Questions 1, 3, & 4

HOSP 3460 - Live Events

FIFA Fan Festival 2026 Case Presentation

Group 3
Ella Kate Green, Abby Owens, Kylee Sewell, Sophia Hogan,
Allison Forsythe, & Raleigh Jack Walker

Presentation Overview

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Concept Statement

Event Theme

- Unity through sport
- Bringing together cultures, languages, and nationalities
- Share in the excitement of the tournament

Event Objective

- Extend the World Cup experience
- Offer a free, inclusive, and accessible environment to watch matches virtually
- Participation in interactive sponsor activations, cultural exhibits, and live performances.

Societal Value

- Cross-cultural interaction and promoting inclusivity
- Strengthens civic pride within the host cities
- Stimulates local economies through tourism, hospitality partnerships, and vendor participation

Concept Statement

Unique Selling Proposition

Official **FIFA branding**, an authentic **matchday atmosphere**, and large-scale **production value** that replicates the energy of the stadium in a communal outdoor setting with an immersive **global atmosphere**

Audience

Includes local **residents**, international **tourists**, traveling **supporters**, families, college students, and young professionals seeking a **shared viewing experience** in a lively yet structured environment

Venue

Typically **urban or waterfront parks** that can accommodate high volume attendees. Complete with staging, vendors, merchandise, security infrastructure, and **designated gathering zones** to ensure safety, crowd flow, and engagement.

Event Permits & Licensing

Overview:

- FIFA Fan Festival requires various permits/licenses in each city to host an event
  - Covers every event base from infrastructures to foods offered.
- Two permit types
  - general and special

Permit Types

General

- Structure
- Building
- Parking
- Safety
- Food and Beverage

Permits are essential to ensuring the success of the event and safety of all participants

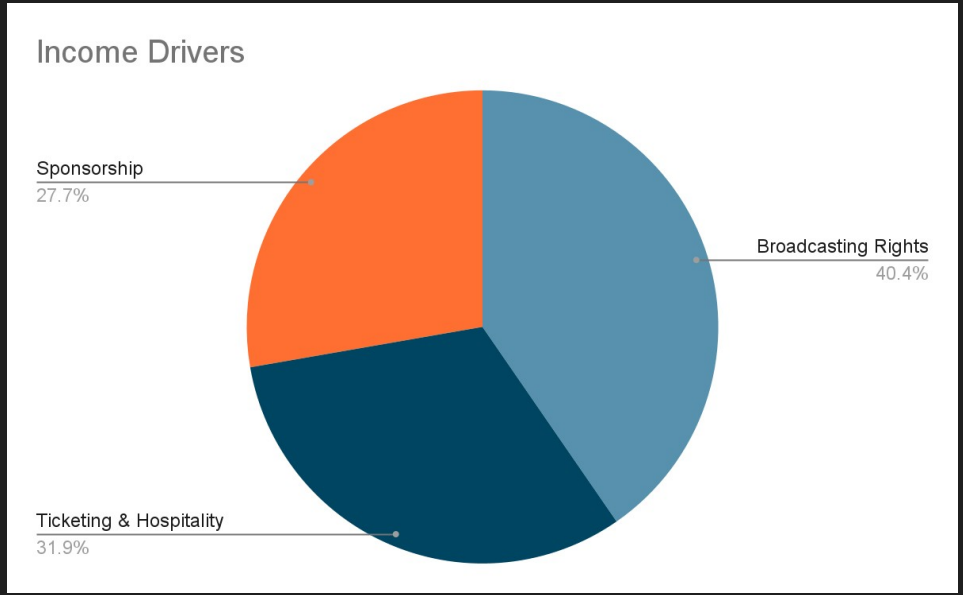
Special

- Special Event Permit from the City of Miami
  - Must be submitted at least 45 days before the event
  - allows for numerous short-term structures to be used (ex. bleachers, lifts, platforms, stages)
- Police and Public Safety Permit
  - Table Top Exercise: evaluate and strengthen emergency response
  - Must get approved permit so that this exercise is possible.

Distribution & Monetization Strategies

Revenue Streams:

- 2026 FIFA World Cup is predicted to be the most commercially successful sporting event to exist
  - Total revenue: $11 billion for the 2023-2026 cycle
  - 56% increase from the previous cycle
- Three main revenue streams/income drivers
  - Profitability is based on major athletic department trends, primarily NFL football
- Promotional strategy: targets diverse audiences (from local fan families to



Distribution & Monetization Strategies

Atlanta Venue Sponsorship: Royal Caribbean

- **Strategy**: maximize consumer trust by aligning with a global cruise leader
- **Innovative Activation**: the “royal pitch”
  - a proposal for a floating soccer fan zone in Biscayne Bay

- **Value**:
  1. Brand equity transfer
  2. Alignment between global cruise line and international travel-heavy sporting event

- **Other Sponsors**: Coca-Cola, Ac
  Lenovo, Hyundai/Kia, Aramco
  (energy/chemical company),

Miami Venue Sponsorship: The Home Depot

- **Strategy**: add societal value by developing local engagement
- **Innovative Activation:** 11-Acre Backyard
  - World Cup-themed workshops for kids that promote both fan activities and store-associate engagement

- **Value**:
  1. Brand Equity Transfer
  2. Consumer trust built on tangible experience

- **Other Sponsors:** Cox Enterprises, Georgia-Pacific (paper products), Southern Company (gas and electric utility), and Napa (auto parts)

Class Activity

Drawing Exercise

Takeaways

Takeaway 1

Large-Scale Events Require Layered Planning & Government Collaboration

- The Miami 2026 FIFA Fan Festival demonstrates that mega-events demand early coordination with city officials, law enforcement, emergency management, and federal agencies.
- Live event success starts long before event day. Permits, safety planning, and interagency collaboration are not administrative tasks, they are strategic foundations.

Takeaway 2

Revenue Diversification Drives Event Sustainability

- The World Cup cycle shows how diversified revenue streams, broadcasting rights, ticketing, and sponsorship, create financial strength. While media rights remain dominant, the expanded format and high-capacity U.S. venues have significantly increased ticketing revenue and experiential opportunities.
- Think beyond ticket sales. Designing layered revenue channels, increases both profitability and long-term viability.

Takeaway 3

Community-Centered Experiences Create Lasting Impact

- The Miami Fan Festival highlights the power of cultural identity and local alignment. Partnerships like Royal Caribbean connect the event to Miami's tourism-driven economy, while global sponsors such as FIFA elevate brand credibility.
- Modern live events must balance global branding with local culture and digital integration. The most successful events create emotional connection, civic pride, and interactive engagement.

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Q&A

Questions?

Thank You For Listening & Participating!