



2026 FIFA World Cup™ in Atlanta

2024 to 2026 Roadmap

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Atlanta's Vision: Success for the 2026 FIFA World Cup™ in Atlanta

With the opportunity to host the 2026 FIFA World Cup™, Atlanta aims to create a vibrant, inclusive, and unforgettable experience; highlighting our city as a global soccer hub.

We extend a warm welcome to athletes, fans, visitors, and leaders from around the globe who are joining Atlanta residents to celebrate and experience our culture.

Through soccer, we aim to connect people, inspire unity, and create equal opportunities for all in Atlanta, prioritizing progress for the city and as many residents as possible.

Most importantly, our goal is to ensure positive impacts are made across our Atlanta and regional communities, schools, businesses, organizations and others.

Our Approach



20+ EY SMRs

Utilized internal subject matter expertise and industry thought leadership to gather ideas for engagement / activation opportunities

Global Case Studies

Gathered innovative examples across other large sporting, etc. events to identify trends in community engagement and activation

11 Areas of Focus with 40+ Proposed Initiatives

Areas focused on community activation, engagement, and communication, along with the lasting impact the 2026 FIFA World Cup™ will have in Atlanta and the operational initiatives that will be ongoing.

Outside-In

Inside-Out

2 Input Sessions

Reviewed and validated initial roadmap and list of initiatives with key stakeholders to socialize efforts, as well as gain input and feedback

12 Key Stakeholder Interviews

Conducted interviews and meetings with stakeholders from the City of Atlanta and partnering organizations to document key insights or considerations to include in roadmap

Market Scan | Trends & Case Studies



1

Activating Interactive Experiences

Large-scale sporting events are creating experiences that put participants in the action, allowing them to connect to the sport, their favorite teams, and other fans.



Atlanta United FC Supporter Groups

Creates community amongst ATL United's fan base through four official supporter groups that fans can be a part of



Climate Pledge Arena Playoff Watch Parties

Hosted watch parties with real-time player position projections on the ice when the team was playing away in the playoffs

2

Creating Personalized Ways to Engage

Fans are becoming accustomed to personalization from sports teams, venues, and event planning committees akin to customized experiences, differentiated communications, and unique engagement platforms.



Mercedes-Benz Stadium App

Offers personal support through a digital assistant (Arthur), ticket managing, parking guidance, etc. in the arena's one-stop-shop for all events



NBA App "For You" Experience

Provides content recommendations based on fan preferences, "story videos" of in real-time games with option to join the in-progress game's live stream

3

Promoting Culture & Inclusivity

Major events are providing opportunities to celebrate diversity and educate participants on different cultures through events, performances, and exhibits - fostering a welcoming environment for all.



Atlanta Film Festival

Brings global attention to Atlanta's rich film industry and culture and focuses on equity by raising diverse voices and media art works in show business



India Premier League Cricket Tournament: Carnival Parade

Celebrates cultures through its Carnival Parade where fans of different states come together to perform, showcase music, art forms, and costumes at IPL Fan Park

4

Establishing Purpose-Driven Events & Initiatives

Organizations are connecting participants through a shared value of sustainability and community protection, creating a greater purpose and leaving a lasting positive impact on visitors and residents.



StationSoccer™ by Soccer in the Streets

Allows Atlanta youth access to a safe and maintained place to play through its city-wide initiative to build mini soccer fields at MARTA stations



FIFA Women's World Cup 2023™ in Auckland

Hosted sustainability event where hundreds of fans planted trees in 32 sections (one for each country represented) of Puhinui Reserve, or about 5,100 native New Zealand trees



Stakeholder Engagement to Date

We spoke with...

INTERNAL STAKEHOLDERS

- Mayor Andre Dickens
- Chief Operating Officer
- Chief Equity Officer
- Chief Sustainability Officer
- Senior Policy Advisor
- Office of Emergency Preparedness
- Office of International & Immigrant Affairs
- Invest Atlanta
- Atlanta Regional Commission

EXTERNAL STAKEHOLDERS

- Hartsfield-Jackson Intl Atlanta Airport
- Atlanta Sports Council
- Atlanta United

...and incorporated various takeaways.

Authenticity and lasting impact via partnerships, commitments, and investments are critical for true community engagement

To activate and communicate effectively, we must understand the diverse interests, needs, and priorities of those engaged

We need to proactively support our international visitors and non-English speaking residents through comms, resources, etc.

There is great opportunity to define the legacy we want to leave, emphasizing the Atlanta brand and culture

We have a unique business attraction opportunity to demonstrate why Atlanta is a place to invest in

“ *[in the] spirit of equity and inclusion.*

“ *People see right through the activation... need to be a part of the fabric of the community.*

“ *We want visitors to say ‘this is how a World Cup should be done.’*



Internal Stakeholders Engaged to Date

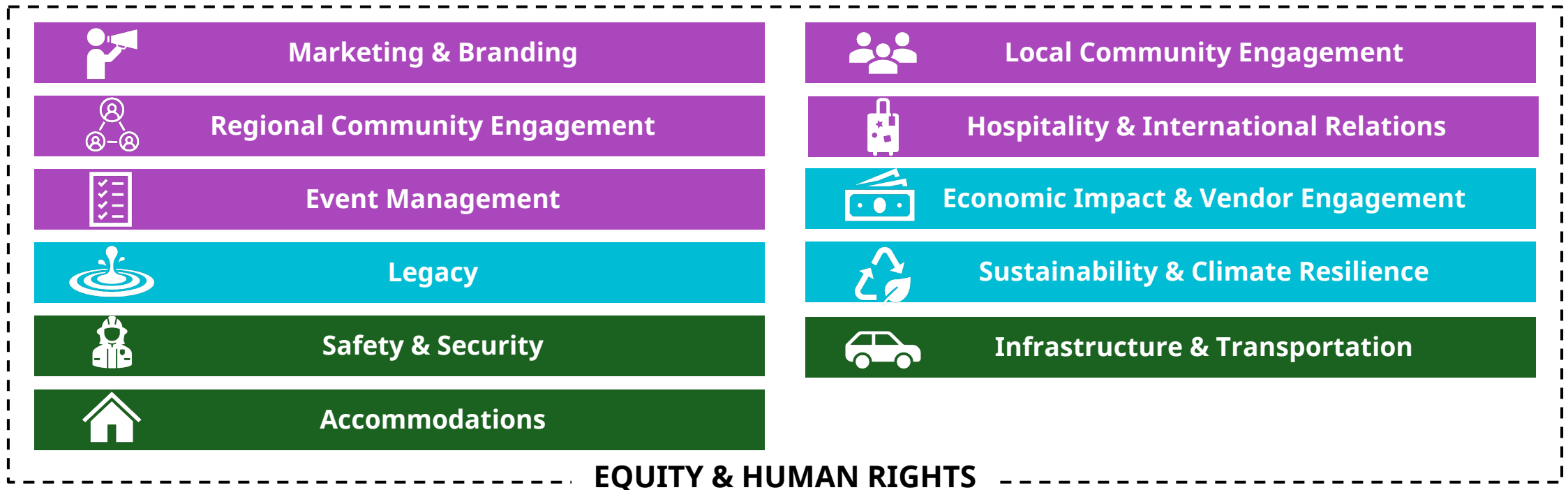
- **Mayor Andre Dickens**
- **Lisa Gordon**, *COO*
- **Kwadwo Atta**, *Deputy COO*
- **Lenor Bromberg**, *Deputy Commissioner – Engineering*
- **Solomon Caviness**, *Transportation Commissioner*
- **Greg Clay**, *Executive Director of the Office of Constituent Services*
- **Felipe Den Brok**, *Executive Director of the Office of Emergency Preparedness*
- **Noah Downer**, *SVP of Economic Development for Invest Atlanta*
- **Chandra Farley**, *Chief Sustainability Officer*
- **Vanessa Ibarra**, *Executive Director of the Office of International & Immigrant Affairs*
- **Naseem Keshmirian**, *Project Manager for Housing Innovation Lab Design*
- **Dr. Eloisa Klementich**, *President & CEO of Invest Atlanta*
- **Kimberly Mallard**, *Director of Safety, Security, and Emergency Preparedness for DOT*
- **Kenyatta Mitchell**, *Director of Intergovernmental Relations*
- **Anna Roach**, *Executive Director & CEO of the Atlanta Regional Commission (ARC)*
- **Susan Rutherford**, *Senior Program Director*
- **Megan Sparks**, *Senior Policy Advisor*
- **Candace Stanciel**, *Chief Equity Officer*
- **Austin Wagner**, *Deputy Chief of Staff*

Roadmap Objective

This roadmap will serve as a tool for the City of Atlanta, providing detailed guidance on how to activate efforts across various elements of engagement and beyond. This will ensure that the 2026 FIFA World Cup™ will be an exceptional experience for visitors and residents across the region.



We have an opportunity to focus on and prioritize initiatives across the following areas of focus:

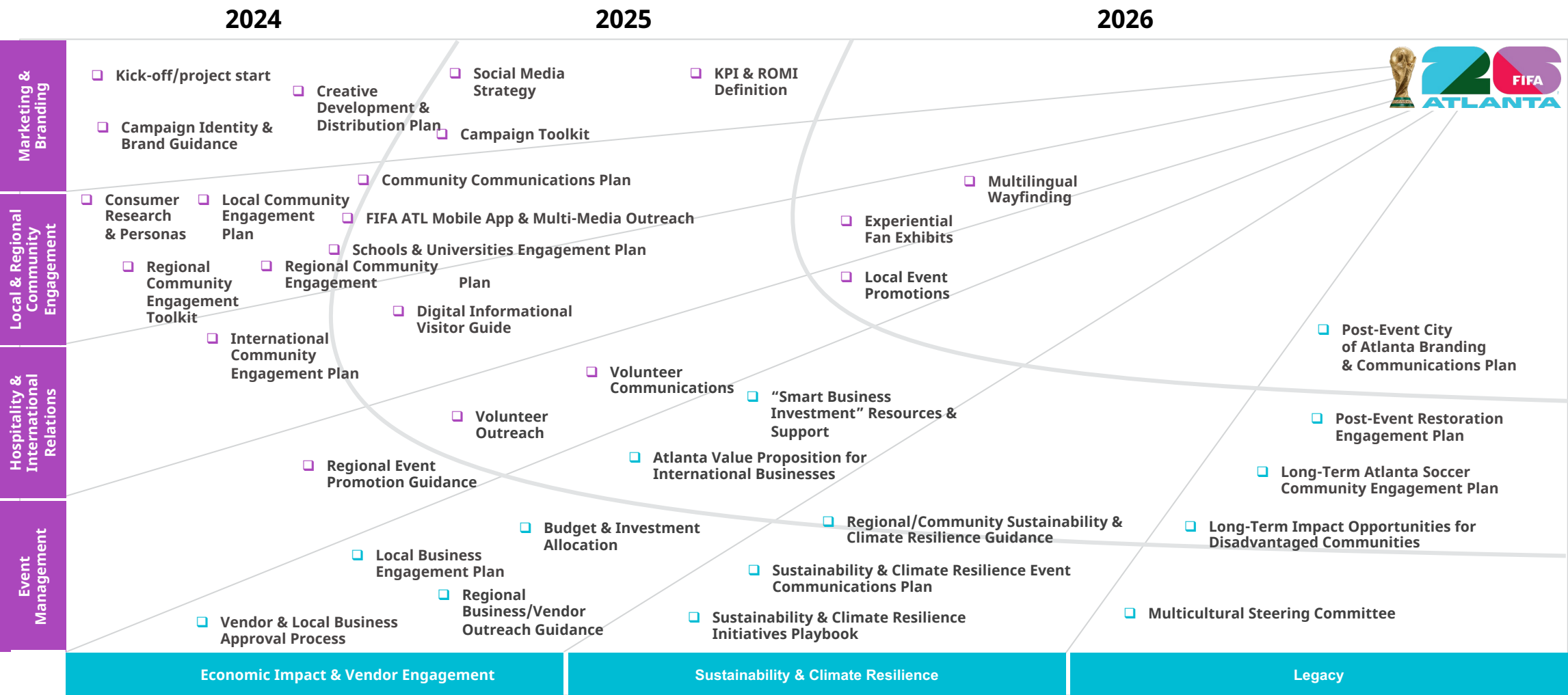


- KEY
- Activating, engaging, and communicating with our communities
 - Creating lasting impact for Atlanta and beyond
 - Staying connected with key operational stakeholders
 - Achieving equitable outcomes within each area of focus

High-Level Roadmap – 2024 to 2026



Activating, engaging, and communicating with our communities



Creating lasting impact for Atlanta and beyond



Roadmap Approach



Area of Focus "One-pager"

MARKETING & BRANDING

Generate excitement and increase awareness of the FIFA World Cup 2026 Atlanta™ in an authentic and meaningful way

Campaign Identity & Branding

Communications Strategy & Promotions

Creative Development & Distribution

Measurement & Optimization

THOUGHT STARTERS

- ✦ How do we amplify a **unique and authentic campaign identity** that demonstrates Atlanta's role and ownership as a host city?
- ✦ How do we ensure **consistent messaging by all stakeholders aligned with FIFA and City brand standards** and guidelines?
- ✦ How do we **personalize communications to engage various segments of participants** with different interests and needs?
- ✦ What media channels should be leveraged to **reach target segments and diverse communities**?
- ✦ How do we **plan and design for measurement efforts early** to enable optimization of marketing and communications efforts?

KEY CONSIDERATIONS

- Controls will need to be in place to ensure marketing and communications align with FIFA guidelines on branding, copy, and logo usage (all requests to leverage this will need to be funneled through the AHC)
- City, event, and vendor communications will need to follow certain guidelines to avoid conflicts with FIFA trademarked branding components (including clarity on what FIFA's locale includes so that signage, etc. is done outside of FIFA "zones")
- Will need to engage Atlanta Convention & Visitors Bureau to develop any Atlanta-specific marketing content within FIFA guidelines (e.g., MARTA) for marketing campaigns

INITIATIVES

- Continue to refine campaign identity and brand guidance
- Create consistent campaign assets and media distribution plan
- Develop social media strategy and editorial calendar
- Develop event branding and communications toolkit
- Prioritize KPIs to track and measure return on marketing efforts

KEEPING EQUITY IN MIND

Provide multilingual assets with culturally appropriate messaging and seek inclusivity in all communications and outreach

Ensure selected media channels reach target demographics across diverse communities

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Area of Focus "Double-click"

MARKETING & BRANDING

Generate excitement and increase awareness of the FIFA World Cup 2026 Atlanta™ in an authentic and meaningful way

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Continue to refine campaign identity and brand guidance	<ul style="list-style-type: none"> • MESSAGING: Work with AHC to refine Atlanta's distinct, inclusive, and consistent messaging / campaigns • BRAND ELEMENTS: Refine campaign logo, tagline(s), and design elements, inclusive of FIFA limitations and considering accessibility and cultural sensitivity 		Ensure messaging is culturally inclusive of diverse segments	Define branding to demonstrate Atlanta's host role as the city activates communities
2024	Create consistent campaign assets and media distribution plan	<ul style="list-style-type: none"> • CREATIVE: Create comprehensive marketing plan including goals, creative assets, channels, and spend for campaigns • CHANNELS: Align on key channels to reach diverse target segments (e.g., TV/video, OOH, social, digital, print) • TIMING: Determine release timeline for messaging 		Develop an equitable and inclusive media distribution plan to reach diverse audiences	Develop engaging omni-channel campaign assets to effectively reach target audiences
2025	Develop social media strategy and editorial calendar	<ul style="list-style-type: none"> • SOCIAL STRATEGY: Create social media campaigns, graphics, copy, and editorial calendar • CONTENT: Include hashtags and varying types of social content (posts, carousels, story highlights, and reels) to engage with followers in real-time 		Create multilingual social assets to engage non-English speakers	Engage participants and create buzz before, during, and after the event
2025	Develop event branding and communications partner toolkit	<ul style="list-style-type: none"> • GUIDELINES: Develop campaign toolkit with assets, suggested copy, ways to leverage, and distribution guidance for approved partners and local communities, inclusive of FIFA limitations (e.g., dos and don'ts) 		Equip approved partners with varying messaging tactics to reach diverse segments	Expand reach of marketing efforts through partner and community networks
2025	Prioritize KPIs to track and measure return on marketing efforts	<ul style="list-style-type: none"> • KPI DEFINITION: Identify measures of success and plan for how the city can continually gauge resident sentiments to adjust messaging as needed • MEASUREMENT CADENCE: Identify measurable KPIs, establish cadence for social media listening, and monitor site traffic and analytics 		Set DEI-specific KPIs and goals when measuring marketing efforts	Optimize communications to adjust for additional needs that arise and measure impact of efforts

Campaign Identity & Branding

Communications Strategy & Promotions

Creative Development & Distribution

Measurement & Optimization

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Legend for “Double Click”



MARKETING & BRANDING | Generate excitement and increase awareness of the FIFA World Cup 2026 Atlanta™ in an authentic and meaningful way

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Campaign Identity & Branding	2024	Continue to refine campaign identity and brand guidance		Ensure messaging is culturally inclusive of diverse segments	Define branding to demonstrate Atlanta's host role as the city activates communities
	2024	Create consistent campaign assets and media distribution plan		Develop an equitable and inclusive media distribution plan to reach diverse audiences	Develop engaging omni-channel campaign assets to effectively reach target audiences
Communications Strategy & Promotions Creative Development & Distribution	2025	Develop social media strategy and editorial calendar		Create multilingual social assets to engage non-English speakers	Engage participants and create buzz before, during, and after the event
	2025	Develop event branding and communications partner toolkit		Equip approved partners with varying messaging tactics to reach diverse segments	Expand reach of marketing efforts through partner and community networks
Measurement & Optimization	2025	Prioritize KPIs to track and measure return on marketing efforts		Set DEI-specific KPIs and goals when measuring marketing efforts	Optimize communications to adjust for additional needs that arise and measure impact of efforts

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“Sub-components” of each area of focus: help make information more easily digestible and can help future efforts be more easily organized

Timing for each initiative: Proposed timing when each initiative should be focused on by their respective working committee (this is to be adjusted based on finalized project plans)

INITIATIVE

Short description of proposed work effort or project

KEY ACTIVITIES & COMPONENTS

High-level list of actions in scope for each initiative

POSITIVE IMPACT FOCUS

Identification of where the most positive impact lies for each initiative (indicated by darker shading of icon & text)



RESIDENTS: Those who live in the Metro-Atlanta area



VISITORS: International and out-of-state visitors / guests



PARTNERS: Organizations, businesses, vendors, and other external parties



CITY OF ATLANTA: Atlanta as a place (from a legacy, branding, tourism, and economic standpoint)



REGION: Regional communities across the state of Georgia

EQUITY OBJECTIVES

High-level consideration to ensure equity is kept at the center for each initiative; to be leveraged as a starting point for the framework to integrate objectives in every workstream

VALUE STATEMENT

Call-out of why each initiative is important to focus on

Activating, engaging, and communicating with our communities

- Marketing & Branding
- Local Community Engagement
- Regional Community Engagement
- Hospitality & International Relations
- Event Management



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- How do we **personalize communications to engage various segments of participants** with different interests and needs?
- What media channels should be leveraged to **reach target segments and diverse communities**?
- How do we **plan and design for measurement efforts early** to enable optimization of marketing and communications efforts?



KEY CONSIDERATIONS

- Controls will need to be in place to ensure marketing and communications align with FIFA guidelines on branding, copy, and logo usage (all requests to leverage this will need to be funneled through the Atlanta Host Committee)
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KEEPING EQUITY IN MIND

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Ensure selected media channels reach target demographics across diverse communities

MARKETING & BRANDING

Generate excitement and increase awareness of the FIFA World Cup 2026 Atlanta™ in an authentic and meaningful way



		INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
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Communications Strategy & Promotions	Creative Development & Distribution	2025	<ul style="list-style-type: none"> SOCIAL STRATEGY: Create social media campaigns, graphics, copy, and editorial calendar CONTENT: Include hashtags and varying types of social content (posts, carousels, story highlights, and reels) to engage with followers in real-time 		Create multilingual social assets to engage non-English speakers	Engage participants and create buzz before, during, and after the event
		2025	Develop event branding and communications partner toolkit	<ul style="list-style-type: none"> GUIDELINES: Develop campaign toolkit with assets, suggested copy, ways to leverage, and distribution guidance for approved partners and local communities, inclusive of FIFA limitations (e.g., dos and don'ts) 		Equip approved partners with varying messaging tactics to reach diverse segments
Measurement & Optimization	2025	Prioritize KPIs to track and measure return on marketing efforts	<ul style="list-style-type: none"> KPI DEFINITION: Identify measures of success and plan for how the city can continually gauge resident sentiments to adjust messaging as needed MEASUREMENT CADENCE: Identify measurable KPIs, establish cadence for social media listening, and monitor site traffic and analytics 		Set DEI-specific KPIs and goals when measuring marketing efforts	Optimize communications to adjust for additional needs that arise and measure impact of efforts

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

LOCAL COMMUNITY ENGAGEMENT

Provide opportunities for those in the Metro-Atlanta area to get involved with the FIFA World Cup 2026 Atlanta™

Community Engagement Strategy & Execution

Partner & Community Communications

THOUGHT STARTERS

- ✦ How do we **engage our local community** prior to, during, and after the event? Who do we engage?
- ✦ How do we create **meaningful and relevant ways for diverse communities** to participate in the event beyond game attendance?
- ✦ How do we **streamline communications with our local communities and leaders** to optimize experiences across the Metro-Atlanta area, while ensuring compliance with FIFA?

KEY CONSIDERATIONS

- Community event messaging and communications will need to strictly align with FIFA branding and marketing guidelines
- Developing a deep understanding of attitudes, beliefs, and needs of target segments is critical for engaging our local communities

INITIATIVES

- Conduct consumer research and develop personas for target segments
- Strategize multi-media outreach & deploy a FIFA World Cup 2026 Atlanta™ mobile app
- Create local community engagement plan for residents & visitors
- Create engagement plan for local schools & universities
- Develop communications plan for engagement initiatives

KEEPING EQUITY IN MIND

Provide equal opportunity for diverse communities and underserved populations to participate in events

Leverage multi-media options for comms and engagement to reach Senior communities, etc.



LOCAL COMMUNITY ENGAGEMENT

Provide opportunities for those in the Metro-Atlanta area to get involved with the FIFA World Cup 2026 Atlanta™



Community Engagement Strategy & Execution

Partner & Community Communications

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Conduct consumer research and develop personas for target segments	<ul style="list-style-type: none"> UNDERSTAND: Conduct Q&A sessions, community listening sessions and forums, surveys, and social listening analyses PERSONA CREATION: Outline target segments' interests, needs, and priorities for the event 		Understand attitudes and sentiments of diverse target segments	Understand motivators, interests, and sentiment of target segments
2024	Strategize multi-media outreach & deploy FIFA World Cup 2026 Atlanta™ mobile app or platform	<ul style="list-style-type: none"> DESIGN: Align on requirements and experiences based on target personas' journeys, priorities, and interests DEVELOPMENT: Conduct vendor/partner selection or mobilize agile teams to design, develop, test, and deploy pilot prior to Go-Live ALTERNATE: Develop multi-media engagement strategy for those less likely to leverage an app (e.g., Senior community) 		Provide digital support for all, inclusive of different languages, interests, and cultures	Provide visitors with a digital companion to help create an exceptional visit
2024	Create local community engagement plan for residents & visitors	<ul style="list-style-type: none"> STRATEGY: Leverage target personas to prioritize engagement efforts based on interests and needs ACTIVATION: Outline event strategies, calendar of events (including FIFA Fan Festival™), goals, stakeholders involved, sponsor guidance, and timeline of activities to be completed 		Establish equal opportunity across diverse communities	Create engagement efforts that resonate with interests and priorities
2024	Create engagement plan for local schools & universities	<ul style="list-style-type: none"> STRATEGY: Select schools and universities, as well as specific organizations and sports/club teams where efforts will be targeted ENGAGE: Determine plan including outreach activities, events, contests, field trips, internship roles 		Establish equal opportunity for schools in underserved communities	Create lasting impact on the younger generation
2024	Develop communications plan for engagement initiatives	<ul style="list-style-type: none"> MESSAGING: Develop comms and messaging for events aligned with FIFA branding guidelines PROMOTIONS: Promote events and ways to engage through channels aligned to target persona preferences (e.g., TV/video, OOH, social, digital, print) EXTERNAL PARTIES: Include comms for impacted groups (e.g., garbage pickup, construction, businesses for "work from home" purposes) 		Create multi-lingual communications plans to effectively reach non-English speakers	Promote engagement through the right channels to the right people

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

REGIONAL COMMUNITY ENGAGEMENT

Provide opportunities for those across the state of Georgia to get involved with the FIFA World Cup 2026 Atlanta™

Community Engagement Strategy & Execution

Partner & Community Communications

THOUGHT STARTERS

- ✦ How do we **engage our regional communities** prior to, during, and after the event? Who do we engage?
- ✦ How do we create **meaningful and relevant ways for diverse communities** to participate in the event beyond game attendance?
- ✦ How do we **streamline communications with our regional communities and leaders** to optimize experiences across the state, while ensuring compliance with FIFA?

KEY CONSIDERATIONS

- Community event messaging and communications will need to strictly align with FIFA branding and marketing guidelines
- Developing a deep understanding of attitudes, beliefs, and needs of target segments is critical for engaging our regional communities

INITIATIVES

- Conduct consumer research and develop personas for target segments
- Strategize multi-media outreach
- Create regional community engagement & comms plan
- Create engagement plan for regional schools & universities
- Create and share community engagement toolkit for regional stakeholders

KEEPING EQUITY IN MIND

Provide equal opportunity for diverse communities and underserved populations to participate in events

Leverage multi-media options for comms and engagement to reach Senior communities, etc.



REGIONAL COMMUNITY ENGAGEMENT

Provide opportunities for those across the state of Georgia to get involved with the FIFA World Cup 2026 Atlanta™



Community Engagement Strategy & Execution

Partner & Community Communications

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Create and share community engagement toolkit for regional stakeholders	<ul style="list-style-type: none"> DESIGNATE: Align a single POC for each county GUIDANCE: Create and share guidance for hosting events (e.g., marketing campaign toolkit, roles and responsibilities, impactful FIFA limitations) SUGGESTIONS: Propose events or ways to engage residents and partners across diverse communities (including rural, urban, and suburban) 		Equip underserved communities with resources to feel part of the event	Support communities to feel empowered to host own events within locale
2024	Strategize multi-media outreach	<ul style="list-style-type: none"> STRATEGY OUTREACH: Develop multi-media engagement strategy specific to those who will not be visiting Atlanta but who will be engaged in related events and activities to the World Cup 		Provide digital support for all, inclusive of different languages, interests, and cultures	Provide visitors with a digital companion to help create an exceptional visit
2024	Create regional community engagement & comms plan	<ul style="list-style-type: none"> STRATEGY: Leverage target personas to prioritize high-level engagement efforts based on interests and needs ACTIVATION: Outline suggested event strategies, goals, stakeholders involved, sponsor guidance, and timeline of activities to be completed MESSAGING: Develop comms and messaging aligned with FIFA branding guidelines 		Establish equal opportunity across diverse communities	Create engagement efforts that resonate with interests and priorities
2024	Create engagement plan for regional schools & universities	<ul style="list-style-type: none"> STRATEGY: Select schools and universities, as well as specific organizations and sports/club teams where efforts will be targeted ENGAGE: Determine plan including outreach activities, events, contests, field trips, internship roles 		Establish equal opportunity for schools in underserved communities	Create lasting impact on the younger generation

HOSPITALITY & INTERNATIONAL RELATIONS

Amplify Atlanta's brand and embrace diverse cultures to create memorable impact for visitors and the city

Visitor Engagement & Support

Global & International Engagement

VIP Guests

THOUGHT STARTERS

- How do we **make planning for a visitor's trip to Atlanta part of the immersive FIFA World Cup 2026 Atlanta™ experience?**
- How do we **amplify Atlanta's culture and attractions** to be a destination visitors can't wait to come back to?
- How do we **engage international fans** and promote the city of Atlanta once schedules are finalized?
- How do we **manage requests and plans for global leaders and dignitaries** who want to visit?



KEY CONSIDERATIONS

- Internal guidelines will need to be documented for how to approach and engage with international partners, as well as how to share Atlanta's story to the international community, partners, and sister cities
- Additional multilingual City of Atlanta staff across departments will provide needed support for visitors, but also demonstrate Atlanta's diversity

INITIATIVES

- Create engagement plan for the global and international community
- Create digital guide for visitor information
- Create fan-experience exhibits to showcase the history and culture of soccer, as well as of Atlanta
- Provide multilingual resources and wayfinding at critical places

KEEPING EQUITY IN MIND

Embrace inclusivity of all cultures as part of the overall experience

Provide non-English signage and staff multilingual resources

HOSPITALITY & INTERNATIONAL RELATIONS

Amplify Atlanta's brand and embrace diverse cultures to create memorable impact for visitors and the city



Visitor Engagement & Support
Global & International Engagement
VIP Guests

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Create engagement plan for the global and international community (including VIP guests)	<ul style="list-style-type: none"> VISITOR APPROVAL: Create engagement guidance and process to manage requests for global leaders/dignitaries who want to visit INTERNAL COMMUNICATIONS: Create internal communications to provide teams with tailored messaging guidance for international leaders, diplomats, business leaders, and communities (including method preferences, such as WhatsApp) SECURITY: Ensure there are established security procedures for leaders or elected officials with certain status 		Make international visitors feel welcomed and included as soon as they arrive	Streamline communications with global dignitaries of participating nations
2025	Create digital guide for visitor information (e.g., on web, app)	<ul style="list-style-type: none"> FEATURE DESIGN: Design and prioritize features/capabilities based on target persona needs and interests (e.g., city history, recommended to-dos, areas and attractions to visit, navigation routes, chat bot to answer questions) DEVELOPMENT: Build and test website and app experience via pilot prior to official deployment 		Make all visitors feel included and that there is something in Atlanta for them	Provide visitors with a one-stop shop for all things Atlanta
2026	Create fan-experience exhibits to showcase the history and culture of soccer, as well as of Atlanta	<ul style="list-style-type: none"> PLANNING: Plan experiences to engage with local and international soccer communities EDUCATION: Create educational materials to help exhibit organizers highlight key information compliant with FIFA limitations PARTNERSHIPS: Partner with organizations in and around Atlanta, including soccer organizations (e.g., Atlanta United, youth orgs), within the music industry, within the art community, and human rights organizations 		Showcase cultures of visiting teams and international communities in Atlanta	Create immersive experiences that foster and celebrate the soccer community in Atlanta and globally, as well as Atlanta culture
2026	Provide multi-lingual resources and wayfinding at critical places	<ul style="list-style-type: none"> SIGNAGE: Continue to engage closely with Hartsfield-Jackson Atlanta International Airport and MARTA teams, ensuring there are multilingual resources, messaging, and signage to direct people ADDITIONAL SUPPORT: Identify additional places needing translation support and multilingual signage RESOURCES: Promote use of local language translation services (iSpeakATL) and mobile language apps 		Ensure non-English speakers feel comfortable navigating the city	Provide designated support for non-English speaking visitors from the moment they arrive in Atlanta

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

EVENT MANAGEMENT

Oversee operations of events associated with the FIFA World Cup 2026 Atlanta™, as well as support FIFA-owned events to actualize the overall vision of the anticipated experience

Volunteer Management & Training

Event Promotions & Communications

Event Operations

THOUGHT STARTERS

- How do we **create volunteer communities** that foster an **environment of inclusivity**? How do we encourage **local and regional residents to volunteer**?
- How do we communicate with and **prepare all volunteers** for the event?
- What is **the purpose, goals, and concept** for each event?
- How do we **optimize budgeting** and **funding** for events?
- How do we **promote** the different events?



KEY CONSIDERATIONS

- Coordinate with the ASC / Atlanta Host Committee for use of volunteer database / program for volunteer contact, training, etc. needs
- Coordinate with event stakeholders and partners involved to ensure communications, promotions, and messaging follow FIFA guidelines
- FIFA is very protective of global partners and sponsors and the Atlanta World Cup Host Committee needs creative ways to address partnerships

INITIATIVES

- Create regional event promotion and planning guidance
- Orchestrate volunteer recruitment and programming
- Develop communications plan for event volunteers
- Create Atlanta event promotions

KEEPING EQUITY IN MIND

Engage underserved and rural communities for volunteer opportunities

Align event goals and communications to encourage diversity and inclusion

EVENT MANAGEMENT

Oversee operations of events associated with the FIFA World Cup 2026 Atlanta™, as well as support FIFA-owned events to actualize the overall vision of the anticipated experience



		INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
Event Promotions & Communications	Event Operations	2024	<ul style="list-style-type: none"> MARKETING: Create and share guidance for promoting events (e.g., marketing campaign toolkit, FIFA limitations to consider, channel distribution guidance to reach diverse target segments) OUTREACH: Provide guidance on recruiting event volunteers and partnering with local vendors 		Prioritize counties or areas of the region that are typically underserved	Support regional communities so that events run smoothly, and the brand is protected across the state
		2025	<ul style="list-style-type: none"> COMMUNICATIONS: Create communications outreach templates, sign-up pages for events, and communications plan for engaging with local volunteers LOCAL OUTREACH: Create marketing efforts to drive local volunteer interest GLOBAL OUTREACH: Engage with FIFA on recruiting international volunteers 		Provide volunteer opportunities to all surrounding areas and non-English speaking segments	Leverage Atlanta and regional residents as volunteers in addition to FIFA's recruiting efforts
Volunteer Management & Training		2025	<ul style="list-style-type: none"> VOLUNTEER MESSAGING: Develop communications strategy and plan for volunteers to have the information they need ahead of events 		Include inclusive multilingual communications guidance for non-English speaking volunteers	Ensure volunteers are prepared and informed ahead of events
		2026	<ul style="list-style-type: none"> EVENT CALENDAR: Create interactive calendar for events (e.g., FIFA Fan Festival™, viewing parties) that can be filtered by interest PARTNER TOOLKIT: Develop event schedules and overviews to include in partner toolkits SOCIAL PROMOTIONS: Create social media editorial calendar for event promotions 		Grow awareness of relevant events across diverse and underserved communities	Create local event promotions to increase awareness of events
Event Promotions & Communications						

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

Next Steps (30/60 Day Plan) - Working committees are expected to stand up with action and encompass the following guiding principles that embrace equitable strategies that align with the Mayor's vision, priorities for the City and inclusion from project kick-off through implementation:

EQUITY

1. Infrastructure decisions that advance the City of Atlanta in a forward manner post FIFA 2026
2. Increase in creation and capacity for small businesses' growth in Atlanta resulting from the City hosting FIFA
3. Enable technology advancement across communities, geographies and sectors



30 DAY GOALS:

- ❑ Engage Dan Corso and the Atlanta Host Committee to **discuss refining Atlanta-specific messaging / campaigns** and standing up controls to ensure marketing and communications align with FIFA guidelines. Following finalization of Atlanta-specific toolkit, **socialize or circulate within the City of Atlanta** and others as needed
- ❑ Initiate **creation of a marketing campaign toolkit for regional communities** including roles and responsibilities, FIFA limitations, etc.
- ❑ **Plan and prepare for consumer research** by engaging the ARC, Atlanta City Council, and NPUs for Q&A sessions, community listening sessions and forums, surveys, and social listening analyses

60 DAY GOALS:

- ❑ **Conduct consumer research**; Activities include identifying survey provider to be leveraged, drafting questionnaires, and engaging 3rd party organizations for session facilitation
- ❑ **Initiate persona creation** and outline target segments' interests, needs, and priorities following completed consumer research
- ❑ **Initiate vendor/partner research and selection for FIFA World Cup 2026 Atlanta™ mobile app** or platform development, brainstorming requirements following completion of consumer research
- ❑ Hold workshops within working committees to **initiate planning and brainstorm concepts for marketing strategy**
- ❑ Hold workshops within working committees to **brainstorm events or ways to engage residents and partners** across the Metro-Atlanta community, as well as the regional community (including rural, urban, and suburban areas)

Illustrative Community Engagement Examples & Ideas Shared by Stakeholders

Illustrating how we activate, engage, and communicate with our communities

Sample Personas

// The ways we need to engage and communicate will be different based on who we are talking to. They have different preferences and behaviors we need to account for.



Sample Personas

CURIOS LOCAL RESIDENT

SHANNON
28 Years | West Midtown, Atlanta | Animal Advocate

ABOUT
Shannon is a Georgia local who loves exploring her state. She is passionate about her community and animals. She wouldn't describe herself as a soccer fan, but she's thrilled to enjoy the events surrounding the event. She has been keeping up with all of the pop-up events thanks to her social media feed.

NEEDS

- Ease of transportation to Atlanta
- Schedule of events to plan her day

ENGAGE

- She will use follow hashtags and the app recommendations to make a daily plan for the days she is going to the Fan Fest.

EXPERIENCE

- She loves the creative pop-up experiences at the Fan Fest from the partnerships the city of Atlanta established.

EDUCATE

- She would be interested in learning how she can have a positive impact on the lives of animals in her community.

"I wouldn't call myself a soccer person before but hey, when the World Cup is in town, everyone is a fan!"

LIFELONG SOCCER FAN

LEO
39 Years | São Paulo, Brazil | Travel Addict

ABOUT
Leo is obsessed with soccer and has dreamt of going to the World Cup since he was young. As a world traveler, he is familiar with foreign settings, but never thought of visiting Atlanta. He is using social media platforms to find other Brazilians attending the game and find tips on how to visit the city.

NEEDS

- Multilingual signage and communications
- Digital tools such as an app or preferred social channels to connect with other Brazilian fans

ENGAGE

- He will use WhatsApp groups to find others going to the event and relay marketing as suggestions for group activities.

EXPERIENCE

- Beyond the games, Leo wants to focus his time on cultural events and experiences showcasing ATL.

EDUCATE

- Leo wants to learn more about the city and will share his experience with his travel-oriented friends back home.

"To be honest, I haven't considered traveling to Atlanta before the event, but I am excited to see if the city is a hidden gem."



Curious Local Resident

Shannon | 28 Years | West Midtown, Atlanta | Animal Advocate



Engage

Follows the "hype" weeks before the event and creates an itinerary to attend festivities with friends on the weekends



Experience

Attends the FIFA Fan Festival™ and looks for unique pop-up events around the city to connect with other fans



Educate

Learns more about the sport, city, different cultures, and volunteer opportunities via the festivities



Lifelong Soccer Fan

Leo | 39 Years | São Paulo, Brazil | Travel Addict



Engage

Pursues dream of coming to the FIFA World Cup™ and joins group chat on WhatsApp with other Brazilian attendees



Experience

Beyond the games, engages with the app to join fan events and get recommendations for Atlanta sights and restaurants



Educate

Discovers the city of Atlanta's history, culture, and offerings and shares his learnings with friends back home

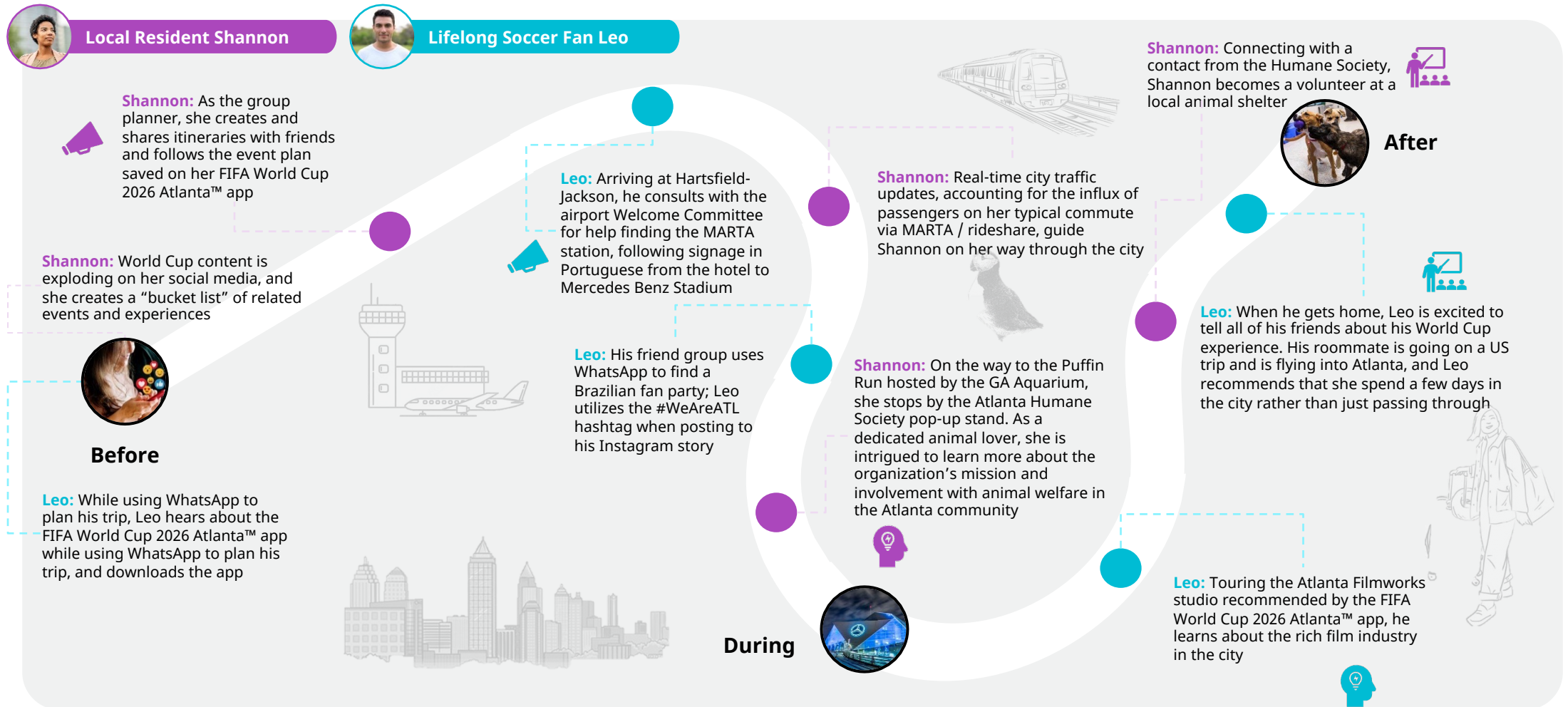
Other personas to explore:

- The "non-fan" (not a fan of soccer today, but may be inspired to participate)
- LGBTQIA+ community
- Seniors
- International leaders / VIP-level guests

Illustrating how we activate, engage, and communicate with our communities

Sample Journey Map

What is the experience like for global diplomats, versus international fans, versus Atlanta residents or those not attending the actual event?



Illustrating how we activate, engage, and communicate with our communities

Local Community Engagement Ideas

// We need to showcase what our city is doing and engage with the community to highlight arts, the culture, sports, our DNA.



Sample of community engagement exploration board

Ways to engage	Illustrative partnerships	Example outreach
Cultural exhibitions and events	<ul style="list-style-type: none"> Atlanta Convention of Tourism Atlanta Convention & Visitor's Bureau Atlanta music industry/artists Atlanta film society Local celebrities & influencers Zoo Atlanta Georgia Aquarium Colleges / universities (HBCUs, SCAD Atlanta, Georgia State, Georgia Tech) 	<ul style="list-style-type: none"> Cultural exhibits or art installations that highlight Atlanta films, art, and music, including legacy icons as well as up-and-coming artists Pop-up human and civil rights exhibits to spotlight civil rights history in Atlanta Workshops to engage non-attending residents, with global peace laureates to empower youth and showcase the arts Performances by Atlanta musicians Cultural food festivals and markets Viewing parties for other countries' matches Special events at Atlanta tourist locations Engage college drumlines, spirit teams, and organizations at events
Education	<ul style="list-style-type: none"> Atlanta United U.S. Soccer (National Training Center & HQ) Station Soccer MARTA Youth organizations (e.g., Boys & Girls Club Atlanta, Southern Soccer Academy, YMCA Striker Soccer) 	<ul style="list-style-type: none"> ATL Soccer Festival or "Soccer Cup" to create buzz and excitement for the sport Educational messages (e.g., video tutorials) at MARTA stations to educate about soccer, its history, and importance in the global community Youth events, pick up games, and matches benefiting charities to engage existing and foster new enthusiasts Support MARTA to showcase and create educational messaging around different countries and cultures at different MARTA stations Soccer mentorship and grant opportunities for youth and underserved populations with Atlanta United
Digital and/or immersive experiences	<ul style="list-style-type: none"> Georgia World Congress Center Authority SCAD Atlanta Georgia Tech 	<ul style="list-style-type: none"> Nontraditional visual channels for messaging, such as art and messaging on the side of buildings Interactive light/projection displays (e.g., on Centennial Olympic Park) FIFA World Cup 2026 Atlanta™ mobile app to plan your trip, find things to do during your stay, and explore Atlanta attractions to visit Competitions with art schools/organizations to have their work incorporated into campaign marketing Art displays from local artists as landmarks around the city Family-friendly activities including AR experiences (via mobile phone) or geocaching
Business engagement	<ul style="list-style-type: none"> Chamber of Commerce Invest Atlanta RICE Georgia MSDC The New Black Wall Street The Village Market Georgia Diversity Program 	<ul style="list-style-type: none"> Local business pop ups leveraging sites not leased today (e.g., on Peachtree St) Gamified points system for engaging with local businesses Create business "recognition certification" for approved vendors/hosts of events Loan programs for new entrepreneurs to educate smart business investments in anticipation of event

Illustrating how we activate, engage, and communicate with our communities

Regional Community Engagement Ideas

// *We need to engage communities – not just in metro-Atlanta – so they are part of the planning and feel like this is something they are a part of, too.*



Area and example county	Illustrative community partnerships	Example outreach
<p>Rural: Jenkins County</p>	<ul style="list-style-type: none"> • Youth Groups: Jenkins County Family Enrichment Center, Jenkins County Independent School District, Jenkins County 4H Organization • Faith Groups: Oak Hill Baptist Church Youth Group • Recreation Groups: Jenkins County Recreation Department, Georgia Soccer • Miscellaneous: Rotary Club of Millen 	<ul style="list-style-type: none"> • Education materials distributed at school field day • Georgia Soccer/Atlanta United classroom visit • Watch parties in community centers (e.g., churches, schools, high school sporting facilities) • Local business soccer tournament for charity • Youth group trips to Mercedes-Benz Stadium, cultural exhibits, and culturally-diverse food tents/restaurants
<p>Suburban: Cobb County</p>	<ul style="list-style-type: none"> • Youth Groups: Cobb Collaborative • Faith Groups: Baha’I Faith Center for Learning • Recreation Groups: North Atlanta Soccer Association, Southern Soccer Academy, YMCA Striker Soccer • Miscellaneous: Cobb County School District, Marietta City School District, Cobb Chamber of Commerce 	<ul style="list-style-type: none"> • School field trip to Mercedes-Benz Stadium, State Farm Arena, or watch center in a community center or park (e.g., MLK Park, Piedmont Park) • Youth soccer league games hosted in Mercedes-Benz Stadium between matches or during half-time • Meet and greet opportunities of World Cup players (past/present) for youth soccer participants • Class visits of representatives from the sports industry (e.g., USSF, US Youth Soccer)
<p>Urban: Fulton County</p>	<ul style="list-style-type: none"> • Youth Groups: Boys & Girls Club at the At-Promise Youth Center, Youth Commission Fulton County Government • Faith Groups: Fulton County Clubhouse for Youth • Recreation Groups: YMCA of Metro Atlanta, Soccer in the Streets, Hotlanta Soccer • Miscellaneous: Development Authority of Fulton County, Fulton County Schools, Spelman College Career Center, GSU Robinson’s Career Advancement Center 	<ul style="list-style-type: none"> • School field trips to city events • World Cup pop-up experience downtown/Midtown • Youth soccer league games hosted in Mercedes-Benz Stadium between matches or during half-time of matches • Interactive game prediction activity (e.g., Puppy Bowl) • World Cup themed days at attractions (e.g., Aquarium, World of Coca-Cola) • Watch parties at other arenas (e.g., United Atlanta, State Farm Arena) • Campus visits for internship opportunities • Diversity and inclusion in soccer seminars (e.g., Famous LGBTQ+ players in the sports)

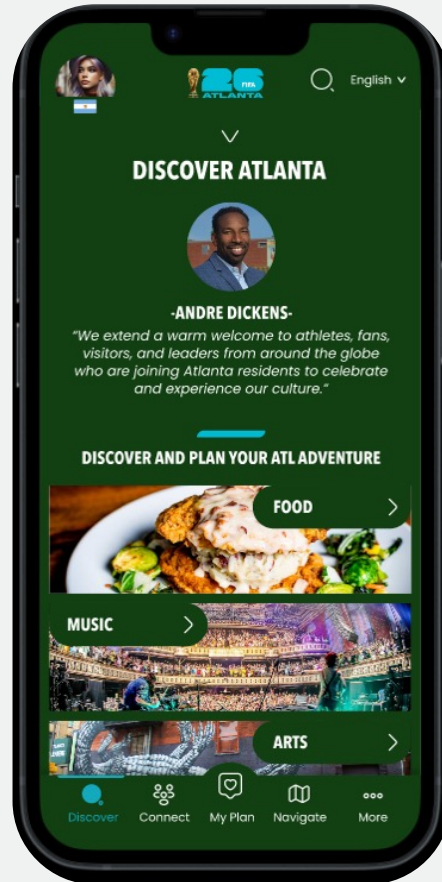
Illustrating how we activate, engage, and communicate with our communities

Atlanta-specific App / Platform

// There should be a platform for visitors to tap into local culture, who we are as 'Atlantans'... what they can do here, where to tour, the best places to eat!



FIFA World Cup 2026 Atlanta™ App: **DISCOVER**



Custom profiles

Users can create an account, proudly show which team they support, and make customized choices for activities during their time in Atlanta

"Welcome to ATL"

View a welcome message from Mayor Andre Dickens, inviting and embracing those from around the globe to experience all Atlanta has to offer

Discover and plan your ATL adventure

Spotlight the best of Atlanta, highlighting music, arts, culture as well as women- and minority-owned businesses and restaurants to add to your personal itinerary

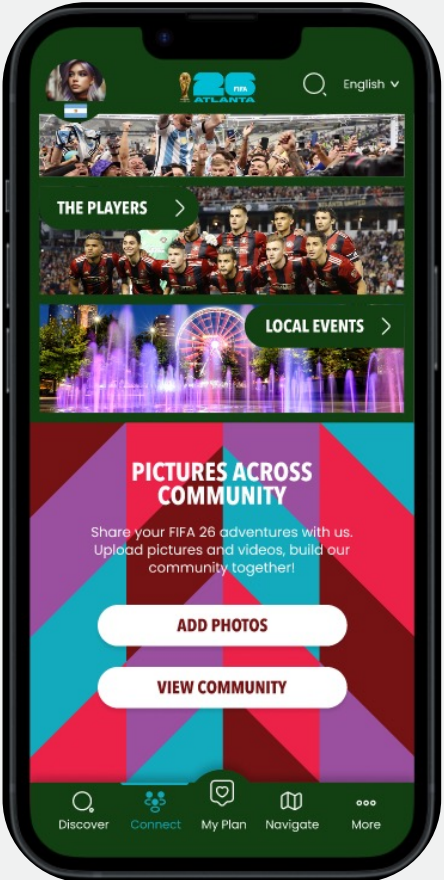
Illustrating how we activate, engage, and communicate with our communities

Atlanta-specific App / Platform

There should be a platform for visitors to tap into local culture, who we are as 'Atlantans'... what they can do here, where to tour, the best places to eat!



FIFA World Cup 2026 Atlanta™ App: **CONNECT**



Inspire new connections

Users can find watch parties for their favorite teams, sign up for pick up soccer games close-by, and see what other local events are happening during the FIFA World Cup 2026 Atlanta™

Create community

Integrate a social component – share and send pictures, see what events other fans like you are attending, or “follow” friends

Illustrating how we activate, engage, and communicate with our communities

Atlanta-specific App / Platform

// There should be a platform for visitors to tap into local culture, who we are as 'Atlantans'... what they can do here, where to tour, the best places to eat!



FIFA World Cup 2026 Atlanta™ App: MY PLAN & NAVIGATE



See your plan

See a personalized itinerary filled with your dining reservations, events you are interested in, or recommendations based on what those with similar interests are planning to do



Find the best route

View bus and train schedules, parking maps, roads to avoid, and multilingual directions to help make travel easy

Illustrating how we activate, engage, and communicate with our communities

Atlanta-specific App / Platform

// There should be a platform for visitors to tap into local culture, who we are as 'Atlantans'... what they can do here, where to tour, the best places to eat!



FIFA World Cup 2026 Atlanta™ App: **ADDITIONAL FEATURES**



Language preferences

Users can adjust language choice to get directions, event descriptions, and information translated

Opportunities / potential benefits

- Real-time safety and security notifications and information
- Real-time notifications of events based on location
- Vendor / business resources
- Photos / backgrounds to download and share
- Points of contact / important contact information
- Chatbot assistance and FAQs

Creating lasting impact for Atlanta and beyond

- Economic Impact & Vendor Engagement
- Sustainability & Climate Resilience
- Legacy



ECONOMIC IMPACT & VENDOR ENGAGEMENT

Drive growth for local businesses and event vendors

Businesses

Vendors

THOUGHT STARTERS

- How do we **engage and promote local businesses**?
- What vendors and partners do we work with to create **memorable, unique** events and experiences for **visitors, residents, and spectators**?
- How do we drive economic impact in the Metro-Atlanta area through **key area improvement investments** via partnerships with regional leaders?
- How do we **support entrepreneurial individuals** who want to capitalize on the financial opportunities presented?
- How do we capitalize on the opportunity to **showcase Atlanta to C-suite / business leaders** as an area to invest in?

KEY CONSIDERATIONS

- Economic constraints will require partnerships with other local governments

INITIATIVES

- Determine vendor and local business approval process
- Create local business engagement plan
- Provide materials and guidance for community leaders to engage local businesses
- Determine budget and funds for improvements in key areas
- Develop Atlanta value proposition for international businesses
- Provide “smart business investment” resources and support

KEEPING EQUITY IN MIND

Provide equal opportunity across minority- and women-owned businesses

Include equity-specific KPIs to measure success



ECONOMIC IMPACT & VENDOR ENGAGEMENT

Drive growth for local businesses and event vendors



Businesses

Vendors

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Determine vendor and local business approval process	<ul style="list-style-type: none"> BUSINESS SELECTION: Work with Invest Atlanta to leverage database of businesses and determine selection criteria REQUEST PROCESS: Determine process for fielding vendor, sponsor, and business event requests (including equitable distribution of minority- and women-owned businesses) 		Create criteria to ensure equal opportunity for women- and minority-owned businesses	Provide Atlanta businesses with growth opportunities
2024	Create local business engagement plan	<ul style="list-style-type: none"> DIGITAL PROMOTION: Curate list of small businesses emphasized in app/platform for visitors, promoting dining options, and experiences STRATEGIZE: Develop plan to promote engagement with local businesses (e.g., gamification), conducting listening sessions to understand the needs of the business community 		Create equal opportunity for women- and minority-owned businesses	Provide plan to create lasting economic impact for the city and its businesses
2024	Provide materials and guidance for community leaders to engage local businesses	<ul style="list-style-type: none"> COLLABORATION: Leverage Invest Atlanta's teams to support regional economic development leaders with efforts, including loan program creation OUTREACH GUIDANCE: Guidance on outreach to local businesses for events, including criteria for approving businesses/sponsorships, methods to engage different businesses, and suggested events 		Help businesses outside of Atlanta have equal growth opportunities from events	Empower community leaders to engage local businesses for the purposes of holding smaller events
2024	Determine budget and allocate appropriate funds for improvements in key areas	<ul style="list-style-type: none"> INVESTMENTS: Provide loans and grants to disinvested areas; collaborate with community leaders on ways to invest in key areas where visitors are likely to go that need improvement (e.g., targeted business façade improvements) 		Select areas to invest in that would provide the most impact to those underserved	Improve infrastructure and more to create a lasting impact on the perception of Atlanta and the region
2025	Develop Atlanta value proposition for international businesses	<ul style="list-style-type: none"> BRANDING: Develop messaging for embassies and delegates to leverage to communicate out why international businesses should invest in Atlanta 		Create equal opportunity for women- and minority-owned businesses	Attract international business to Atlanta
2025	Provide "smart business investment" resources / support	<ul style="list-style-type: none"> GUIDANCE: Help the general population understand what business activities are in alignment with FIFA guidelines (e.g., selling merchandise) 		Target communications in undeserved communities	Protect people from making faulty investments

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

SUSTAINABILITY & CLIMATE RESILIENCE

Create opportunity to leave a positive impact on the Atlanta community and local environment

Local Resident & Business Support

Strategic Partnerships

Community Engagement

THOUGHT STARTERS

- ☀️ How do we encourage **sustainability and climate resilience through a sponsored fan event** or other initiatives?
- ☀️ How do we promote sustainability and climate resilience through **requirements set for sponsors, partners, and vendors**?
- ☀️ How do we encourage environmental sustainability through the **rewarding of involved local "sustainably forward" businesses**?



KEY CONSIDERATIONS

- Deliver against FIFA's sustainability requirements outlined as a part of the Environmental Plan documented by the City of Atlanta and team
- Engage the Clean Energy Advisory Board and resource network support by providing opportunities for major stakeholders to be involved

INITIATIVES

- Create Atlanta-specific sustainability and climate resilience initiatives playbook
- Create communications plan for sustainability and climate resilience initiatives and events
- Create sustainability and climate resilience guidance for regional leaders and communities

KEEPING EQUITY IN MIND

Initiatives are optimized for the needs of diverse neighborhoods

Local business support is equitably allocated throughout the local area

SUSTAINABILITY & CLIMATE RESILIENCE

Create opportunity to leave a positive impact on the Atlanta community and local environment



			INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
Local Resident & Business Support	Strategic Partnerships	Community Community	2024	<p>Create Atlanta-specific sustainability and climate resilience initiatives playbook</p> <ul style="list-style-type: none"> IDENTIFY: Define key sustainability and climate resilience initiatives, events, stakeholders involved, and activation plan EDUCATE: Create educational materials on key initiatives for events to leverage (e.g., guidance on how to advocate for no single use plastic, Styrofoam, or other harmful materials; advocate for aluminum cups, wooden utensils, paper products, agave straws; promotion of composting; reducing emissions impact, etc.) ENGAGE: Plan for initiatives for greener infrastructure prior to the events (e.g., tree planting, native wildflower and plants, invasive species awareness.). Engage Atlanta organizations (e.g., Keep Atlanta Beautiful) 		Ensure sustainability initiatives are inclusive of diverse local and regional community impact	Align on key environmental initiatives and programs to promote City of Atlanta sustainability practices and create positive lasting impact
			2024	<p>Create communications plan for sustainability and climate resilience initiatives and events</p> <ul style="list-style-type: none"> COORDINATE: Develop communications and messaging for events aligned with FIFA branding guidelines PROMOTE: Promote events and ways to engage through channels aligned to persona preferences (e.g., TV/video, OOH, social, digital, print) 		Create multilingual communications plans to effectively reach non-English speakers	Create communications focused on increasing awareness of sustainability initiatives and programs
			2024	<p>Create sustainability and climate resilience guidance for regional leaders and communities</p> <ul style="list-style-type: none"> PARTNERS: Create guidance on how communities in the region can support sustainability and climate resilience initiatives (e.g., partner with local farmers for concessions during the events, leverage criteria for choosing vendors based on their environmental impact, partner with local non-profit, college campus and school environmental clubs); Engage organizations and foundations (e.g., Keep Georgia Beautiful Foundation) VOLUNTEERS: Create guidance on how volunteers can be utilized to create greener infrastructure before the event, advocate greener practices during, and clean-up any waste or pollution from the events 		Provide equal sustainability practices to businesses and communities outside of metro-Atlanta	Provide guidance so that communities throughout the state are accounting for sustainability practices through events

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

LEGACY

Build a positive and lasting legacy that showcases Atlanta's bright future for our communities, businesses, and guests for years to come

Atlanta Culture

Benefit for Atlanta Residents & Communities

Benefit for Visitors

Benefit for Businesses

THOUGHT STARTERS

- How do we intentionally **blend the culture of Atlanta with the multi-cultural fanbase** and unique soccer culture of the FIFA World Cup™?
- What do **local residents** (from the Metro-Atlanta area) take away from the World Cup?
- What do visitors take away from the event? How can we ensure that **Atlanta is known as inclusive, innovative, and future-thinking?**
- What kind of legacy do we leave for the **business community** of Atlanta?
- How do we **establish sustainable sources for programs**, as well as establish practices, to further impact beyond the event?



KEY CONSIDERATIONS

- Efforts must be inclusive of FIFA's approach to human rights and equity, and ensure no additional harm is created – especially for Atlanta residents
- While FIFA has the goal of increasing soccer fans in the US, Canada, and Mexico, they have left it to host cities to ideate around the leave behind

INITIATIVES

- Develop multi-cultural steering committee to provide culturally inclusive guidance for event planning
- Explore opportunities to create long-term programs / interventions
- Create ongoing plan to foster Atlanta soccer community
- Create plan for community restoration post-event
- Refine brand identity for Atlanta

KEEPING EQUITY IN MIND

Showcase diversity of Atlanta and the state of Georgia in all promotions

Engage diverse parties to support state and local planning/activation



Benefit for Visitors

Benefit for Businesses

Benefit for Atlanta Residents & Communities

Benefit for Visitors

Atlanta Culture

	INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
2024	Establish multi-cultural SteerCo to provide culturally inclusive guidance	<ul style="list-style-type: none"> COLLABORATE: Connect leads from international communities and affinity groups (e.g., LATAM community, European country regional groups, cultural affinity groups, neighborhoods, etc.) to engage together and support informed planning 		Ensure event planning is inclusive of multi-cultural perspectives with lasting impact post-event	Promote diverse Atlanta culture and communities prior to, during, and after the event
2025	Explore opportunities to create long-term programs/interventions	<ul style="list-style-type: none"> UNDERSTAND: Explore opportunities for the city to support/implement solutions that help the long-term health of underserved communities and the business community, in addition to success of the event PLAN: Work with councils, organizations, and foundations (e.g., Grove Park Foundation) to develop plans for benefiting communities SUPPORT: Develop initiatives and partnerships to maintain sustainability for these causes post-event 		Support sustainable initiatives for positive long-term impact in underserved communities	Create and maintain programs and organizations to help those in need
2025	Create ongoing plan to foster Atlanta's soccer community	<ul style="list-style-type: none"> PLAN: Work with soccer organizations including Atlanta United and U.S. Soccer to deepen relations PROGRAMMING: Propose programs for public school sports and local soccer programs through assistance funds, volunteerism, scholarships, yearly sponsored competitions amongst schools EDUCATE: Create opportunities to engage constituents to be a part of Atlanta's soccer community; educate on the sport of soccer and the impact it can have in communities 		Ensure programs are inclusive of groups existing in underserved communities	Show commitment to making new soccer fans by engaging youth through organizations, partnerships, and sponsorships
2025	Create plan for community restoration post-event	<ul style="list-style-type: none"> POST-EVENT SUPPORT: Engage volunteers, colleges, and/or school communities to support sustainability initiatives post event (e.g., community restoration, clean-up, donations) 		Provide guidance for equal opportunity across schools and communities	Engage Atlanta community in post-event clean-up initiatives and more
2026	Refine brand identity for Atlanta	<ul style="list-style-type: none"> LEGACY BRANDING: Align future marketing campaigns to speak to the legacy of the event, diversity of experiences within the state, why one should choose Atlanta (e.g., for business, tourism, to live) RE-ENGAGE ATTENDEES: Create thank you messages to participants (e.g., fans who engaged with app, scanned a code, signed up for emails texts) 		Showcase range of diverse cultures as part of Atlanta experience	Be clear on who Atlanta is, amplifying Atlanta's brand so visitors want to come back

Staying connected with key operational stakeholders

- Infrastructure & Transportation
- Safety & Security
- Accommodations

INFRASTRUCTURE & TRANSPORTATION

Ensure seamless navigation to and around the city so that participants can focus on the experience

Stadium & Venue

Roadways & Routes

Alternative Methods of Transportation

Additional Infrastructure & Transportation Needs

THOUGHT STARTERS

- ✦ How do we make it **easy for attendees to navigate** to and around the various events taking place on match and non-match days?
- ✦ How do we create opportunities to **establish long-term impact programs** that benefit our city's infrastructure?
- ✦ How do we **communicate traffic pattern changes, closures, and preferred routes** to residents and visitors?
- ✦ How do we support our visitors and residents with **different language needs**?

KEY CONSIDERATIONS

- FIFA is responsible for the matches taking place in the Mercedes Benz Stadium, as well as the FIFA Fan Festival™ taking place in Centennial Olympic Park
- Coordination and communication between the City of Atlanta, venues, Kimley-Horn, vendors, and others will need to be clear and accessible, leveraging the Atlanta Host Committee as the liaison to work with FIFA as needed

INITIATIVES

- Engage with MARTA to support participants utilizing public transit
- Develop plan to install navigation materials across Atlanta
- Develop and mobilize city-wide cleaning initiative
- Create promotions plan for multi-language rideshare awareness
- Fund additional infrastructure and transportation needs

KEEPING EQUITY IN MIND

Meet accessibility and non-English speakers' needs

Provide opportunity for all interested parties to attend and experience the events



INFRASTRUCTURE & TRANSPORTATION

Ensure seamless navigation to and around the event so that participants can focus on the experience



Stadium & Venue
Roadways & Routes

Alternative Methods of Transportation

Additional Needs

INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
Engage with MARTA to support participants utilizing public transit	<ul style="list-style-type: none"> MARTA GUIDANCE: Create guidance on using MARTA (e.g., schedules, fares, insider event tips) SIGNAGE: Develop content for directional signage across transit systems DIRECTIONS/PATHWAYS: Create clearly defined pathways between MARTA stations and event locations (e.g., Mercedes-Benz Stadium) 		Provide 100% accessibility for participants	Create an easy-to-navigate experience for those leveraging MARTA
Support installation of navigation materials across Atlanta	<ul style="list-style-type: none"> COMMUNICATIONS: Craft communications for target demographics to meet them where they are with the information they need SIGNAGE: Create wayfinding signage to direct people throughout the city footprint TEMPORARY INFRASTRUCTURE: Explore opportunities to create temporary infrastructure to highlight pedestrian paths 		Include non-English speakers' needs when developing materials	Create an easy-to-navigate experience for all event attendees around the stadium, other venues, and surrounding area
Develop and mobilize city-wide cleaning initiative	<ul style="list-style-type: none"> CITY CLEAN UP: Plan for clean-up of areas seen along the MARTA airport route into downtown and surrounding areas ONGOING: Organize events, teams, and on-going cadence for cleaning initiatives ART INSTALLATIONS: Guidance on how to collaborate with local artists for temporary art pieces along areas with high-traffic 		Prioritize hygiene and safety equally across local communities and city areas	Ensure buildings, streets, transportation options are safe and sanitary for event attendees, visitors, and residents
Create promotions plan for multi-language rideshare awareness	<ul style="list-style-type: none"> COMMUNICATIONS: Create communications and messages to reach multilingual visitors to promote use of multilingual rideshare, how to find rides, where to go for support 		Target areas with large international populations	Support non-English speakers who may be navigating around the Atlanta areas
Fund additional infrastructure and transportation needs	<ul style="list-style-type: none"> IDENTIFY: Work with Atlanta Host Committee to understand what other host cities are doing / what FIFA recommends in terms of investment focus areas CONTINUE: Work with the Atlanta Regional Commission to further progress for ongoing programs (e.g., The Stitch, expanding MARTA, Beltline completion) 		Enhance access to affordable housing, low-cost transportation, community resources, and more	Ensure long-term benefits for Metro-Atlanta residents through infrastructure and transportation transformation

NOTE: This framework serves as a starting place for working committees to leverage in building out detailed plans. Preparation and activation will take place in 2025 based on approved working committee playbooks.

SAFETY & SECURITY

Make residents and visitors feel safe and secure throughout their experience in Atlanta

Emergency Preparedness & Response

Law Enforcement / Security

THOUGHT STARTERS

- ☀ How do we **proactively equip residents and visitors with the information and resources they need** to feel safe?
- ☀ How do we **help participants know where to receive and how to contact emergency help** or medical support if needed?
- ☀ What do we do to **prepare for a potential increase in crime** and support resident safety throughout the city?



KEY CONSIDERATIONS

- FIFA will not be overseeing safety and security, as the City of Atlanta is leading efforts. The Atlanta Host Committee will ensure safety and security is planned for and maintained by the City of Atlanta, engaging with various public safety partners as strategy is developed and operations are led at all official FIFA World Cup 2026™ sites within their jurisdiction
- Will need to integrate the FIFA-required components related to safety and security (e.g., safeguarding, human trafficking prevention, child safety, right to peaceful protest, etc.)

INITIATIVES

- Create and share emergency preparedness guidance and procedures
- Develop communications plan for requesting assistance or medical support
- Develop plan for those experiencing homelessness

KEEPING EQUITY IN MIND

Provide clear, direct, easily translatable or multilingual assets for those seeking help

Prioritize safety and security equitably across local communities

SAFETY & SECURITY

Make residents and visitors feel safe and secure throughout their experience in Atlanta



Emergency Preparedness & Response

Law Enforcement / Security

INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
<p>Create and share emergency preparedness guidance and procedures</p>	<ul style="list-style-type: none"> • PLAYBOOK: Create playbook, including detailed responsibilities and plans for subcommittees and internal teams with “need to know” information • INTEROPERABILITY: Work with Atlanta Regional Commission to ensure WebEOC and other tech (e.g. radios) has capacity to work optimally • STRATEGIC INITIATIVES: Develop plan of action for specific human rights scenarios including the monitoring and escalation of human trafficking activity 		<p>Provide proactive support to help ensure safety and security are a priority for all event stakeholders</p>	<p>Ensure operational plan is documented for all internal stakeholders involved</p>
<p>Develop communications plan for requesting help/medical support</p>	<ul style="list-style-type: none"> • AT-EVENT RESOURCES: Create plan for distribution of list of emergency and medical resources available at the event • COMMUNICATIONS: Create clear signage and communications to attendees and residents to contact resources (e.g., the American Emergency hotline - 911) 		<p>Include non-English speakers’ needs when developing materials</p>	<p>Support participants by providing information around receiving emergency help</p>
<p>Develop plan for those experiencing homelessness</p>	<ul style="list-style-type: none"> • PROGRAMS: Assist the homeless population with temporary housing, cooling centers, and relocation of do-gooders away from the central traffic area of the FIFA-designated venues • IMPACT: Identify possible initiatives to assist the homeless population during time of the event and afterwards (e.g., temporary or long-term housing locations; programs supplying leftover clothing, supplies, food) 		<p>Provide support and safety for underserved communities</p>	<p>Ensure safety throughout Atlanta, while providing long-term solutions for supporting those experiencing homelessness</p>

ACCOMODATIONS

Ensure visitors feel like they are a part of the Atlanta community and a FIFA World Cup 2026 Atlanta™ attendee as soon as they arrive

Hotels & Hotel Associations

Other Lodging & Accommodations

THOUGHT STARTERS

- ✦ How do we leverage hotel associations and hotels to **support visitor engagement**?
- ✦ How do we **plan for all types of visitors** and provide an exceptional experience for all?
- ✦ How do we **proactively plan for unexpected visitors** if beyond Atlanta capacity?
- ✦ How do we **make guests feel welcomed and a part of Atlanta's culture** as soon as they arrive?

KEY CONSIDERATIONS

- Coordination and communication between the City of Atlanta, hotel representatives, and hotel associations will need to be clear and accessible, leveraging the Atlanta Host Committee as the liaison to work with FIFA as needed

INITIATIVES

- Develop engagement plan with hotels and hotel associations
- Create and share informational welcome packet for involved hotels, hotel associations, and other lodging and accommodations

KEEPING EQUITY IN MIND

Meet accessibility needs and non-English speakers' needs



ACCOMMODATIONS

Ensure visitors feel like a part of the Atlanta community and a FIFA World Cup 2026 Atlanta™ attendee as soon as they arrive



Hotels & Hotel Associations

Other Lodging & Accommodations

INITIATIVE	KEY ACTIVITIES & COMPONENTS	POSITIVE IMPACT FOCUS	EQUITY OBJECTIVES	VALUE STATEMENT
Continue engagement plan with hotels and hotel associations	<ul style="list-style-type: none"> COMMUNICATIONS: Create repository of hotel associations and hotels to engage with and develop communications plan to share assets and suggested ways for hotels to engage with guests CITY RECOMMENDATIONS: Create guidance for creating personalized engagement and itineraries for visitors based on personas 		Include guidance for making non-English speaking and international guests feel welcomed upon arrival	Provide guidance for hotels to engage with visitors and promote relevant events and attractions
Create and share informational welcome packet for involved hotels, etc.	<ul style="list-style-type: none"> GUIDANCE: Create overview guide of events, initiatives and information for visitors in a welcome packet for hotels and other accommodations to distribute (including messaging guidance inclusive of FIFA limitations) 		Include non-English speakers' needs when developing materials	Ensure involved lodging organizations are briefed on event
Develop plan to support accommodation capacity and accessibility needs	<ul style="list-style-type: none"> ATHLETES: Work with FIFA to ensure athletes have adequate accommodations CAPACITY ISSUES: Strategize on alternative accommodations and work with other cities to support large influx of guests ACCESSIBILITY NEEDS: Work with hotels, hotel associations, and more to ensure those with certain needs or disabilities have accommodations that provide what they need 		Support those with disabilities through proper accommodations	Ensure all accommodation needs are met and capacity issues are resolved

EQUITY & HUMAN RIGHTS

Achieve equitable outcomes within each area of focus and initiative, putting equity and human rights at the center of the way we measure success of the FIFA World Cup 2026 Atlanta™



KEY QUESTIONS TO BE ADDRESSED



How can we leverage this critical moment in the sports industry to address the long-term challenges the city of Atlanta has faced, as well as overall change or improve human conditions?



How can we initiate conversation around important matters and create a strategic agenda for FIFA to promote through the FIFA World Cup 2026 Atlanta™?



Through each initiative, how do we ensure investments made to change or improve human conditions is future-proofed with sustainability plans in place?



What KPIs/metrics do we track, ensuring success is measured specifically for equity and human rights?

- Initial ideas include: % of youth access to safe places to play soccer, supplier diversity strategies, reduction in human trafficking



How do we stay aligned to the way FIFA views human rights according to the following pillars?

- Inclusion and safeguarding our people
- Workers' rights
- Access to remedy

NEXT STEPS



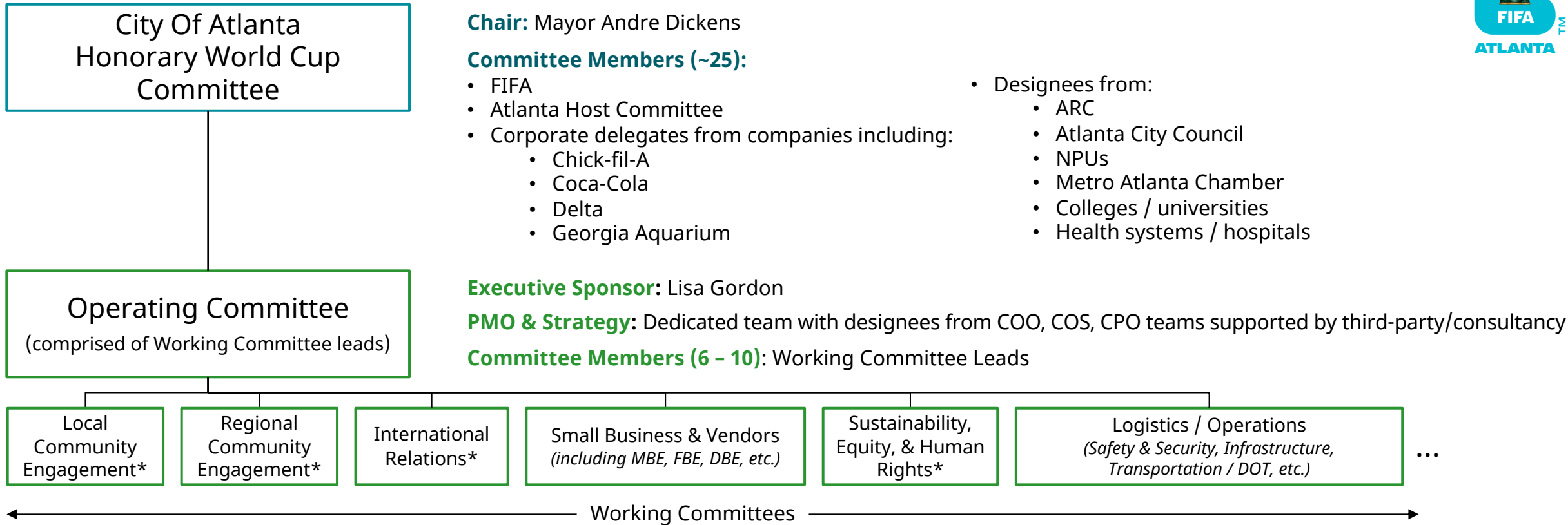
1. **VISIONING:** In terms of leveraging this “sports moment for good”, we need to understand what opportunities are most aligned to the city of Atlanta’s needs
2. **SIT AT THE TABLE:** Ensure there is governance in place that supports regular conversations around equity and human rights, involving the voices of our communities and neighborhoods regularly

Governance





Proposed Governance Structure



Ways of Working:

- Quarterly meetings will be conducted from 2024 through 2026 between CoA World Cup Committee and Operating Committee (OpCo)
- The CoA World Cup Committee will provide an avenue for bi-directional communication between key stakeholders and the OpCo leading up to the event
- The PMO & Strategy team within the OpCo in partnership with the Mayor will provide guiding principles to committees at the start of their work
- OpCo leadership will address coordination across Working Committees including topics such as, collaborative marketing/branding, funding, sustainability, equity, and legacy across initiatives
- Each Working Committee will be provided a playbook / templates to leverage
- A central repository will be provided with access to all documentation; messaging will be centralized so that all internal and external stakeholders are aligned

*NOTE: Activities within these working committees are under the direction of the Chief of Staff and the Chief Policy Officer



Proposed Governance Structure

- Cross-functional **City Of Atlanta Honorary World Cup Committee** leads with shared commitment for event success
- **Operating Committee** drives execution and value realization

1 City Of Atlanta Honorary World Cup Committee



Committee Chair + Committee Members

Comprised of the Mayor, FIFA, Atlanta Host Committee, designees from various organizations, and corporate delegates

Key Responsibilities

- Champion overarching vision for efforts internally (the City) and externally
- Act as the executive decision-making body for critical topics (e.g., go/no-go decisions, resource requests)
- Review progress on KPIs and lead pivots as needed
- Provides multi-cultural and diversity lens

2 Operating Committee



Executive Sponsor + PMO & Strategy Team / “Committee Sponsors”

Working Committee Leads

Serves as the points of contacts for their respective committee, determining the sub-committees needed to execute on initiatives

Key Responsibilities

- Execute tactical decision making, alignment, and coordination in accordance with overarching vision and priorities
- Assess progress on KPIs; raise and address operational concerns; report out and escalate as needed to the City Of Atlanta Honorary World Cup Committee
- Track and report achievement of milestones
- Works with other City of Atlanta department stakeholders as needed

Proposed Governance Structure

Committee	Point of Contact	Designee(s) from COO, COS, CPO Teams	Proposed Sub-committees	Suggested Organizations To Involve
Local Community Engagement	TBD	TBD	<ul style="list-style-type: none"> • Consumer Research & Constituent Involvement • Multi-media Assets & App / Platform • Partnerships • Local Events • Partner & Community Communications • Legacy on Metro-Atlanta Community & City of Atlanta (e.g., funding and sustainability of programs, soccer culture, Atlanta brand & identity) • Community Restoration Post-Event 	<i>Designee(s) from the Office of Constituent Services</i>
Regional Community Engagement	TBD	TBD	<ul style="list-style-type: none"> • Consumer Research & Constituent Involvement • Multi-media Assets • Partnerships • Regional Outreach • Partner & Community Communications 	<i>Designees from the:</i> <ul style="list-style-type: none"> • Atlanta Regional Commission (ARC) • Office of Intergovernmental Relations
International Relations	TBD	TBD	<ul style="list-style-type: none"> • Global & International Engagement & Comms • Partnerships • International Business & Economic Development • Multilingual Needs • VIP Guest Experience 	<i>Designees from:</i> <ul style="list-style-type: none"> • the Office of International & Immigrant Affairs • Invest Atlanta
Small Businesses & Vendors	TBD	TBD	<ul style="list-style-type: none"> • MBE, FBE, & DBE • Vendor Management • Local Business Engagement (focus on MWBE & small businesses) 	<i>Designees from:</i> <ul style="list-style-type: none"> • the Office of Contract Compliance • the Department of Procurement • Invest Atlanta



Proposed Governance Structure

Committee	Point of Contact	Designee(s) from COO, COS, CPO Teams	Proposed Sub-committees	Suggested Organizations To Involve
Sustainability, Equity, & Human Rights	TBD	TBD	<ul style="list-style-type: none"> • Environmental Sustainability • Environmental Equity & Justice • Environmental Resilience • Equitable Processes & Outcomes • Equitable Social Impact 	<i>Designees from the:</i> <ul style="list-style-type: none"> • <i>Office of Sustainability and Resilience</i> • <i>Office of Equity, Diversity and Inclusion</i>
Logistics / Operations	TBD	TBD	<ul style="list-style-type: none"> • Safety & Security • Infrastructure • Transportation & Public Transit • Front-house Needs & Funding for Area Improvements • Airport (Navigation Support, etc.) 	<i>Designees from the:</i> <ul style="list-style-type: none"> • <i>Office of Emergency Preparedness</i> • <i>Department of Transportation</i> • <i>Hartsfield-Jackson Intl Atlanta Airport</i>



¡VAMOS! LET'S GO! ALLONS-Y! LOS GEHTS!

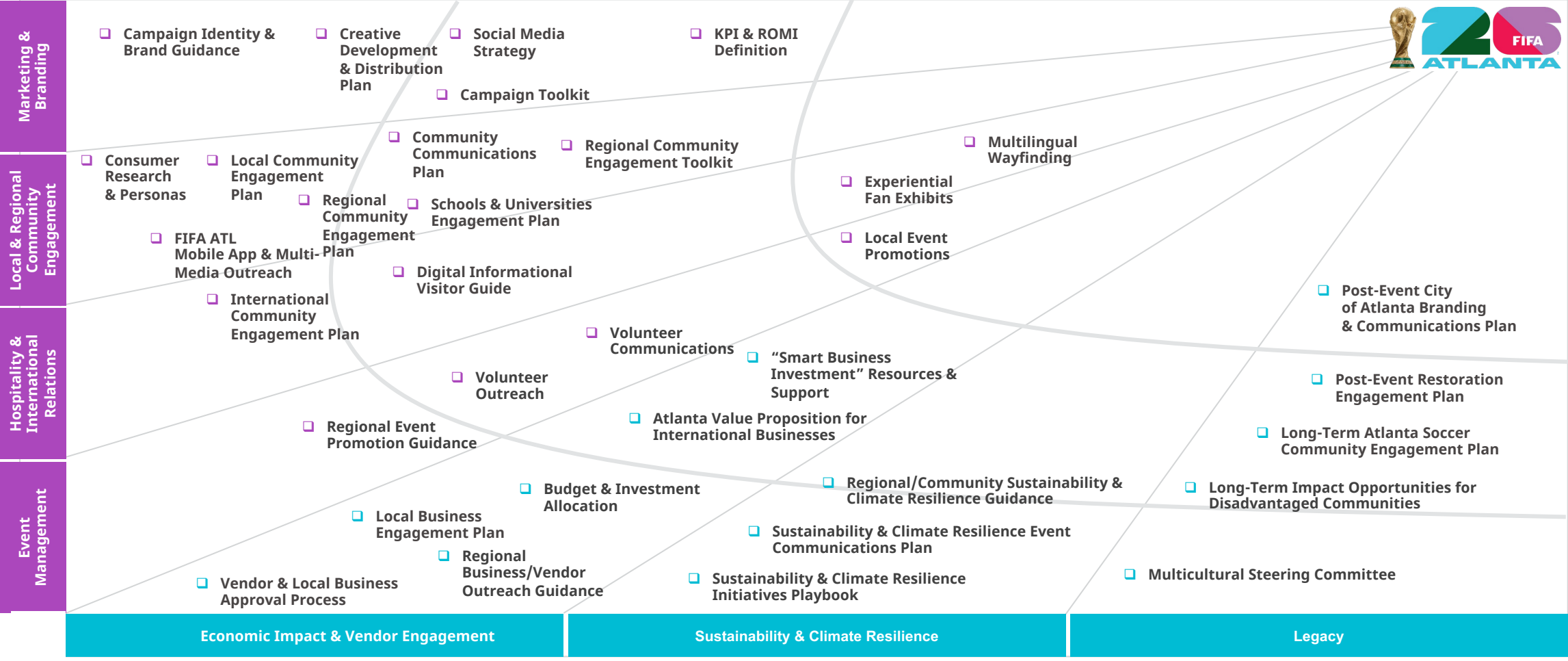


2024

2025

2026

Activating, engaging, and communicating with our communities



Creating lasting impact for Atlanta and beyond





APPENDIX

- Key Trends & Case Study Examples

Activating Interactive Experiences

Large-scale sporting events are creating experiences that put participants in the action, allowing them to connect to the sport, their favorite teams, and other fans.

- ✦ How can we create memorable interactive experiences for all participants?
- ✦ How can we implement advanced technology to create immersive and/or digital experiences?

90% of Gen Z uses apps with interactive live video

76% of consumers prefer to spend money on experiences than on material items



CASE STUDIES



Seattle Kraken Playoff Watch Parties

The Climate Pledge Arena, home of the Seattle Kraken, uses advanced technology to create interactive experiences for fans. While the Kraken were playing in Dallas for the NHL playoffs, Climate Pledge hosted watch parties and showed real-time projections of players on ice in Texas.



Germany 2006 FIFA Fan Festival™

12 FIFA Fan Festival™ venues were set up to entertain over 18 million visitors to the World Cup. In addition to a live broadcast, fans could enjoy a multitude of digital experiences, including AR and VR interactions to shoot penalty shots and other soccer-related games using motion sensors.



The NFL Experience

During the week before the Super Bowl, the NFL and the host city set up an interactive theme park experience. Attendees can attend football clinics, interact with their favorite players, participate in digital games, and visit exhibits dedicated to the history and culture of the sport.

Creating Personalized Ways to Engage



Fans are becoming accustomed to personalization from sports teams, venues, and event planning committees akin to customized experiences, differentiated communications, and unique engagement platforms.

66%

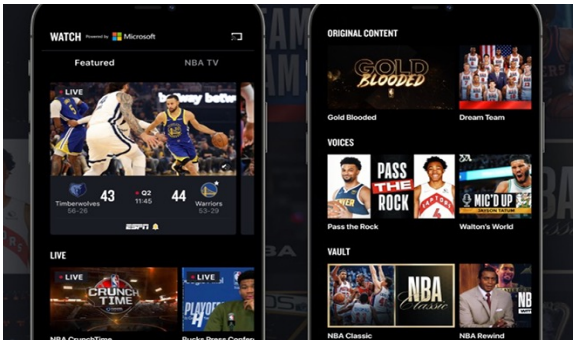
of consumers expect brands to be able to understand and meet their personal needs and expectations

84%

of consumers say being treated like a person, not a number, is very important to winning their business

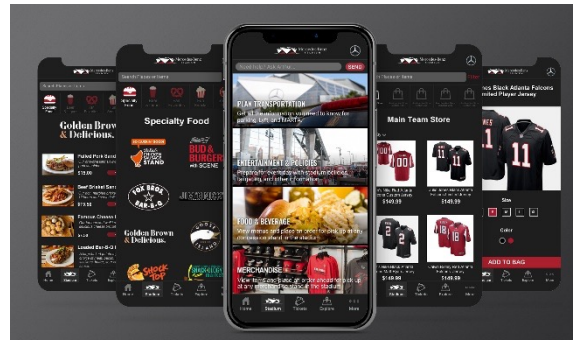
- How can we leverage technology to create a customized experience for each participant?
- How can we ensure that each participant feels that they have received an experience that is uniquely theirs?

CASE STUDIES



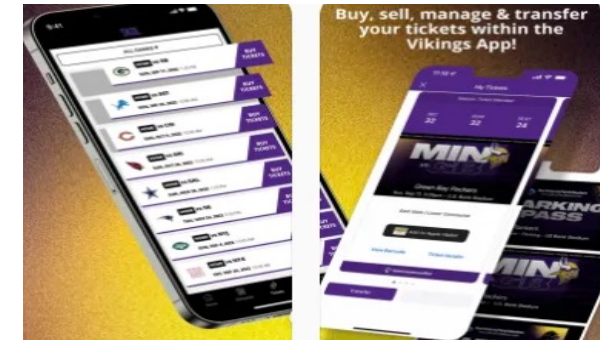
NBA App "For You" Experience

The NBA implemented an app which is the ultimate on-the-ground experience, providing content recommendations based on fan preferences, "story videos" of in real-time games with an option to join the in-progress game's live stream, and an ability to win awards/prizes.



Mercedes-Benz Stadium App

The Mercedes-Benz Stadium has implemented an app which is the official resource for event days. The app provides fans with navigation assistance, food/drink menus, ticket management, and a mobile concierge service for all fan needs.



Minnesota Vikings "My Fan" App

The "My Fan" app gives fans the opportunity to get in-depth news, videos, podcasts, and pictures. It also provides real-time stats and coverage while allowing fans to manage their tickets and customize their experience with push notifications and custom app icons.

Promoting Culture & Inclusivity

Major events are providing opportunities to celebrate diversity and educate participants on different cultures through events, performances, and exhibits - fostering a welcoming environment for all.

- ✦ *How can we make all participants, regardless of culture, age, fandom, participation interest, etc., feel included in the various events?*
- ✦ *How can we ensure that all cultures are represented and integrated into the fabric of the event?*

90% of Gen Z rated authenticity as very or extremely important

10% of Atlantan households speak a language other than English at home



CASE STUDIES



Atlanta Film Festival

The film festival brings global attention to Atlanta's rich film industry and culture, focusing on equity by raising diverse voices and media art works in show business.



Carnival Parade

The India Premier League (IPL) hosts a "carnival parade" known as the IPL Fan Park, a celebration of diversity and cultural inclusivity showcasing the rich heritage, music, dance, and cuisine of different regions participating in the tournament.



Pride House

Pride House is a designated space that began during the 2010 Winter Olympics which serves as a welcoming and inclusive gathering place for LGBTQ+ athletes, spectators, and allies.

Establishing Purpose-Driven Events & Initiatives

Organizations are connecting participants through a shared value of sustainability and community protection, creating a greater purpose and leaving a lasting positive impact on visitors and residents.

- ✦ *How can we connect Atlanta residents with international visitors through a shared purpose?*
- ✦ *How can we ensure that these events and initiatives leave a lasting impact on Atlanta community, as well as visitors?*

52% of consumers tend to have more trust in companies that share long-term sustainability and CSR goals

63% of consumers prefer when brands are purpose-driven



CASE STUDIES



Community Greening

The NFL implements projects which include planting trees, contributing to green spaces, creating community gardens in areas with limited access to fresh produce, restoring habitats, and engaging in reforestation projects.



Super Kids Super Sharing

This NFL project works to put books, sports equipment, and school supplies into the hands of local children in need. The local NFL team is a key partner and supporter of this event in their home city.



Ball Aluminum Cup

This cup is a sustainable, disposable cup option that won't go to waste as aluminum is infinitely recyclable. It is featured in three Super Bowls, all Kroenke Sports & Entertainment venues, a College Football Playoff, and many more.