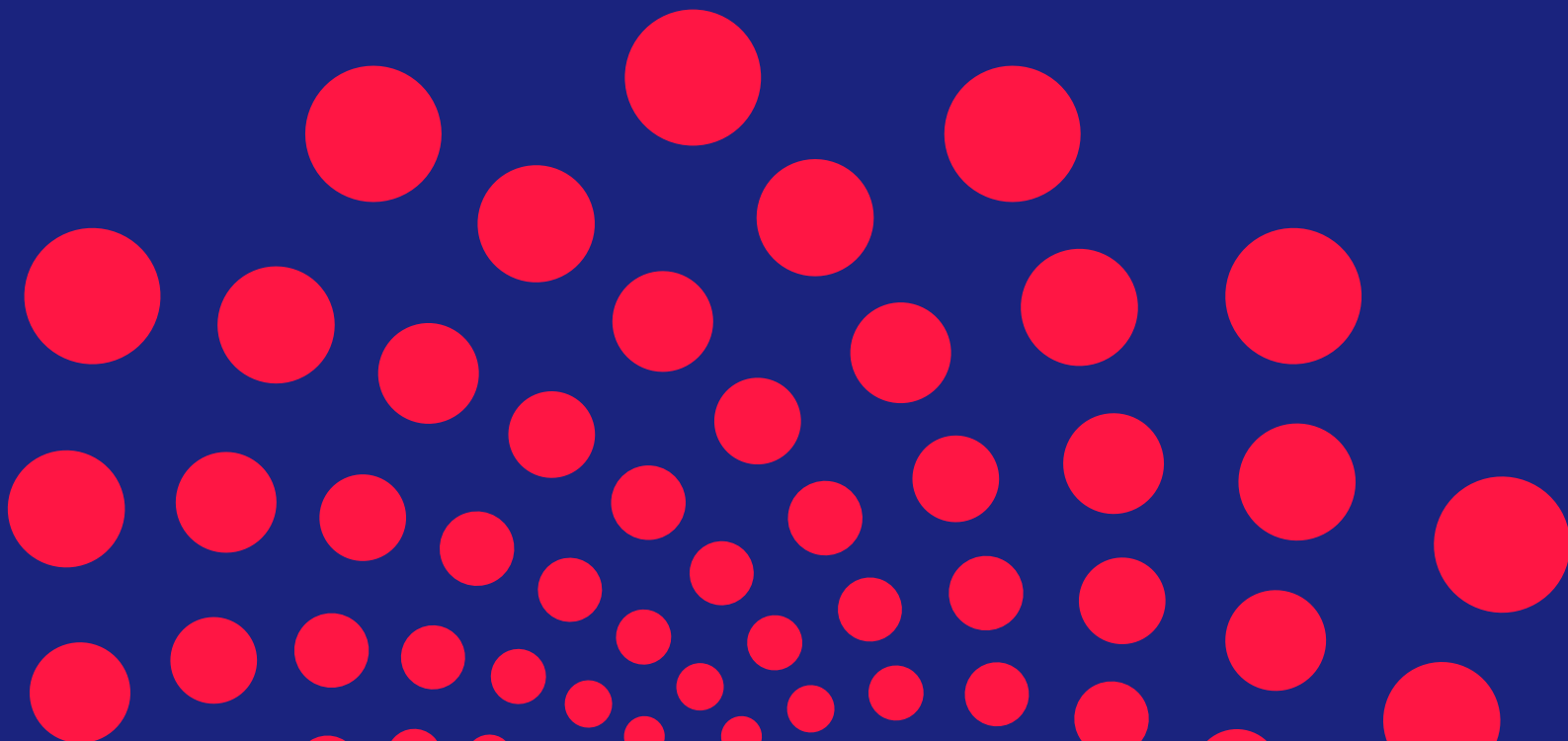


KC2026 UPDATE

MARC BOARD OF DIRECTORS MEETING

March 25, 2025



443

DAYS TO GO



PURPOSE

MAXIMIZE THE POSITIVE MOMENTUM CREATED BY THE 2026 FIFA WORLD CUP™ TO UNITE, STRENGTHEN, AND ELEVATE OUR REGION, AND PROPEL KC TO NEW HEIGHTS IN THE NATION AND THE WORLD.

DELIVER KANSAS CITY MAGIC

Create a safe, seamless, best-in-class, and distinctly Kansas City experience for the fans, players, and media, that fully engage our communities in the process and encourage visitors to return.

RISE ON THE WORLD STAGE

Showcase to a global audience the vitality of our economy, the richness of our culture, and most importantly, the welcoming character of our people — firmly establishing KC as the heart and capital of the Midwest.

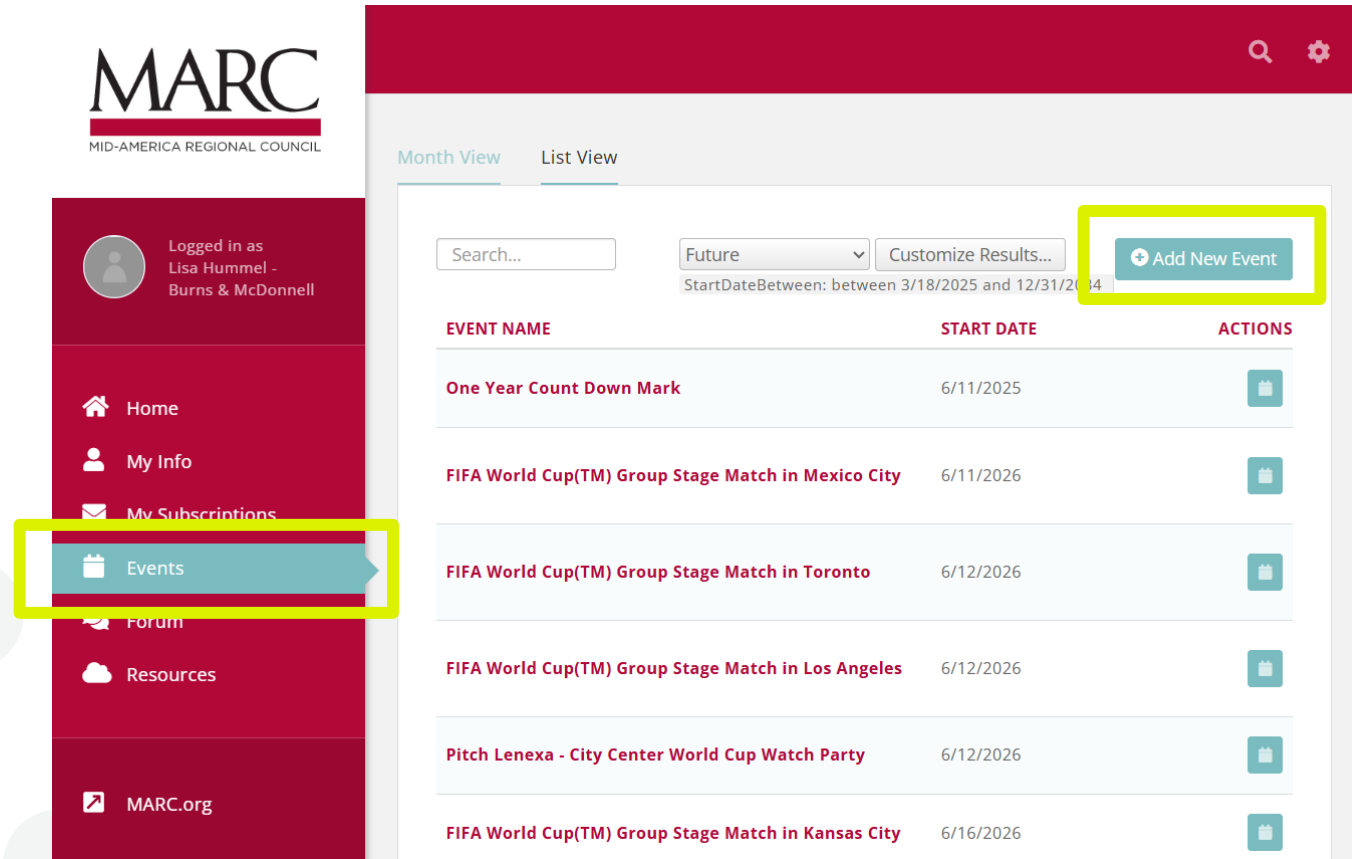
LEAVE A LASTING LEGACY

Generate sustained and long-term cultural and economic impacts in our region's infrastructure, businesses, institutions, and brand, while building our people's capability and confidence to take on the opportunities and challenges of the future.







REGIONAL EVENTS CALENDAR

A PLANNING TOOL FOR REGIONAL COLLABORATION

- Planning - supports coordinated transportation and security efforts
- Visibility - helps small businesses identify areas of opportunity
- Promotion – permitted events will be promoted to residents and tourists through the app



The screenshot displays the MARC Mid-America Regional Council Events Calendar interface. On the left is a dark red sidebar navigation menu with the following items: Home, My Info, My Subscriptions, Events (highlighted with a yellow box), Forum, Resources, and MARC.org. The main content area shows a 'Month View' of events. At the top of the main area, there is a search bar, a date filter set to 'Future', a 'Customize Results...' button, and an 'Add New Event' button (highlighted with a yellow box). Below this is a table of events with columns for 'EVENT NAME', 'START DATE', and 'ACTIONS'.

EVENT NAME	START DATE	ACTIONS
One Year Count Down Mark	6/11/2025	
FIFA World Cup(TM) Group Stage Match in Mexico City	6/11/2026	
FIFA World Cup(TM) Group Stage Match in Toronto	6/12/2026	
FIFA World Cup(TM) Group Stage Match in Los Angeles	6/12/2026	
Pitch Lenexa - City Center World Cup Watch Party	6/12/2026	
FIFA World Cup(TM) Group Stage Match in Kansas City	6/16/2026	

CALENDAR: HOW TO ADD EVENTS

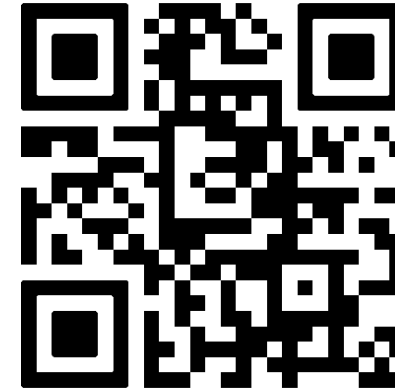
OPEN TO ALL COMMUNITIES

STEP 1: CREATE ACCOUNT

- Complete the request form
- You'll receive an email to create your account (within 2 days).

STEP 2: ADD EVENTS

- Once logged in, select “Events” left menu and “Add New Event”
- **Be sure to select the World Cup 2026 Community Activations calendar** and click “done” to add your event.



MARC.ORG/WORLD-CUP

QUESTIONS?

Contact **MARCinfo@marc.org**

Detailed instructions available:
bit.ly/howtomarcevent

KC2026 UPCOMING MILESTONES

2025 is an exciting year for Kansas City

APRIL

Kansas City Poster Reveal

Celebrate the spirit of Kansas City designed by a local artists

JUNE

One Year to Go Activations

The community and region are invited to come together to celebrate and learn about FIFA World Cup™

JULY

One Year to Go Activations

The community and region are invited to come together to celebrate and learn about FIFA World Cup™

SEPTEMBER

Volunteer Opportunities Launch

Everyone is invited to sign up to help activate this momentous event

DECEMBER

Final Draw

Kansas City will learn what teams will be playing at Kansas City Stadium and if any teams will call KC home with a basecamp location

THE CALENDAR OF EVENTS IS SUBJECT TO CHANGE.



**DOWNLOAD THE
OFFICIAL FIFA WORLD CUP™
SOUND OF KANSAS CITY**



WE
ARE

