p> <p>The Host Committee has a \$109.5 million projected budget. However, a significant portion of these are local government and private funds which have not yet been committed or are pending execution of agreements, and thus may change.</p> <p>REVENUES (in millions) Florida Sports Foundation- \$5 GMCVB Contribution - \$2 Miami-Dade County \$38.5 Supporter/Donors Packages/Commercial Partners/Board - \$50 Other Local Governments - \$11.5 Fan Fest F&B - Master Concessionaire \$1.5 Other \$1 TOTAL - \$109.5</p> <p>EXPENSES (in millions) Required Operating - \$69.9 Fan Fest and Host Committee Events - \$24 Legacy - \$5 Marketing and Communications - \$4 Out of Home Inventory & Media - \$2 Cost of Execution Supporters & Donors - \$4.6 TOTAL - \$109.5</p>
<p>Have you applied to any other Broward County agency for funding? If yes, please state which Broward County Division?:</p>	<p>No funding requested from any other Broward County agency.</p>
<p>Was funding received?:</p>	<p>N/A</p>
<p>If yes, which agency?:</p>	<p>N/A</p>
<p>If Visit Lauderdale does not fund this event, what impact does that have on the event?:</p>	<p>If Visit Lauderdale does not provide the requested funding regional viewing parties, activations, promotion of South Florida, legacy projects and the FIFA Fan Fest may be reduced or eliminated. Further, the world cup experience of the visitors to our region may be impacted.</p>

Event metrics

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Total projected attendance:	1400000
What percentage of your attendees will stay overnight in Broward County?:	15%
What percentage of projected attendees reside outside of Broward/Palm Beach-Miami-Dade counties?:	60%
Do you have hotel or other lodging partners for this event?:	No
If yes, please list the hotel partner(s):	<p>FIFA has confirmed the following hotels and facilities in Broward County.</p> <p>2026 FIFA WORLD CUP™</p> <ul style="list-style-type: none"> • RENAISSANCE FORT LAUDERDALE WEST HOTEL – Visting Team Hotel • THE DALMAR, FORT LAUDERDALE - Visting Team Hotel <p>In addition, FIFA has confirmed the following hotels and facilities in Broward County for Club World Cup which may later be used for the 2026 FIFA World Cup™.</p> <p>CLUB WORK CUP</p> <ul style="list-style-type: none"> • RENAISSANCE FORT LAUDERDALE WEST HOTEL – Visting Team Hotel • THE DALMAR, FORT LAUDERDALE – Visting Team Hotel • THE WESTIN FORT LAUDERDALE BEACH RESORT – Visting Team Hotel • HYATT CENTRIC LAS OLAS – GROUP STAGE • HYATT CENTRIC LAS OLAS – PLAYOFFS (Visting Team Hotel) • FOUR SEASONS HOTEL & RESIDENCES – BORUSSIA DORTMUND <p>TRAINING SITES</p> <ul style="list-style-type: none"> • LYNN UNIVERSITY • FLORIDA BLUE TRAINING CENTER – BORUSSIA DORTMUND • NOVA SOUTHEASTERN UNIVERSITY
If you need more room, you can attach a list of hotels here instead:	LIST-OF-HOTELS_D24B8EFA-0A4C-7549-B0289B4466AADC71_D26C3C45-CBAE-6864-52D696A516E23D39.docx
Contracted room nights:	0
Estimated non-contracted room nights:	105000
Why do you expect these numbers?:	As noted above, due to the proximity of the stadium to Broward County we estimate that 30 percent of the 700,000 visitors projected by FIFA are anticipated to stay in Broward County. Assuming an average of 2 persons per room to account for friends, families, etc., staying for just one night each, this would conservatively result in 105,000 room nights. Many visitors will stay longer than one night to participate in other activations such as FIFA Fan Fest and viewing parties, and to take advantage of South Florida's world class hotels, restaurants, beaches, shopping attractions and art and culture
Attach documentation showing prior year's performance.:	Info-Data-Fan-Demographics-Deck_Broward_D2579F1E-EAB8-F2BA-EB13F1FE320A2F59_D26C3ACC-A62D-166A-61EFA58D4C9D3F46.pdf

Event promotion

Will the event marketing target audiences outside of South Florida?:	Yes
Describe the marketing / promotional plan for the event:	In addition to FIFA's extensive marketing efforts, there will be Host Committee media roll-out leading up to the event, including amplification of social media and out-of-home marketing such as billboards and media displays. The marketing budget provided above is subject to sponsorship availability.
Specify all proposed deliverables Broward County will receive with this sponsorship:	<ul style="list-style-type: none"> • Logo inclusion in all public viewing marketing material by the Miami Host Committee • Viewing party • Legends site visit event • Legacy project and/or a sustainability project <p>In addition, the Host Committee will work with local businesses to explore opportunities for a business activation. including a potential pop-up retail store.</p>
Metrics to Evaluate Success:	# of attendees at Broward County viewing party Successful execution of a viewing party, legends site visit event; and legacy project and/or a sustainability project
Attach any additional information:	Miami26_Visit_Fort_Lauderdale_04-10-25-Deck-for-Revd-Application- D26A8BD0-0627-B41F-D2E9BC4BE3A1E562_D26C3CE4-F4BE-6AD0-CBA618425213850F.pdf
Signature:	Alina Hudak
Date:	04/18/2025