STATEWIDE CELEBRATION OF A LIFETIME

SEA 2026 SOCCER INNOVATION EVERYONE

OUR VISION IS TO FOSTER A LASTING LEGACY
FOR OUR REGION, GUIDED BY THE SPIRIT OF SOCCER,
INNOVATION AND INCLUSION.


IN 3 SHORT YEARS,WE WILL BRING
WASHINGTON STATE TO THE
WORLD STAGE



THE 2026 FIFA WORLD CUP


THE MOST BELOVED COMPETITION IN THE WORLD

A GLOBAL RITUAL ESTABLISHED IN 1930





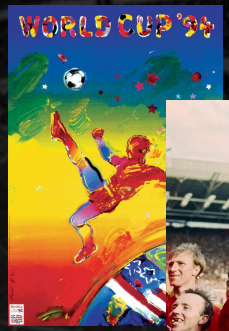














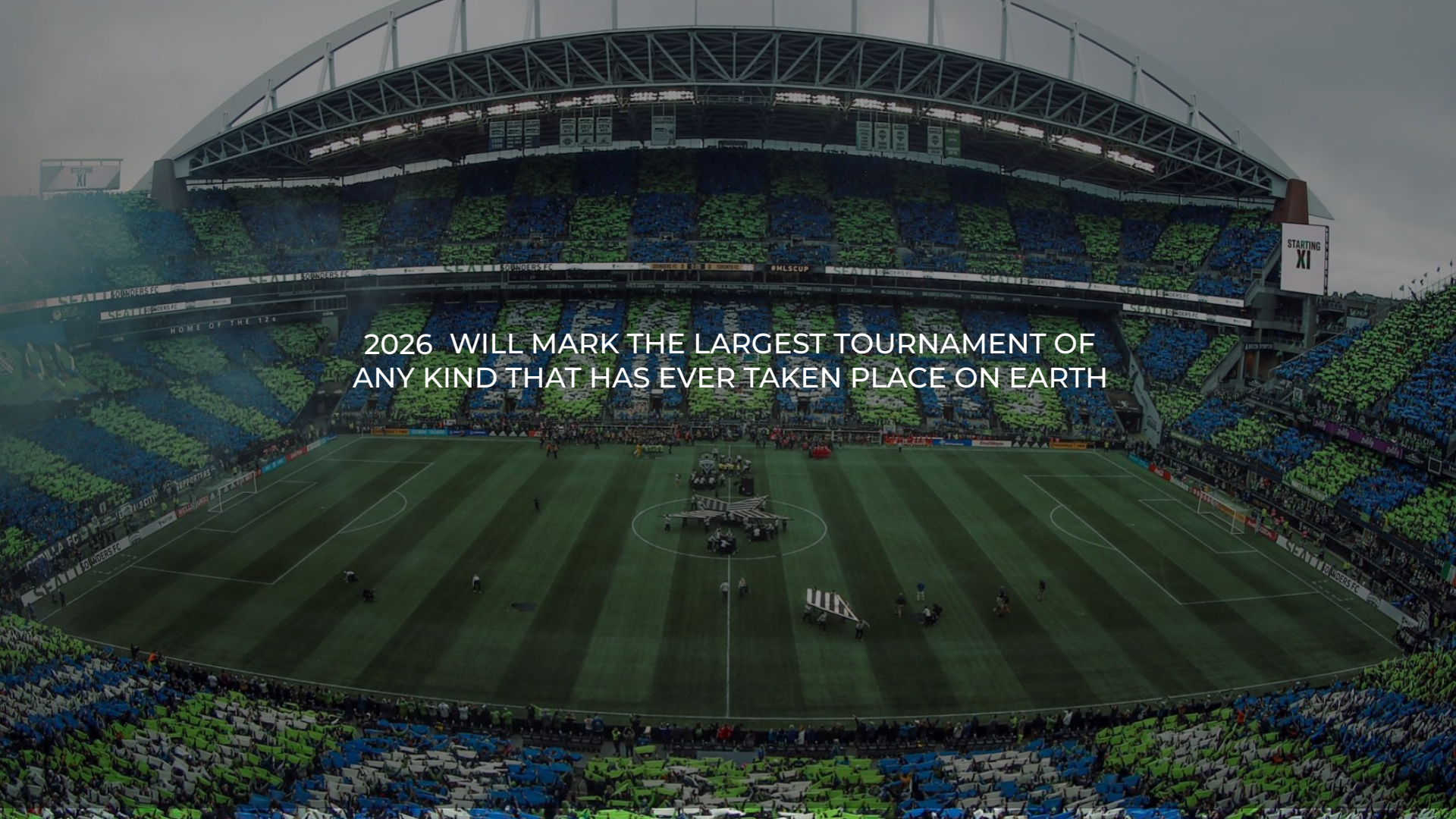











2026 WILL MARK THE LARGEST TOURNAMENT OF
ANY KIND THAT HAS EVER TAKEN PLACE ON EARTH

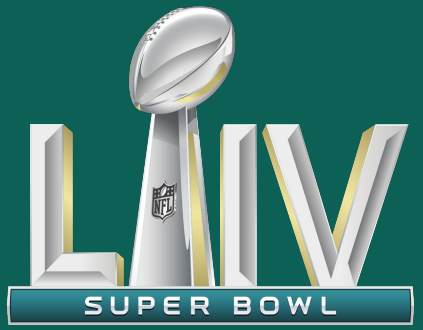


48 TEAMS
3 HOST COUNTRIES
16 CITIES


100+
MATCHES

4b

VIEWERS REACHED



6x LARGER AUDIENCE

14%

LARGER THAN THE OLYMPICS

FIFA WORLD CUP 2026 WILL PROVIDE WORLDWIDE EXPOSURE AND ECONOMIC IMPACT TO THE ENTIRE STATE OF WASHINGTON

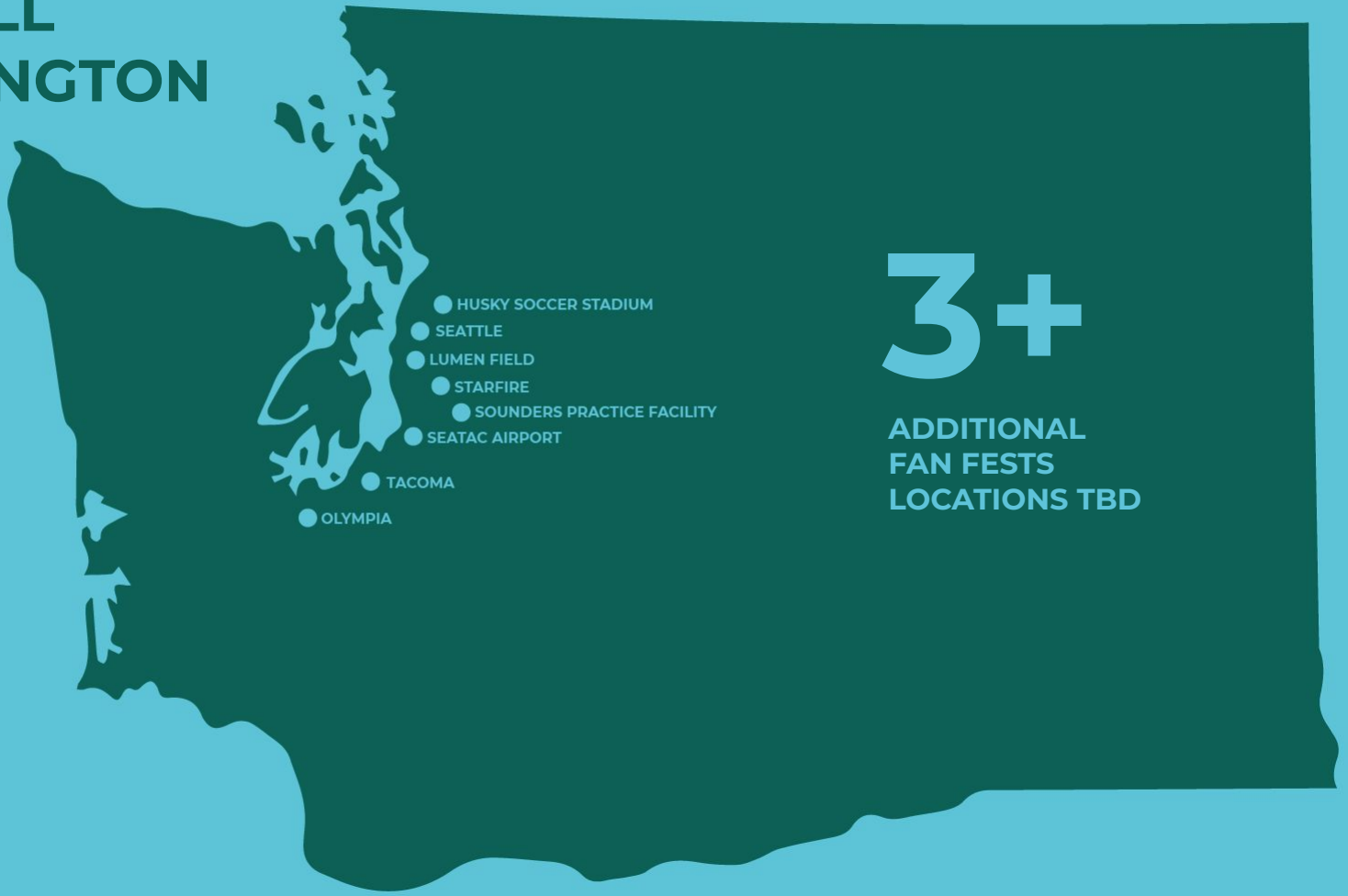


Hotels within two hours of Seattle are expected to be full.

Up to 400,000+ match attendees visiting the State and possibility hundreds of thousands more attending Fan Fest will generate economic impacts that spread throughout the State in the form of tourism, workforce development, job creation and tax dollars.

Under Referendum 48, any net profits from stadium operations during World Cup matches are deposited in the State Tourism Account.

ACROSS ALL OF WASHINGTON



3+

ADDITIONAL FAN FESTS LOCATIONS TBD



A MASSIVE MONTH-LONG CELEBRATION OF SPORT & CULTURE FROM JUNE-JULY 2026


BRING WA
TO THE WORLD

FIFA WORLD CUP 2026 LEGACY COMMITMENTS

CENTER THE GROUND FLOOR

Walkability, sustainability, economic development, workforce development, neighborhood engagement

OPERATE ZERO-IMPACT EVENTS

Waste reduction/recycling, use of public transportation

ACCESSIBILITY

Include everyone, focus on mobility/walkability for central event locations, ensure all corners of WA and every 8 year old experience this event, center people

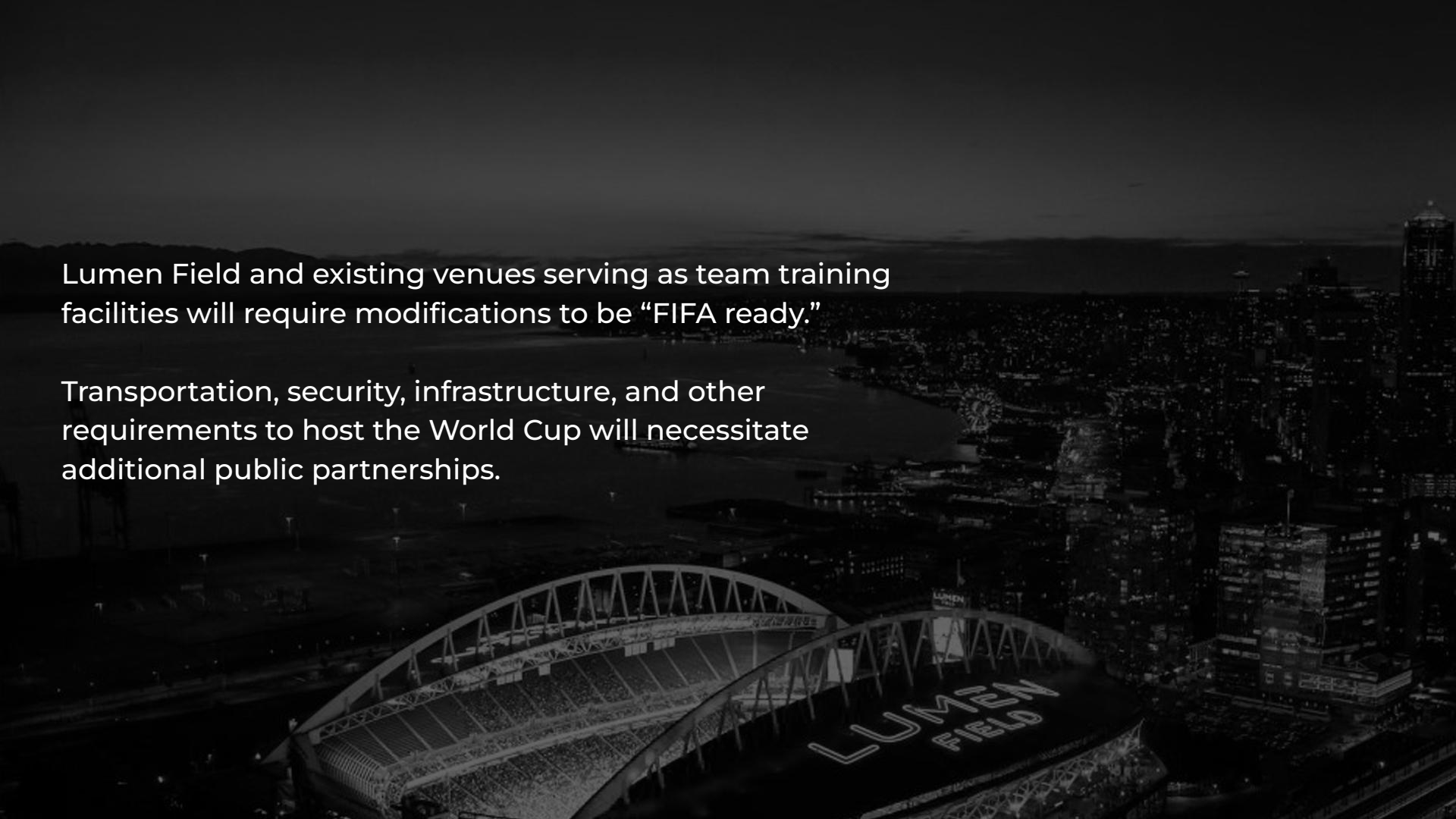
INVEST IN FREE PLAY ACROSS WASHINGTON

Play is human and every child's right, "26 by 26" campaign, play equity-based programs, advocacy, cultural awareness

ACCESS TO PLAYFIELDS AND CORRESPONDING PROGRAMMING ARE CATALYSTS TOWARDS EQUITY







Lumen Field and existing venues serving as team training facilities will require modifications to be “FIFA ready.”

Transportation, security, infrastructure, and other requirements to host the World Cup will necessitate additional public partnerships.

EXECUTING FIFA WORLD CUP 2026 FULFILLS THE FINAL PROMISE MADE TO THE PUBLIC WHEN THEY APPROVED REFERENDUM 48 TO BUILD THE STADIUM

THANK YOU