



OFFICIAL TOOLKIT



TABLE OF CONTENTS

WELCOME LETTER	2
ATLANTA: THE EPICENTER OF SOCCER	3
FIFA FAN FESTIVAL	4
BEYOND MATCH DAY	5
EXPERIENCE GEORGIA	6
TRAINING FACILITIES OVERVIEW	9
COUNTRY CONNECTIONS: ATLANTA + GEORGIA	10
PHOTO + VIDEO GALLERIES	17
SOCIAL MEDIA GALLERIES	17
ABOUT THE ATLANTA WORLD CUP HOST COMMITTEE	18

On behalf of the State of Georgia and the City of Atlanta, it is our distinct honor to officially extend a very warm welcome to you and your national team, and supporters to Atlanta following the FIFA World Cup 26™ Draw.

This marks the beginning of what will be an incredible journey for your nation's players, fans, and the entire global soccer community. Atlanta is ready to take its place on the world stage, and we are thrilled to host your nation for what promises to be an unforgettable celebration of soccer, culture, and community.

Atlanta is a city that proudly reflects the spirit of this tournament and the spirit of soccer – diverse, vibrant, and driven by innovation and inclusion. As the cultural and economic hub of the Southeastern United States, our city has a rich legacy of hosting world-class events, from the 1996 Centennial Olympic Games to Super Bowls, and many international sporting spectacles. With the world watching, we are prepared to deliver a fan, team, and visitor experience that reflects the very best of Southern hospitality and world-class soccer.

As a host city, we are deeply committed to ensuring that your players, officials, and fans feel welcomed and celebrated. From arrival to the final whistle, your delegation will be met with exceptional hospitality, robust security, and an incredibly passionate soccer community. We are working closely with public and private partners to ensure seamless coordination across transportation, accommodations, training facilities, and fan experiences, both in the stadium and across the city and state.

Beyond the matches, we look forward to creating meaningful opportunities for cultural exchange, engagement, and collaboration between our communities. We hope that your time in Atlanta will spark lasting connections and leave a legacy that extends well beyond the tournament itself.

We are honored to host your nation and proud to welcome the world to Atlanta. Should you or your delegation need anything in the lead-up to or during your stay, please do not hesitate to reach out. Atlanta is also home to a vibrant and engaged consular corps, ready to serve as a valuable resource for your team and supporters throughout the tournament.

Warm regards,



Brian P. Kemp, Governor of Georgia
Andre Dickens, Mayor of Atlanta

ATLANTA: THE EPICENTER OF SOCCER

Often referred to as the "Capital of the South," Atlanta is one of the most dynamic cities in the world, with a metropolitan population of nearly six million people. Just like soccer, Atlanta is diverse, inclusive, and ever-growing.

You're playing in a city that has mastered the world stage. Atlanta is one of only two U.S. cities to host both the Olympic Games and the FIFA World Cup™, a distinction that reflects decades of experience welcoming elite athletes, international delegations, and millions of fans. From the 1996 Centennial Olympic Games to Super Bowl LIII, we've proven we can deliver on the world stage.

From first arrival to final whistle, you'll have access to infrastructure, connectivity, and support designed to help your team perform at the highest level.

The Rise of Soccer in Atlanta

Over the past decade, Atlanta has created a soccer ecosystem unlike any other city, establishing itself as the epicenter of the game in the United States. This evolution has been driven in large part by the vision and determination of Arthur M. Blank and the development of Mercedes-Benz Stadium, one of the most advanced soccer venues in the world. Since joining Major League Soccer in 2017, Atlanta United has set the benchmark as the most successful expansion franchise in MLS history, redefining what is possible for fan engagement, attendance, and on-field performance.

Atlanta's leadership in the sport will grow even stronger with the launch of the city's new National Women's Soccer League expansion team, set to begin play in 2028. Backed by Blank's continued investment in the growth of women's sports, this club will bring the world's top female athletes to Mercedes-Benz Stadium and further cement Atlanta as a global destination for soccer excellence.

Beyond the professional ranks, Blank's long-standing support for StationSoccer has fueled transformative youth development programs centered in low-income communities across Atlanta. This award-winning initiative created the world's first network of soccer fields built at public transit stations—eliminating barriers related to field access and transportation. The Atlanta World Cup Host Committee and Soccer In The Streets will continue this momentum with the opening of their newest station in Spring 2026.

Together, these investments reflect Atlanta's unrivaled commitment to the sport at every level—professional, grassroots, and community—ushering in a new era of growth and opportunity for soccer across the region.

Atlanta United reached 1 million fans faster than any club in MLS history:

ATLANTA'S MAJOR SOCCER MOMENTS:

- **ATLANTA JOINS NWSL - 2028**
- **FIFA CLUB WORLD CUP - 2025**
- **COPA AMERICA - 2024**
- **SHEBELIEVES CUP - 2024**
- **MLS ALL-STAR GAME - 2018**
- **INTERNATIONAL FRIENDLIES**
- **PREMIER LEAGUE SUMMER SERIES**
- **ARTHUR M BLANK US SOCCER NATIONAL TRAINING CENTER**
- **ATLANTA UNITED JOINS MLS - 2017**





FIFA FAN FESTIVAL 2026

LOCATION:

Centennial Olympic Park, Downtown Atlanta

DURATION:

20+ days throughout the tournament focused in and around match days

The Atlanta FIFA Fan Festival will transform the iconic Centennial Olympic Park, a legacy of the 1996 Olympic Games, into the ultimate gathering place for soccer supporters from around the world.

WHAT TO EXPECT:

- Dynamic activations from FIFA partners and host city supporters
- Southern hospitality celebrating Atlanta's renowned food, culture, and art scenes
- Live music and entertainment
- Vibrant community gathering space for fans to unite and celebrate

The festival will bring together visitors and locals in the true spirit of Atlanta, offering an immersive experience that showcases what makes our city unique. A full schedule for Atlanta's FIFA Fan Festival will be announced in 2026.



BEYOND MATCH DAY

Atlanta is a diverse, welcoming city known for its global accessibility, cultural richness, and strong international ties. Its walkable downtown, major attractions and connected neighborhoods offer a wide range of experiences, from world-class sports and historic landmarks to Michelin Star dining and vibrant arts. With the world's busiest airport, extensive green spaces, and a multicultural community, Atlanta stands as a dynamic and globally engaged destination.



MUST-SEE ATTRACTIONS

ARTS + HISTORY



- High Museum of Art
- Atlanta History Center
- Martin Luther King Jr. National Historical Site
- Center for Puppetry Arts
- National Center for Civil and Human Rights

FAMILY + ENTERTAINMENT



- Georgia Aquarium (Smithsonian affiliate)
- World of Coca-Cola
- Zoo Atlanta
- Children's Museum of Atlanta
- Chick-fil-A College Football Hall of Fame
- Atlanta Braves Games
- Atlanta Dream Games

OUTDOOR + ADVENTURE



- Atlanta Botanical Garden
- Six Flags Over Georgia
- Six Flags White Water
- Piedmont Park
- The Beltline

ICONIC EXPERIENCES



- **SkyView Atlanta**
(Ferris wheel with downtown views)
- **Stone Mountain Park**
- **Peachtree Road Race**
- **State Farm Arena Concert Series**

EXPERIENCE GEORGIA

Metro Atlanta and Georgia together host more than 70 foreign governments, underscoring the region's role as a global center for diplomacy and business, including:

73

**CONSULAR
OFFICES**

30+

**BI-NATIONAL
CHAMBERS OF
COMMERCE**

15

**FOREIGN TRADE
OFFICES**

Georgia is home to nearly 11 million people and has a thriving economy spanning:



TECHNOLOGY



LOGISTICS



FILM

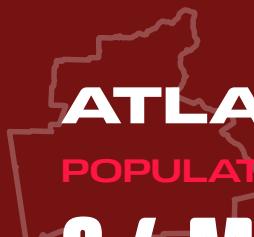


AGRICULTURE



TOURISM

Georgia is the largest state east of the Mississippi, with major metropolitan areas and small towns, a diverse population, and a geographic range from mountains to coast, Georgia offers perspectives and experiences that redefine what it means to be Southern.



ATLANTA

POPULATION (METRO)

6.4 MILLION

NICKNAMES

*Capital
of the South*

CITY IN THE FOREST

ATL

TREE CANOPY COVERAGE



46%

ONE OF THE HIGHEST AMONG MAJOR U.S. CITIES

WALKABLE DOWNTOWN FOOTPRINT WITH MODERN INFRASTRUCTURE



13,000+

HOTEL ROOMS
WITHIN WALKING
DISTANCE TO
STADIUM



300+

RESTAURANTS
WITHIN WALKING
DISTANCE TO
STADIUM



EXTENSIVE
PUBLIC TRANSIT
CONNECTIVITY
VIA MARTA



GEORGIA

POPULATION

11 MILLION

CAPITAL

ATLANTA



CIVIL RIGHTS LANDMARKS,
GLOBAL MUSIC AND FILM
INDUSTRIES, SOUTHERN
CUISINE, AND DIVERSE
COMMUNITIES

**#1 STATE
FOR BUSINESS**
(12 CONSECUTIVE YEARS)



GLOBAL HUB

FOR TECHNOLOGY, LOGISTICS,
FILM, AEROSPACE, AGRICULTURE,
AND MANUFACTURING

WORLD-CLASS HIGHER EDUCATION

EMORY UNIVERSITY
GEORGIA TECH
AUCC
MERCER UNIVERSITY

UNIVERSITY OF GEORGIA
THE TECHNICAL COLLEGE SYSTEM OF GEORGIA
GEORGIA STATE UNIVERSITY
KENNESAW STATE UNIVERSITY

HOME TO

17 FORTUNE 500 HEADQUARTERS



LEADING STATE FOR

**ELECTRIC VEHICLE + GREEN
TECHNOLOGY INVESTMENT**

MAJOR EVENTS

CENTENNIAL OLYMPIC GAMES

1996

CFP NATIONAL CHAMPIONSHIP

2018, 2025

CONMEBOL COPA AMERICA (2 MATCHES)

2024

FIFA CLUB WORLD CUP

2025

MLB ALL-STAR GAME

1972, 2000, 2025

MLS ALL-STAR GAME

2018

MLS CUP

2018

NCAA MEN'S BASKETBALL D1 FINAL FOUR

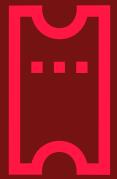
1977, 2002, 2007, 2013, 2020, 2031

NFL SUPER BOWL

1994, 2000, 2019, 2028

SOCcer IN ATL

ATLANTA UNITED HAS SET MULTIPLE LEAGUE RECORDS, INCLUDING:



SEASON TICKET SALES
30,000+



SINGLE SEASON AVERAGE
53,002



TOTAL HOME ATTENDANCE
901,033

MERCEDES-BENZ STADIUM

OPENED IN

2017

LOCATED IN

DOWNTOWN ATLANTA

CAPACITY

72,000+

HOME TEAMS

ATLANTA FALCONS (NFL)

ATLANTA UNITED (MLS)

NWSL ATLANTA 2028

FEATURES:

- STATE-OF-THE-ART TECHNOLOGY
- ONE OF A KIND RETRACTABLE ROOF
- 360-DEGREE HALO VIDEO BOARD
- FAN-FRIENDLY AMENITIES AND PRICING
- FIRST STADIUM IN NORTH AMERICA WITH LEED PLATINUM CERTIFICATION

TRAINING FACILITIES OVERVIEW



CHILDREN'S HEALTHCARE OF ATLANTA TRAINING GROUND

Atlanta United's Training Ground in Marietta, Georgia, one of North America's premier training facilities recently completed a \$25 million USD expansion, transforming it into one of North America's premier facilities for the FIFA World Cup 26™. International teams will receive exclusive access to two full-size natural grass training fields (one with stadium seating), two FIFA-standard locker rooms, a state-of-the-art high-performance gym and treatment center, dedicated federation staff office space, world-class media facilities including press conference and interview rooms, and a private pavilion with second-floor flex space overlooking the fields. The secure, gated facility has hosted elite teams, including the national teams of the U.S., Mexico, and Canada, as well as top clubs such as Newcastle United FC and Club América.



FIFTH THIRD STADIUM AT KENNESAW STATE UNIVERSITY

Fifth Third Stadium, on the Kennesaw State University campus, offers a world-class training environment in the heart of Georgia, featuring a 10,200-seat FIFA-compliant facility on the Kennesaw State University campus. The complex features eight additional training pitches, a state-of-the-art 3,000-square-foot performance gym, dedicated locker rooms that meet FIFA standards, an eight-lane competition-grade track, complete laundry services, and professional media facilities. Located just 25 miles from downtown Atlanta and Mercedes-Benz Stadium, this premier venue provides the ideal balance of accessibility and privacy for elite preparation. The facility has previously hosted world-class teams including Argentina, Chelsea FC, Paris Saint-Germain, and Atlanta United.



BEAR FIELD AT MERCER UNIVERSITY

Mercer University's Bear Field in Macon, Georgia, serves as home to the university's men's and women's soccer programs. The facility features a natural grass playing surface, complete with seating and lighting, within a completely enclosed venue. Located approximately 85 miles south of Atlanta, near Mercedes-Benz Stadium, on the Mercer University campus, in the shadows of the university's medical and engineering schools, Bear Field provides a secure campus environment. The facility has undergone renovations, including field resurfacing and improvements to the press box and bench areas.

CABO VERDE



National Profile

- **Country Name:** Cabo Verde
- **Capital:** Praia
- **Population:** 524,877
- **Region:** West Africa
- **Confederation:** Confederation of African Football (CAF)

Economic and Business Connections:

Shared Industries: Food and Beverage

Education Partnerships or University Connections:

- Kennesaw State University engages in significant research related to Cabo Verde

Diplomatic Presence in Metro Atlanta:

- Cape Verdeans of Atlanta, an organization led by Cabo Verde Honorary Consul Alcides Vincent that aims to preserve and promote Cape Verdean culture in Georgia

HAITI



National Profile

- **Country Name:** Haiti
- **Capital:** Port-au-Prince
- **Population:** 11.77 million
- **Region:** Caribbean region of the Americas
- **Confederation:** The Confederation of North, Central America and Caribbean Association Football (CONCACAF)

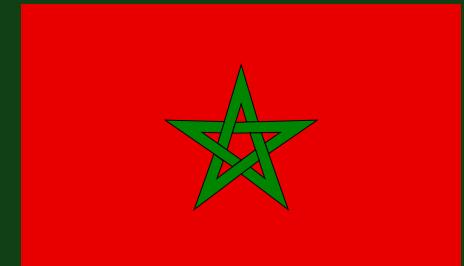
Economic and Business Connections:

- This year, the Federation of Haitian Chambers of Commerce launched in Atlanta, bringing together over 800 local business owners.

Community and Cultural Links:

- Haitian community and culture have a meaningful presence in metro Atlanta. This summer will be a celebration not just of soccer, but of the connections between our communities.

MOROCCO



National Profile

- **Country Name:** Morocco
- **Capital:** Rabat
- **Population:** 38.08 million
- **Region:** North Africa
- **Confederation:** Confederation of African Football (CAF)

Shared Industries: Automotive Parts, Aerospace, Food Processing, Energy, Tourism, Textiles

- Morocco is a key strategic partner for Georgia. We are the seventh-largest US exporter to the country, with over \$88 million in annual exports.
- Leading Georgia-based companies, like AGCO, Coca-Cola, Georgia Pacific, and Newell Rubbermaid, have a growing presence in Morocco.

Atlanta Spotlight:

- Delta Air Lines launched new weekly nonstop service from Marrakech to Atlanta in October 2025, creating the first-ever direct connection between Morocco and the Southeast United States.

SAUDI ARABIA

الْمَلَكُ وَالْمُحَمَّدُ



National Profile

- **Country Name:** Saudi Arabia
- **Capital:** Riyadh
- **Population:** 35.3 million
- **Region:** West Asia
- **Confederation:** Asian Football Confederation (AFC)

Economic and Business Connections:

- Both Atlanta and Saudi Arabia are focused on becoming global technology hubs. Our shared commitment to innovation in AI, fintech, and digital transformation creates natural synergies between our regions.

Atlanta Spotlight:

- Saudi Arabian fans will have excellent connectivity to Atlanta through major global hubs, including Istanbul via Turkish Airlines, Doha via Qatar Airways, and Paris via Saudia and Air France, all with convenient connections to Atlanta.
- Indicative of the growing connectivity between Atlanta and Riyadh, Delta Air Lines will launch a non-stop flight in winter 2026.

SOUTH AFRICA



National Profile

- **Country Name:** South Africa
- **Capital:** Cape Town, Pretoria, Bloemfontein
- **Population:** 64.01 million
- **Region:** South Africa
- **Confederation:** Confederation of African Football (CAF)
- **Shared Industries:** Automotive Assembly, Metalworking, Machinery, Textiles

Community and Cultural Links:

- Nelson Mandela spoke to over 50,000 people at Georgia Tech's Bobby Dodd Stadium in June 1990. The event was a powerful symbol of international solidarity and highlighted the ongoing struggle for democracy and social justice in South Africa.

Diplomatic Presence in Metro Atlanta:

- Metro Atlanta is home to The South African Chamber of Commerce USA (SACCUSA).
- The Atlanta Phambili is a subnational diplomacy initiative that seeks to use Atlanta as a gateway to foster common understanding, grow shared prosperity, and facilitate mutually beneficial knowledge exchange.

Atlanta Spotlight:

- South Africa is one of Atlanta's most important international markets, with nearly 14,000 visitors annually contributing over \$16 million to our local economy. Delta operates daily nonstop flights from Johannesburg and three weekly flights from Cape Town, providing excellent connectivity for South African fans.
- Atlanta was the Feature Destination for FAME Week Africa 2025. A delegation from the City of Atlanta including the mayor traveled to South Africa for the celebration.

SPAIN



National Profile

- **Country Name:** Spain
- **Capital:** Madrid
- **Population:** 49.4 million
- **Region:** Southwestern Europe
- **Confederation:** Union of European Football Associations (UEFA)

Shared Industries: Automobile Assembly, Metalworking, Machinery, Textiles

Diplomatic Presence in Metro Atlanta:

- Atlanta and the state of Georgia fall under the jurisdiction of Spain's Consulate General and Trade Office in Miami, with whom we maintain a strong and active relationship. Our community also continues to benefit from the presence of an Honorary Consulate.

Education Partnerships or University Connections:

- The University System of Georgia offers at least 91 study abroad programs in Spain.
- Emory University maintains a permanent teaching facility at the University of Salamanca.
- Georgia Tech President Ángel Cabrera, who leads one of the world's top universities in engineering and applied research, is from Madrid.

Atlanta Spotlight:

- Spain is Atlanta's 14th largest inbound international market, with nearly 20,000 Spanish visitors annually contributing over \$12 million to our local economy. Delta's daily nonstop flights from both Madrid and Barcelona make Atlanta highly accessible for Spanish fans.

UZBEKISTAN



National Profile

- **Country Name:** Uzbekistan
- **Capital:** Tashkent
- **Population:** 36.36 million
- **Region:** Central Asia
- **Confederation:** Asian Football Confederation (AFC)

Economic and Business Connections:

- **Shared Industries:** Food Processing, Machine Building, Chemicals, Textiles
- Bilateral trade between Uzbekistan and Georgia grew 3.5 times over the past five years, with a 50% increase in 2024.

Education Partnerships or University Connections:

- Atlanta has academic connections to Uzbekistan through programs like the University of West Georgia's leadership development initiatives.

PHOTO AND VIDEO GALLERIES

For high-resolution photography, video content, and additional multimedia assets showcasing Atlanta's world-class venues and attractions, please visit the official media hubs:

Mercedes-Benz Stadium Media Hub – Stadium imagery, broadcast-quality materials, and venue photography

Atlanta Convention & Visitors Bureau Press Kit – Destination photography, b-roll footage, cultural attractions, accommodations and citywide amenities

FIFA Team Overview Media Hub

These resources are available for use in your federation's planning materials and communications.

SOCIAL MEDIA GUIDELINES

OFFICIAL NAMING CONVENTIONS:

- **Official Title:** FIFA World Cup 2026™ Atlanta
- **Abbreviation:** FIFA WC26 Atlanta
- Acronym: FWC26
- Tournament Brand: We Are 26
- Host City Brand: We Are Atlanta

OFFICIAL HASHTAGS:

- #FIFAWorldCup
- #WeAre26
- #WeAreAtlanta

OFFICIAL CHANNELS:

- **Atlanta World Cup Host Committee Website:** atlantafwc26.com
- **Social Media:** @FWC26Atlanta (all platforms)

ABOUT THE ATLANTA WORLD CUP HOST COMMITTEE

The Atlanta World Cup Host Committee (AWCHC), established in 2022 under the Atlanta Sports Council's (ASC) Championship Hosting Division, serves as the bridge between FIFA, local stakeholders, and the broader community. The committee has a deep understanding of the Atlanta and Georgia sports landscape and is well-equipped to lead local event planning efforts before, during and after FIFA World Cup 2026™.

If you have any questions or specific needs as your team prepares for the FIFA World Cup 2026™ matches in Atlanta, please do not hesitate to contact the Atlanta World Cup Host Committee at atlantafwc26@macoc.com. Our team is here to assist with planning, logistics, and coordination to ensure a smooth and successful experience for your delegation.