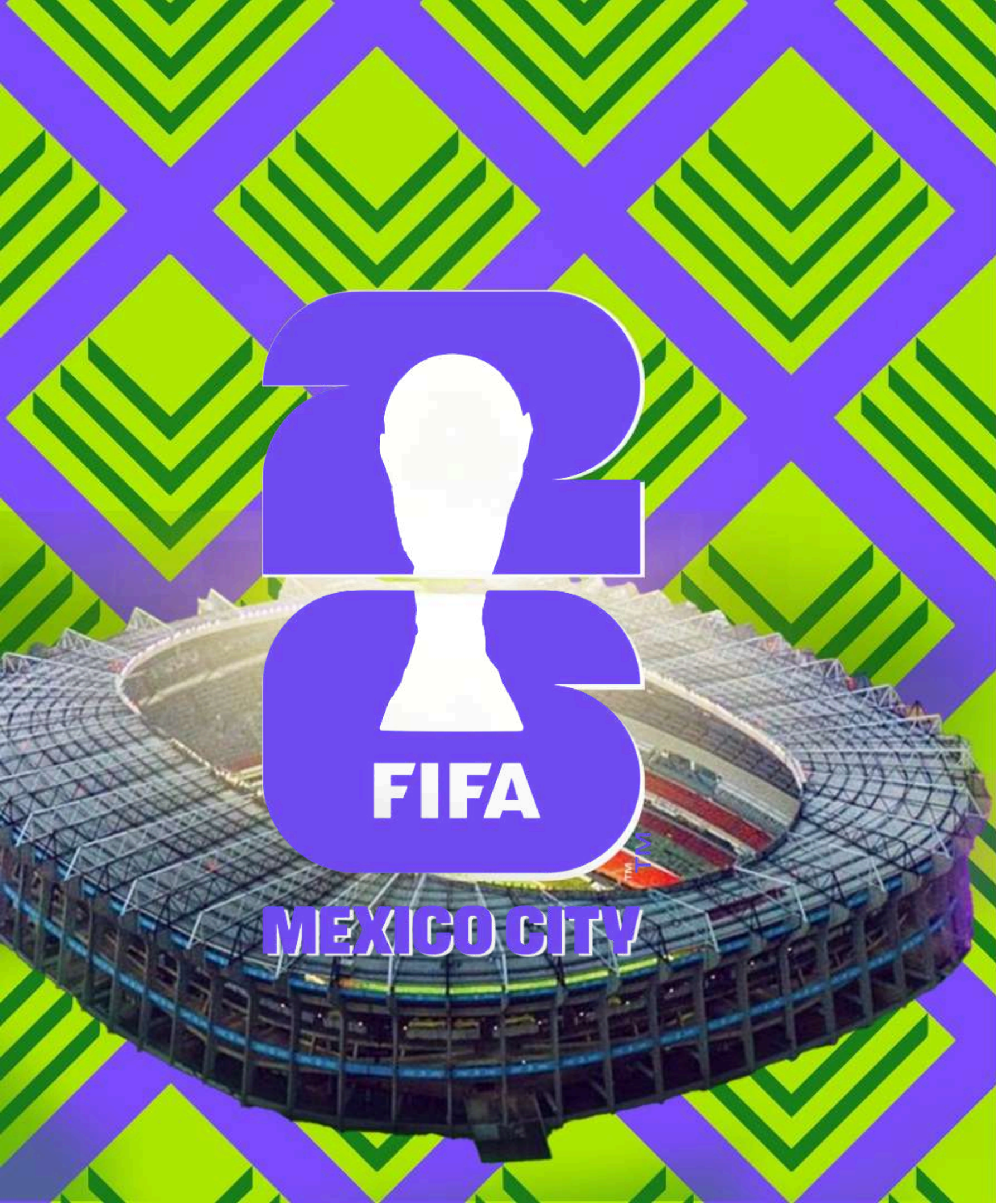




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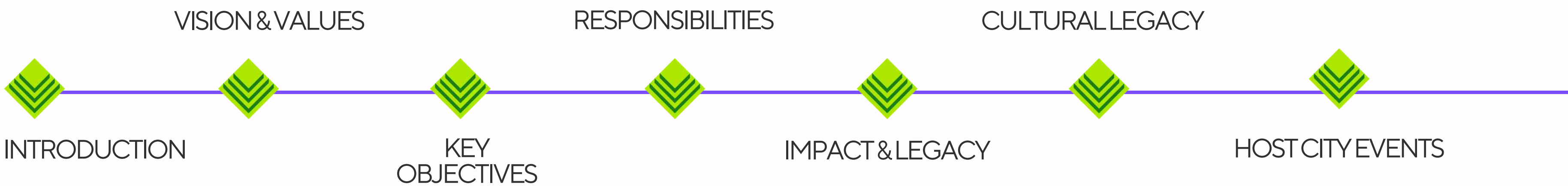


HOST CITY MEXICO CITY

THE FIRST CITY TO HOST **THREE FIFA WORLD CUPS**
(1970 • 1986 • 2026)

Mexico City 2026 Organizing Committee.

TABLE OF CONTENTS



INTRODUCTION

A GLOBAL STAGE, A LOCAL LEADING ROLE



Mexico City faces a historic opportunity to celebrate its legacy and shape an innovative future. Accordingly, the Organizing Committee is committed not only to the successful delivery of the event, but also to leaving a meaningful and enduring legacy for our city.

We recognize that this moment will generate a profound economic, social, and cultural impact, and we aim to place residents at the center—as active beneficiaries—of this story. This commitment is already taking shape through concrete actions that will improve the lives of thousands, including urban regeneration in Santa Úrsula; modernization of the transportation network with new trains and bike lanes; and the revitalization of public spaces for community enjoyment.

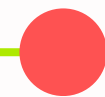
VISION

In Mexico City, we believe in the transformative power of sport. For generations, our city has been a vibrant stage where culture, passion, and community come together. Today, as an official Host City of the FIFA World Cup 2026™, we have the opportunity to share that spirit with the world. The Mexico City 2026 Organizing Committee is committed not only to the successful delivery of the event, but also to leaving a meaningful legacy for our city. We know this moment will generate economic, social, and cultural impact—which is why we invite you to be part of this story.



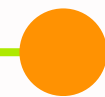
HERITAGE

We recognize and celebrate our city's historic role in football and in major international events.



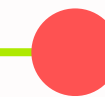
INCLUSION

Mexico City is a city for everyone. This global tournament is an opportunity to strengthen equity, participation, and the representation of its diversity.



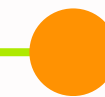
PURPOSE-DRIVEN INNOVATION

We pursue creative, sustainable solutions that transcend the tournament and contribute to a better future for all.



LOCAL PRIDE, GLOBAL REACH

We value our roots, cultures, and communities, showcasing them to the world with dignity, talent, and hospitality.



SUSTAINABILITY

Every action we undertake for the tournament must consider the present and future well-being of the city and its people.

VALUES

OUR MISSION



MEXICO CITY 2026

- ◆ **Celebrate history, shape the future:** Honor the city's storied role in world soccer and establish it as a model of an inclusive, global metropolis.
- ◆ **Create a lasting legacy:** Use the FIFA World Cup 2026™ as a catalyst for urban, social, and cultural transformations that endure long after the final whistle.
- ◆ **Engage citizens:** Ensure that locals experience the tournament not just as spectators but as creators, hosts, and direct beneficiaries.
- ◆ **Position Mexico City on the world stage:** Leverage the event's visibility to project a positive, creative, and innovative image of the city worldwide.

RESPONSIBILITIES



OUR COMMITMENT: THE FRAMEWORK FOR A HISTORIC FIFA WORLD CUP™

We take on the responsibility of modernizing our infrastructure and ensuring a safe environment for everyone. We are laying the groundwork for a world-class experience that will leave a legacy of connectivity and well-being in Mexico City.

STATE-OF-THE-ART INFRASTRUCTURE AND CONNECTIVITY



An Iconic Stadium, Renewed for the Future:

Mexico City Stadium is undergoing a comprehensive renovation to meet FIFA™'s highest standards. The works include modernized locker rooms, upgraded lighting systems, and improved accessibility.



Smart Mobility:

Key projects are underway to enhance road infrastructure and public transit in strategic event zones and around the stadium. The goal is to facilitate fan access and optimize citywide traffic flow.

SECURITY AND SURVEILLANCE: OUR PRIORITY



A Protected City:

The city's video-surveillance network will be expanded with 40,000 new security cameras. These will join the 83,000 already in operation to create a comprehensive security ecosystem covering the entire city, with special focus on event areas.

OUR PEOPLE: THE HEART OF THE CELEBRATION

Beyond the field, this FIFA World Cup™ is a platform to showcase our identity and strengthen our community. We are creating a celebration that invites participation, respects our diversity, and makes every resident a protagonist of this historic moment.



WORLD CAPITAL OF CULTURE AND SPORTS



The FIFA Fan Festival™ in the Heart of Mexico:

Mexico City's Zócalo will become the global meeting point for fans.

FIFA FANFESTIVAL 2026



A One-of-a-Kind Cultural Circuit:

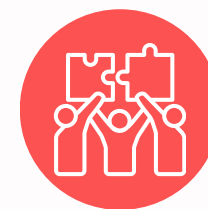
A cultural program has been designed in collaboration with local museums, along with a citywide calendar of events and experiences across Mexico City.



Experiences & Events:

We have crafted a high-impact calendar of events and experiences that go beyond soccer. Through culture, fashion, business, and inclusion, we aim to celebrate the diversity and greatness of Mexico City.

A LEGACY OF INCLUSION AND COMMUNITY PARTICIPATION



Volunteers: The Face of Our Hospitality:

Through a volunteer program, the community will be actively involved in organizing the event, providing logistical support, and serving as the tournament's best hosts.



Social Commitment & Legacy:

Mexico City is committed to organizing an inclusive FIFA World Cup™ that respects human rights. We will actively promote the values of diversity, respect, and gender equity as pillars of our legacy.

IMPACT & LEGACY



PROPOSAL

Mexico City 2026 will be more than a host city — it will stand as a symbol of progress, a city that has not only witnessed soccer history but has harnessed the sport as a tool for social transformation.

The legacy of the FIFA World Cup 2026™ in Mexico City will be measured by how it reshapes daily life, strengthens community connections, and elevates the city as a cultural, sporting, and human capital.

For the first time, a historic host will do more than stage another opening match; it will turn that distinction into a catalyst for re-imagining the present and securing a fairer, more sustainable, and more vibrant future for its citizens.

PROJECTED ECONOMIC IMPACT

- The capital is expected to generate an estimated US \$600 million in economic activity.*

*Based on data from *El Economista* and *Mundo Ejecutivo*.

<https://www.eleconomista.com.mx/el-empresario/negocios-alcaldia-cuauhtemoc-recibiran-apoyo-mundial-20250328-752381.html>

<https://mundoejecutivocdmx.com/mundo-economico/mundial-2026-comercios-de-la-alcaldia-cuauhtemoc-recibiran-respaldo-economico/>

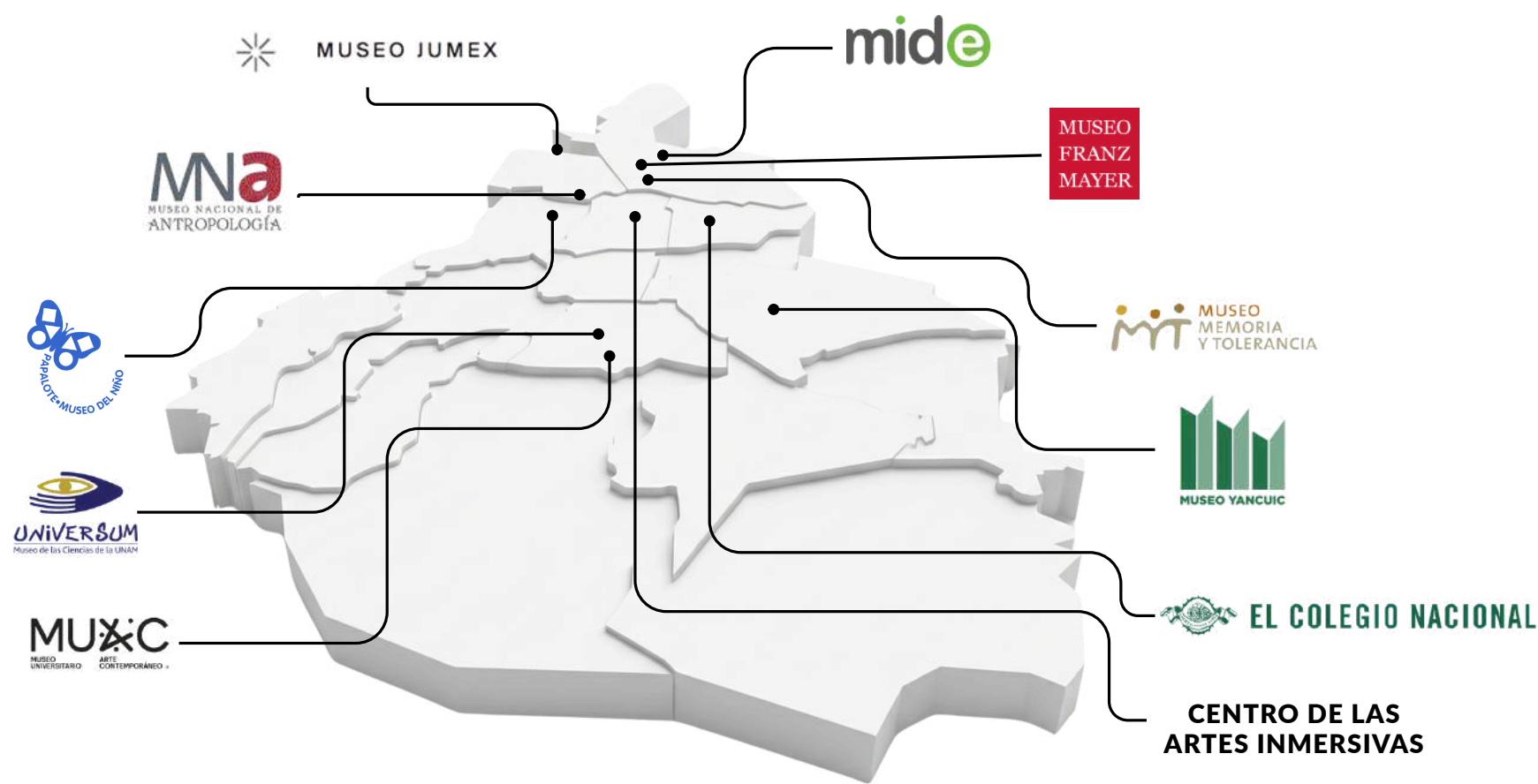
CULTURAL LEGACY

**A PROGRAM IN CONTINUOUS DEVELOPMENT:
WITH THE GOAL OF PARTNERING WITH MORE INSTITUTIONS, COMPANIES,
AND SPACES TO CONTRIBUTE THEIR TALENT AND PROPOSALS, BUILDING
TOGETHER A UNIQUE OFFERING THAT SHOWCASES THE BEST OF MEXICO
CITY TO THE WORLD.**



CULTURAL LEGACY

CDMX CULTURAL MAP



THE MOST AMBITIOUS CULTURAL CIRCUIT IN FIFA WORLD CUP™ HISTORY

Eleven iconic CDMX museums unite to create an unprecedented cultural experience bridging art, science, history, and soccer. A lineup featuring exclusive exhibitions, international collaborations, and multiple free-access experiences that will position Mexico City as the global cultural capital of soccer.

CDMX 2026 CULTURAL PROGRAM: SOCCER, ART, AND SCIENCE

Feb–Jul Museo Franz Mayer	<i>Designing the Beautiful Game – Total design of soccer (tech, textile, architecture).</i>
Mar–Jul Museo Jumex	<i>Soccer and Art: On and Off the Pitch – Modern and contemporary art exploring global passion.</i>
Mar–Ago Centro de las Artes Inmersivas	<i>México Aquí – A 7-room multisensory pavilion celebrating the country's cultural greatness, guided by iconic hosts like Alondra de la Parra and Juan Villoro.</i>
May–Ago MIDE + Perot Museum (Dallas)	<i>Soccer is a Celebration – The economy, well-being, and trades behind the spectacle.</i>
May–Ago Museo Yancuic	<i>Soccer History: Passion and Legacy – 15,000+ original pieces and an immersive experience.</i>
May–Ago UNIVERSUM	<i>Science on the Pitch – Physics, biomechanics, and AI applied to the game.</i>
May–Ago MUAC – Canchas desiguales	<i>Artistic installation visualizing inequity by altering the playing field.</i>
May–Ago Museo Memoria y Tolerancia	<i>Soccer and Human Rights – Reflecting on discrimination and inclusion.</i>
May–Ago Museo Papalote	<i>Touch, Play, and Learn – Soccer through learning and fun; interactive experiences and workshops in a family environment.</i>
May–Ago El Colegio Nacional	<i>What Color is Green? – Literature, identity, and collective memory of the National Team through the lens of Juan Villoro.</i>
Jun–Ago Museo Nac. de Antropología	<i>Annie Leibovitz & Mexico 1986-2026 – Photographic memory of the country and the ball.</i>



CDMX

THE FUTURE AFTER THE FINAL WHISTLE

The cultural legacy and its benefits for the city after the FIFA World Cup 2026™ concludes will focus on two key areas: the revitalization of approximately 100 public courts into high-quality spaces for community sports, and the photographic legacy of Annie Leibovitz, which will document Mexico's cultural transformation from 1986 to 2026, preserving the visual memory of this historic moment.

A CULTURAL LEGACY THAT TRANSCENDS THE TOURNAMENT



Community-focused projects

Public space restoration

A comprehensive project to renovate and upgrade approximately 100 public soccer courts in neighborhoods across the city



Annie Leibovitz & Soccer

Cultural Archive: Photography and Special Edition Book

A photographic exhibition documenting the evolution of Mexico from 1986 to 2026 through the lens of Annie Leibovitz

HOST CITY EVENT ECOSYSTEM

EXCLUSIVE EXPERIENCES CONNECTING CDMX WITH THE WORLD

A diverse calendar of premium experiences spanning sports, culture, and entertainment. Designed for locals, national, and international tourists, positioning Mexico City as the global epicenter of entertainment during the FIFA World Cup 2026™.

CULTURAL PROGRAM:

- Museo Nacional de Antropología
- Museo Yancuic
- Museo Jumex
- Museo Franz Mayer
- Museo Memoria y Tolerancia
- Papalote Museo del Niño
- MUAC
- Museo MIDE
- Universum
- Colegio Nacional
- Leonora Carrington
- Museo Dolores Olmedo

ENTERTAINMENT PROGRAM:

- FIFA Fan Festival
- Auditorio Nacional Concerts
- Mexico City Stadium Grand Reopening
- Legends Match: Mexico vs. Brazil
- "Made in Mexico" Fashion Show
- Host City Pride Event
- Host City Golf Tournament

EXPERIENCES PROGRAM:

- Global Nations Village
- México Aquí Immersive Experience
- Digital & Print CDMX Guide
- Soccer Giants
- World Football Summit
- Future Stars "Futuros Cracks"
- Culinary Experiences
- VIP Cultural Experiences



MEXICO CITY HOLDS A UNIQUE HISTORIC POSITION: AS THE ONLY CITY TO HOST THREE FIFA WORLD CUPS™, IT IS A KEY PLAYER IN THE TOURNAMENT

Our proposal honors the past and builds toward the future, with a focus on revitalized infrastructure, inclusive social programs, a vibrant cultural legacy, comprehensive sustainability, and governance that respects human rights.

Together, we will build a historic legacy, ensuring the passion of 2026 translates into real and lasting opportunities for our city and its people.



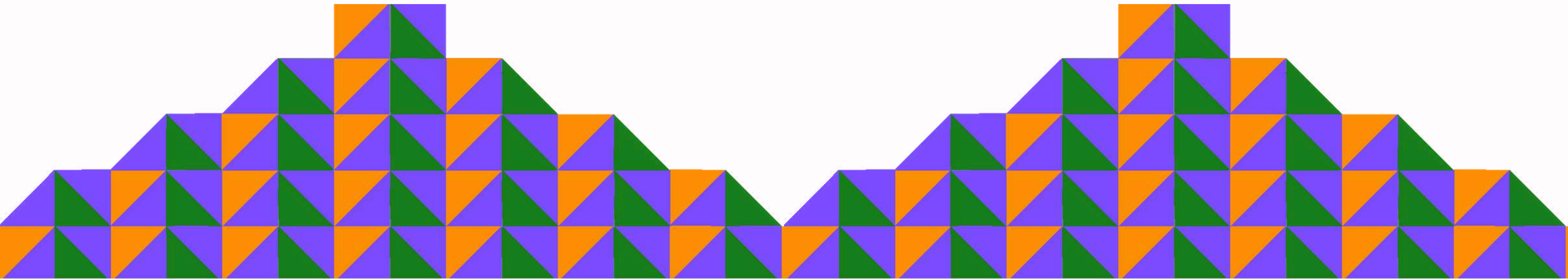


OUR LEGACY FOR MEXICO CITY





CULTURAL PROGRAM



MUSEUM CALENDAR



CULTURAL EVENTS

- ◆ **LEONORA CARRINGTON**
- ◆ **MUSEO FRANZ MAYER**
- ◆ **MUSEO JUMEX**
- ◆ **MUSEO YANCUIC**
- ◆ **MUSEO MEMORIA Y TOLERANCIA**
- ◆ **MUSEO MIDE**
- ◆ **MUSEO UNIVERSUM**
- ◆ **MUSEO PAPALOTE**
- ◆ **EL COLEGIO NACIONAL**
- ◆ **MUAC/ CANCHA DESIGUAL**
- ◆ **A. LEIBOVITZ - ANTROPOLOGÍA**
- ◆ **GIGANTES DEL FUTBOL**

2026

FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER

Labyrinth	
Designing a Passion	
Soccer and Art: On and Off the Pitch	
Soccer History: Passion and Legacy	
Soccer and Human Rights	
Soccer is a Celebration	
Science on the Pitch	
What Color is Green?	
Uneven Fields	
Annie Leibovitz & Soccer	

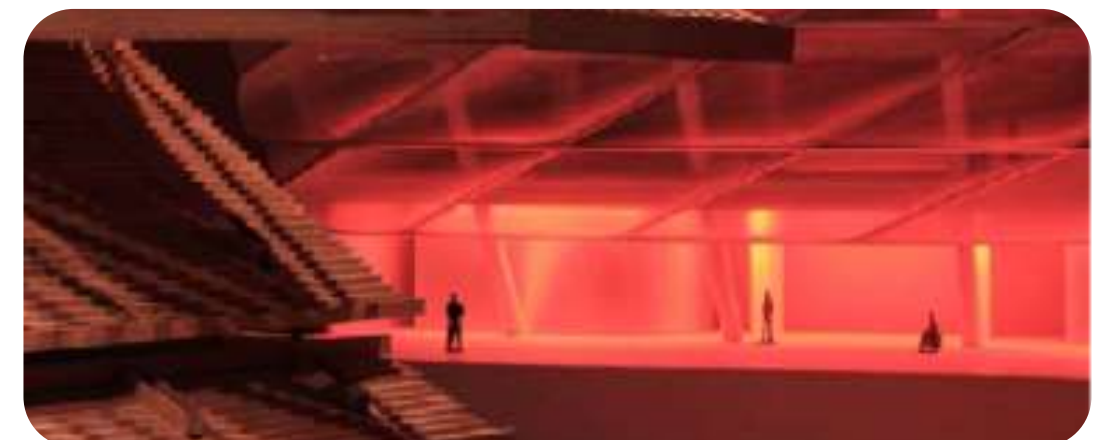
MUSEO
FRANZ
MAYER

MUSEO FRANZ MAYER

Designing a Passion

An exhibition analyzing football as a comprehensive design phenomenon. The showcase explores the technology, engineering, architecture, and aesthetics that have transformed the game and its visual culture, offering a detailed creative perspective on the sport.

Date: February to July 2026.



Chief Curator: Eleanor Watson *TBC.

MUSEO JUMEX

Soccer and Art: On and Off the Pitch

An exhibition that transforms the passion for soccer into a contemporary art experience. Through iconic works by international artists, the show explores the sport as a global cultural phenomenon. The program also includes a public viewing area on the museum's exterior esplanade.

Date: March 25 to late July 2026.

✱ MUSEO JUMEX

Chief Curator: Guillermo Santamarina.



MUSEO YANCUIC

History of Soccer: Passion and Legacy

This exhibition hosts one of the world's largest collections of soccer memorabilia. Curated by the renowned Épica Collection, the showcase displays over 15,000 authentic items, including match-worn jerseys from **90 national teams**. It offers a comprehensive look at the sport's history and cultural heritage in Iztapalapa.

Curated by: Gabriel Bustamante (Colección Épica).

Date: May to August 2026.



MUSEO DE MEMORIA Y TOLERANCIA

Soccer and Human Rights

An exhibition presenting soccer as a reflection of social struggles. It addresses themes of identity, discrimination, and inequality linked to the sport, offering a critical and poignant perspective. The showcase invites reflection on soccer as a space for resistance, transformation, and hope.

Date: May to August 2026.

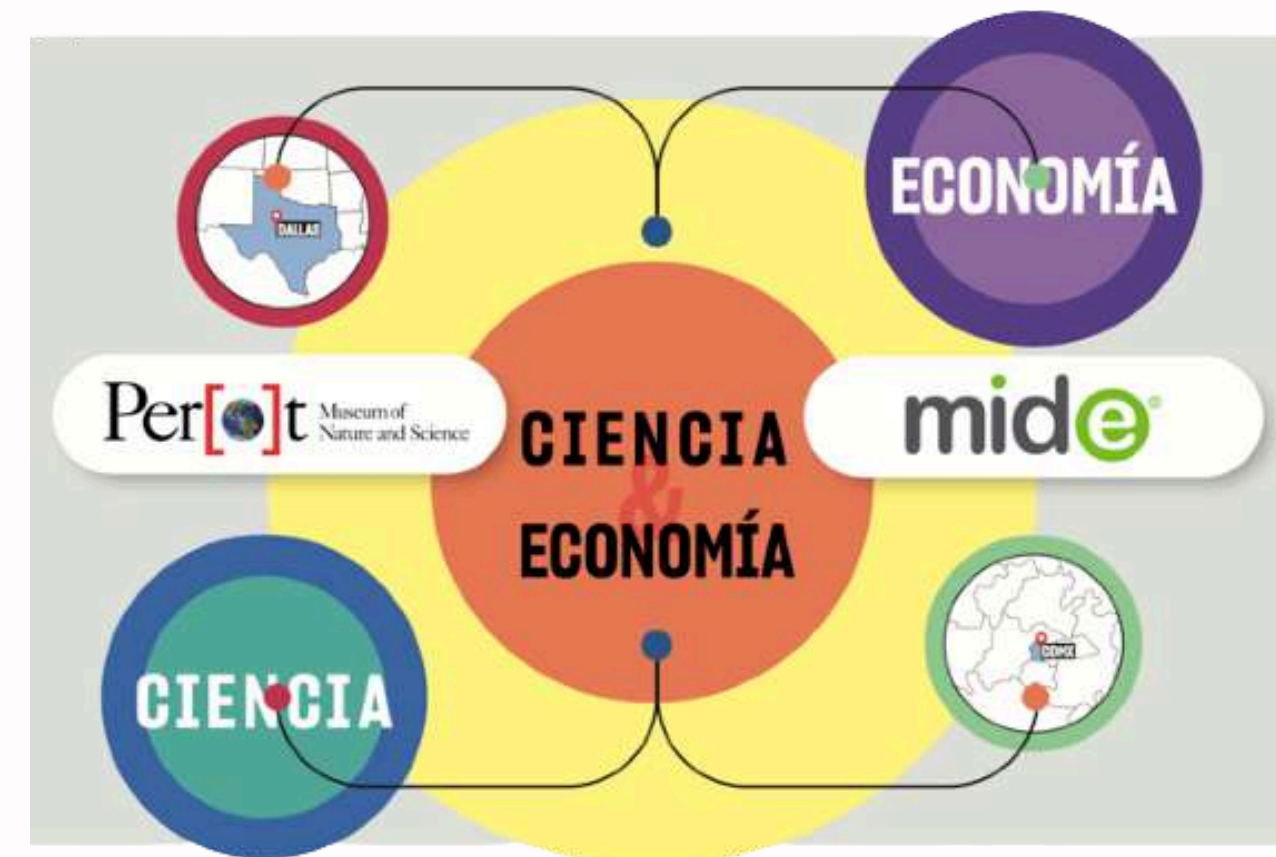


MIDE

Soccer is a Celebration

A binational educational exhibition celebrating the cultural, economic, and social impact of soccer. Developed in partnership with the Perot Museum in Dallas, the showcase explores three key pillars: the social dimension, the economy, and well-being, through interactive experiences, guided activities, sports clinics, and special presentations.

Date: May to August 2026.





UNIVERSUM

Science on the Pitch

An exhibition revealing the scientific principles behind soccer. The showcase explores topics such as ball physics, biomechanics, artificial intelligence, and technology applied to the game, offering an interactive experience that merges science and innovation.

Date: May to August 2026.



MUSEO PAPALOTE

Touch, Play, and Learn

A space where children "touch, play, and learn" across thematic sections. Following the museum's philosophy, the program invites visitors to experience soccer through interactive games and workshops in a family-friendly environment, approaching the sport as a vehicle for learning and fun.

Date: May to August 2026.



LEONORA CARRINGTON

Labyrinth

A multimedia experience guiding visitors through a surrealist labyrinth, the core of Leonora Carrington's poetics. The narrative highlights the search for freedom, myth, and imagination, weaving together symbols and creatures from her universe. This monumental installation immerses the audience, organizing the journey to uncover recurrent themes and creative stages, offering a deep insight into one of surrealism's essential voices.

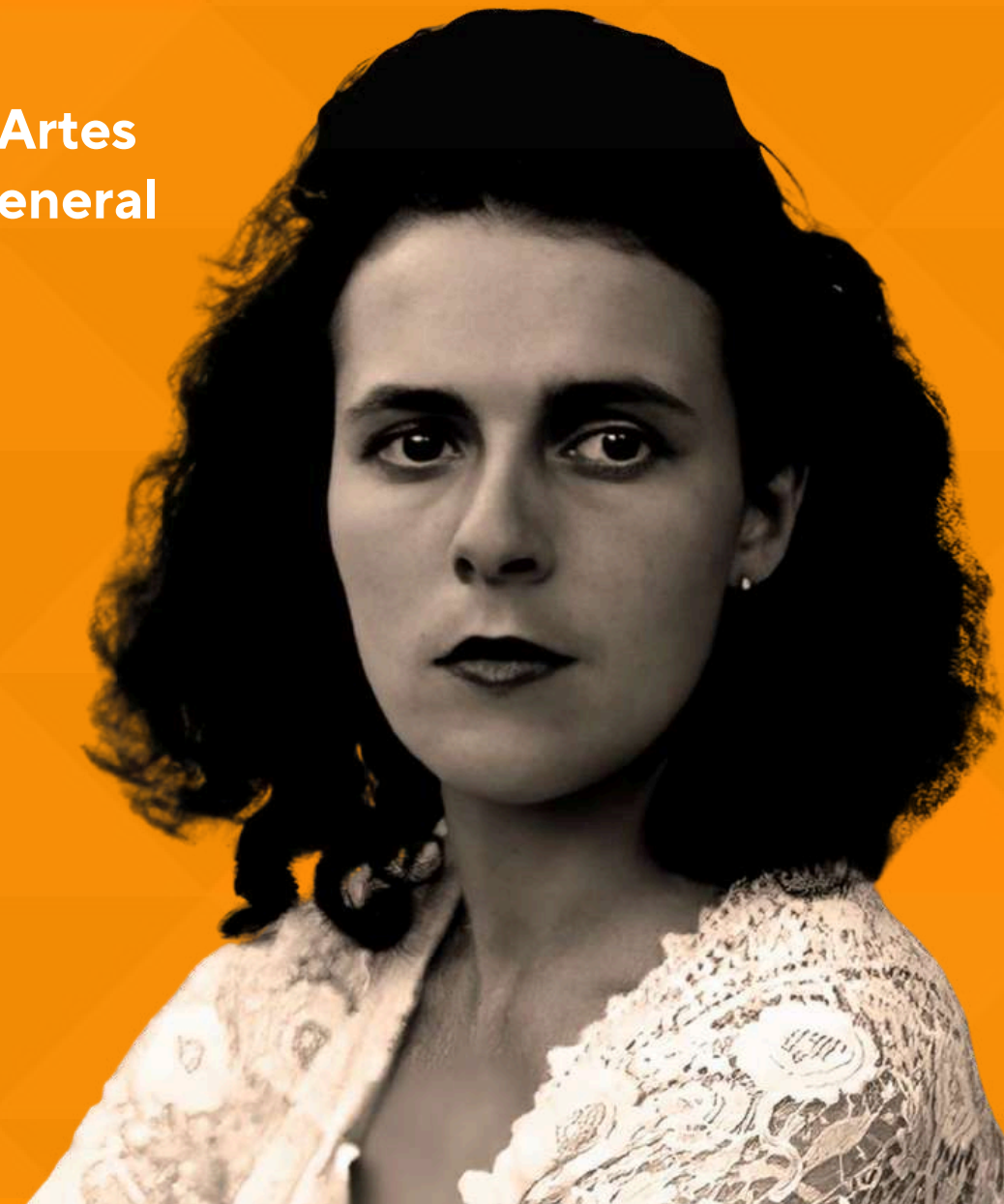
Date: March to August 2026.

COLLECTION:

Features 14 monumental sculptures (4 meters high), archival photographs, lithographs, and jewelry selected by the Leonora Carrington Council.

VENUE

**Centro de las Artes
Inmersivas (General
Prim 90).**



EL COLEGIO NACIONAL

What Color is Green?

An exhibition centered on the Mexican National Team, designed to explore the intersection of literature and national identity. Writer Juan Villoro presents a narrative of key events in the collective memory—such as decisive goals—analyzing moments that have acquired deep symbolic significance.

Date: May to August 2026.



MUAC

Uneven Fields

MUAC
MUSEO UNIVERSITARIO ARTE CONTEMPORÁNEO

An installation transforming a soccer field to reflect social inequalities. Featuring sloped and fragmented terrain, the piece confronts visitors with the invisible barriers that condition both the game and life. The project is inspired by the work of Priscilla Monge.

Date: June to August 2026.





MUSEO NACIONAL DE ANTROPOLOGÍA E HISTORIA

Annie Leibovitz & Soccer

A photographic exhibition connecting Mexico's past and present within the framework of the FIFA World Cup™. Featuring the participation of Annie Leibovitz, the showcase will be displayed at the National Museum of Anthropology.

Date: June to August 2026.



SOCCER GIANTS

A series of 23 monumental figures ranging from 6 to 8 meters in height. Crafted by master cartoneros (traditional papier-mâché artisans) from Iztapalapa, these sculptures are installed at key points across Mexico City. The urban intervention merges traditional Mexican craftsmanship with the culture of the sport.

Date: May to August 2026.





**EVENTS AND EXPERIENCES
HOST CITY**





HOST CITY YOUTH CUP

Cultivating the Future Through Sport

A tournament designed to promote inclusion, equity, and a culture of peace. It functions as a platform for social transformation, using soccer to establish a legacy of equality for children and adolescents in Mexico City within the framework of the 2026 tournament.

Date: November 2025 to February 2026.

PARTICIPATION:

Open to children and adolescents aged 9 to 16 in female, male, and mixed categories.

FORMAT & STRUCTURE:

- **Stages:** Two phases: Intramural and Borough-level (Alcaldías), with direct elimination starting from the round of 16.
- **Teams:** Squads of up to 10 players (7 vs 7 matches), consisting of two 20-minute halves.
- **Fair Play:** Includes a special "Big Heart" recognition system to encourage sportsmanship.
- **Organization:** A collaborative effort between the Government of Mexico City, FIFA™ Mexico, Host City, and FEMEXFUT.



HOST CITY GOLF TOURNAMENT



April 2026

An exclusive tournament organized in collaboration with Liga MX. The event gathers legends and distinguished guests for a competition that combines sport and social interaction in a premium setting.

EVENT COMPONENTS:

- **Welcome:** Reception and distribution of personalized player kits.
- **Course Experience:** Visual integration throughout the circuit (Tees, Greens, Flags, and Carts).
- **Hospitality:** Gourmet catering services provided on the course and during the closing reception.
- **Awards:** Presentation of the commemorative trophy and closing ceremony.

VENUE: BOSQUE REAL COUNTRY CLUB.



Format: 36 players | Pairs format | 18 holes | 2 days.



MÉXICO AQUÍ

A Multisensory Pavilion. A pavilion celebrating the greatness of Mexico across seven thematic rooms. The journey bridges the past and present, blending popular traditions with sophistication under an iconic "X" that serves as the emblem and meeting point.

**March to August
2026.**



STONE

Pedro Reyes



LIGHT

Graciela Iturbide



BALL

Enrique Krauze
Juan Villoro



RITUALES

Yalitza Aparicio



DOUGH

Elena Reygadas



MÚSICA

Alondra de la
Parra

ROOM HOSTS

Key voices introduce each theme with a personal perspective (e.g., cultural leaders and creators).



INTRODUCTION HALL

A hypersensory introduction grounding the visitor in the "Here," where Mexico's greatness converges in CDMX.



7 THEMATIC ROOMS

A journey through Stone, Light, Music, Game, Rituals, Dough, and Feast, organized in two moments per room with a non-hierarchical curation.



GATHERING & CELEBRATION

An open area for food, beverage, and socializing. During special moments, monumental screens will broadcast the matches.



CDMX GUIDE

A collection of catalogs based on the thematic axes, featuring texts written by the hosts.



LEGENDS MATCH



The Mexican National Team Legends face the historic Brazilian squad in a match transcending generations. This event symbolically inaugurates the Mexico City Stadium as a new international venue, celebrating the legacy of the sport and igniting excitement ahead of 2026.

April 18, 2026

Event Components:

- **Press Conference:** Official announcement featuring players and international media.
- **Open Training:** Public session with autograph signings and fan interaction.
- **Gala Cocktail:** Reception for strategic partners and authorities.
- **The Match:** Official game between Mexico and Brazil Legends featuring historic lineups.





FUTUROS CRACKS

Children's Day - April 30, 2026

A recreational sports experience celebrating Children's Day, aiming to inspire new generations through soccer and family bonding. The event combines sports, entertainment, and community spirit, reflecting the values of the 2026 tournament and Mexico City as a host.

Participation: Over 100 children.

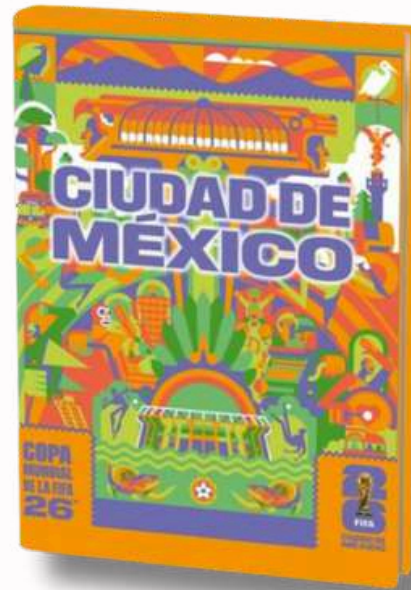
Venue: TBC (Facilities suitable for tournaments and family gatherings).

Key Activities:

- **Lightning Tournament** (7-a-side): Mixed children's categories.
- **Game Zone:** Soccer challenges and recreational activities.
- **Family & Gastronomy Area:** Food trucks, snacks, live music, and interactive dynamics.
- **Meet & Greet:** Interaction with mascots and characters.
- **Awards:** Special ceremony and prizes for the winners.



CDMX GUIDE



Weaving Together Routes, Stories, and Local Secrets

The CDMX Guide serves as a resource for visitors seeking the authentic heart of Mexico City. A special edition capturing the capital's energy and creativity, published in a hardcover format to serve as a companion for urban exploration.

Launch: April 2026.



KEY SECTIONS:



CULTURE

Museums, independent galleries, street art, and spaces where history and modernity merge.



GASTRONOMY

From traditional local eateries (fondas) to award-winning chef tables. A journey through flavors and culinary storytelling.



LIFESTYLE

Concept stores, local design, wellness spots, and experiences defining the city's trends.



NIGHTLIFE

Bars, cantinas, rooftops, live music, and venues reflecting the capital's rhythm.



UNIQUE EXPERIENCES

Unconventional activities, including workshops, thematic tours, and urban rituals.



HECHO EN MÉXICO

A runway event positioning Mexican fashion at the center of the cultural conversation. The showcase features established and emerging designers presenting capsule collections that reinterpret national symbols, textiles, and colors.

May 2026.

HOSTS*



Maria José Guzmán
Editora HB



Karla Souza
Host

**Suggested talent not yet confirmed, pending schedule availability*



HECHO EN MÉXICO



ARRIVAL & RECEPTION

Reception featuring digital check-in, press wall, floral installation, and live DJ.



GUEST AMENITIES

Curated selection of accessories created by Mexican designers.



AFTER PARTY

Elegant lounge featuring gourmet finger food, mezcal and tequila cocktails, and designated spaces for interviews and editorial content.



FASHION SHOW EXPERIENCE

Runway featuring collections by three Mexican designers with visuals inspired by national aesthetics.

WORLD FOOTBALL SUMMIT

The global forum connecting the ideas, people, and businesses shaping the future of the sport. This special Mexico City edition gathers legends, innovation experts, brands, media, and institutional leaders to converse, inspire, and connect.

May 2026



Venue: TBC

Key Topics:

- Soccer and economic development.
- Innovation, AI, and new technologies.
- Governance and sports ethics.
- Fan engagement and broadcasting rights.
- Women's sports and diversity.
- Mexico's role in the FIFA World Cup 2026™.

Projected Impact:

- +2,000 Attendees | +100 Speakers | +30 Countries | +50 Media Outlets | +20 Panels.

Agenda Overview:

- **Day 1 (Summit):** Opening, Thematic Panels & Masterclasses, Speakers' Corner, Female Leaders Gathering, WFS Honors, Closing Cocktail.
- **Day 2 (Expo & Activations):** Brand & Product Exhibition, Innovation Presentations, Success Stories, Q&A Sessions, Special Closing.

PREVIOUS EDITIONS



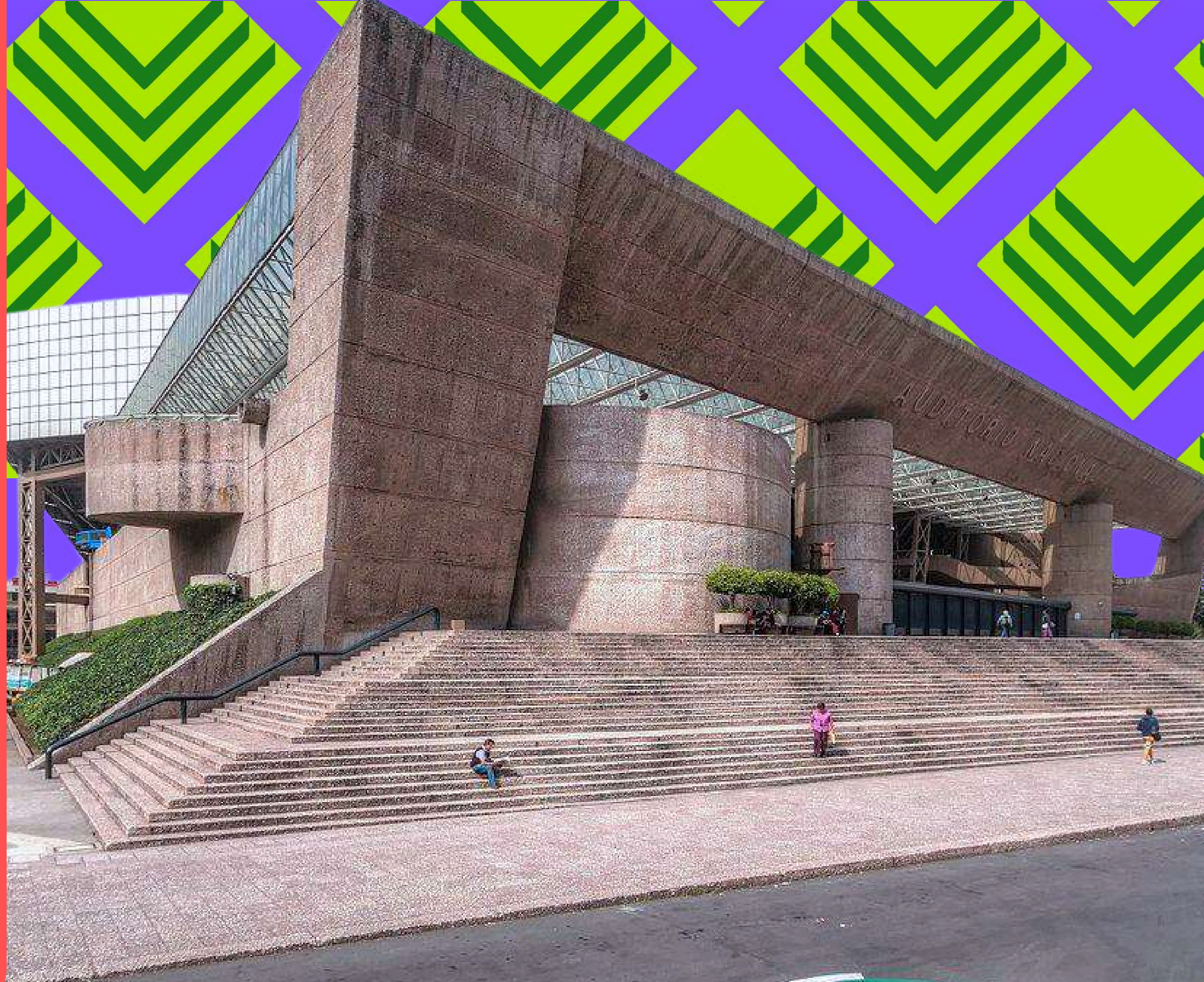


CONCERTS AT THE AUDITORIO NACIONAL

Dates: June 9 and 10.

Line up:

- Carin León
- Alejandro Fernández
- Los Angeles Azules
- Banda el Recodo
- Alex Lora
- Mijares
- Emmanuel
- Mariachi Gamma Mil
- Matisse
- Fher (Maná) *TBC*





Celebrating Diversity Through Soccer

An event designed to experience soccer through the lens of inclusion. It serves as a space for community, music, and social content, merging the excitement of the tournament with the celebration of Pride.

Date: June 28, 2026.



ACTIVATION ZONE

A designated area for partner engagement and interactive experiences.



GLITTER & FACE BAR

A thematic station offering face painting and designs in national team colors.



COCTELES & FINGERFOOD

A curated selection of refreshments and snacks inspired by the tricolor theme.



CUSTOMIZATION STATION

A creative space for personalizing shirts with textile paint, patches, and soccer-themed details.



FIFA FAN FESTIVAL™ FINALE:

The Pride Parade concludes at the FIFA Fan Festival with a special performance and concert.

GLOBAL NATIONS VILLAGE

MEXICO HOSTING THE WORLD

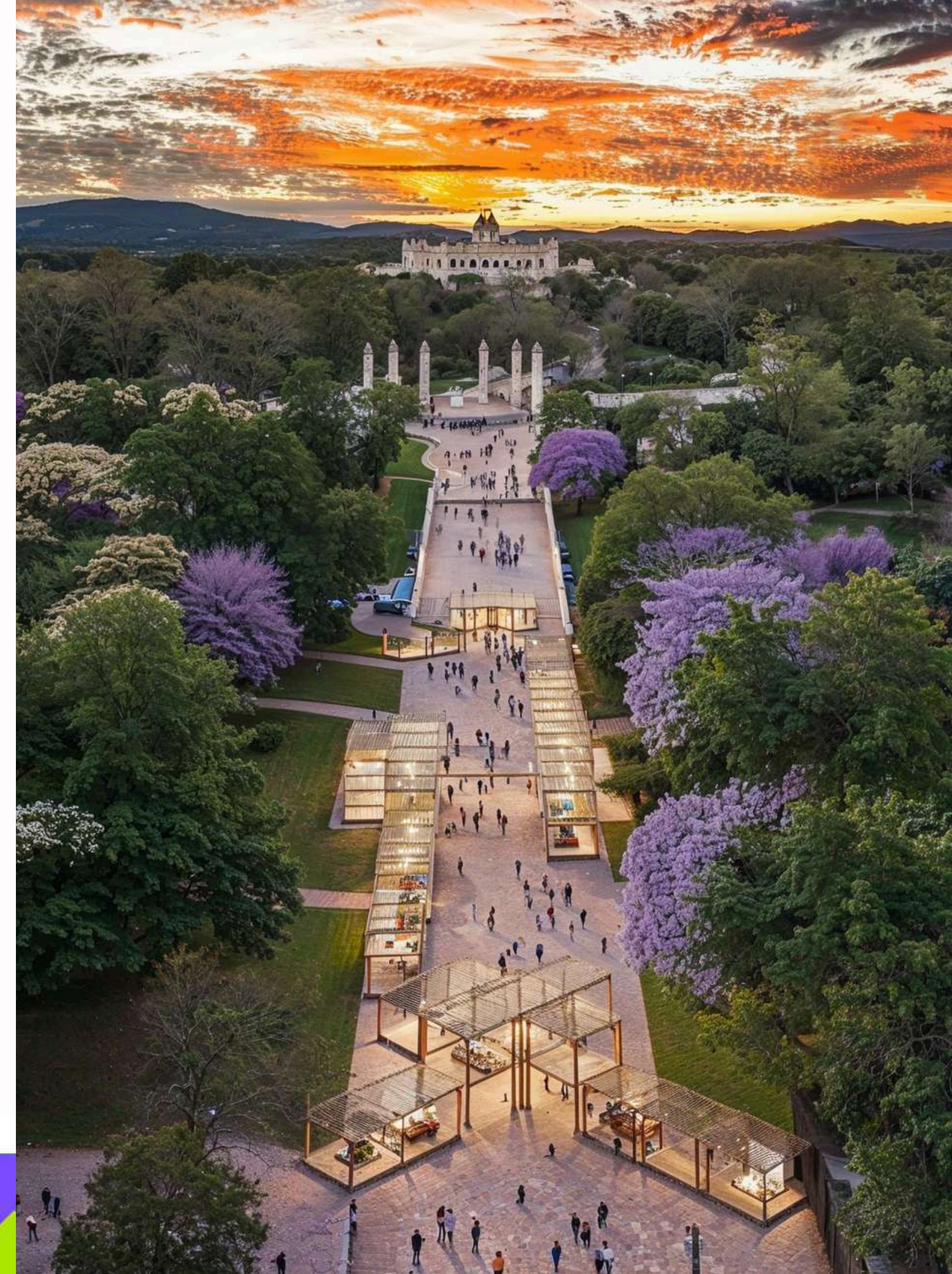
The center of global hospitality located in Chapultepec Park. A unique space dedicated to welcoming the 48 participating nations and celebrating local culture. This is a purpose-driven project: a percentage of the proceeds will be allocated to the conservation of the forest, ensuring a lasting green legacy.

Date: June to July 2026.

Key Components:



- **VENUE:** Chapultepec Main Corridor (From Puerta de los Leones to Altar a la Patria).
- **NATIONAL PAVILIONS:** 48 design modules featuring cultural exhibitions and merchandise from participating countries.
- **ACTIVATIONS:** An artistic program on the main stage, featuring thematic exhibitions and designated social areas.





FIFA FAN FESTIVAL

The Latin American Epicenter of the Celebration

The festival transforms the country's most iconic public square into a global hub for fans. Serving as the primary meeting point throughout the 39-day tournament, the venue features live match broadcasts on a monumental screen (55x18m), alongside a program of live concerts, DJs, and a curated gastronomic and cultural offering.

Date: June and July 2026

KEY POINTS:

- **VENUE:** Zócalo, Mexico City.
- **ACCESS:** Free admission for up to 100,000 daily visitors.
- **LIVE ZONE:** Screening of all matches on a monumental screen (55x18m) and main stage for concerts.
- **ACTIVATIONS:** Includes a Game Zone, partner activations, FIFA Store, and a gastronomic area (Food & Soul).

FIFA FAN FESTIVAL



FIFA FAN FESTIVAL





OUR LEGACY FOR MEXICO CITY

