



REQUEST FOR PROPOSAL



FIFA World Cup 26 Houston™

Request for Proposal

Introduction

The FIFA World Cup 26 Houston™ Host City Committee is interested in receiving proposals from qualified marketing and communications agencies to develop and execute a dynamic, integrated marketing strategy in support of Houston's role as a FIFA World Cup 26™ Host City.

The selected agency will be instrumental in promoting the city as a premier global destination for soccer, sports tourism, and cultural experiences, and in building local, national, and international excitement around FIFA World Cup 26™ activities in Houston.

Areas of Focus

The FIFA World Cup 26 Houston™ Host City Committee is looking for support in strategic planning and execution in the following areas:

- FIFA World Cup 26™ Houston
 - FIFA World Cup 26™ Houston will host 7 matches at Houston's NRG Stadium. Prior to and during the tournament, agency should assist in driving local engagement to cultivate enthusiasm and civic pride among area residents and communities, with initiatives promoting fan involvement, human rights and sustainability, community programs and volunteerism. Secondly, plans must consider global promotion to position Houston as a vibrant, must-visit destination for international travellers and soccer fans, emphasizing the city's diversity, culture, respect for human rights and sustainability, and world-class infrastructure.
- FIFA Fan Festival™ Houston & Football Fiesta Houston
 - Houston's vibrant EaDo neighborhood will be home to the FIFA Fan Festival™, where fans from around the world will gather to watch every FIFA World Cup 26™ match and be treated to food, curated entertainment, VIP hospitality, youth soccer activations and more. In addition, Football Fiesta Houston will stretch beyond the FIFA Fan Festival™ fences and into the broader EaDo neighborhood, incorporating the nearby restaurants, bars and attractions which will support economic development and legacy projects in this culturally relevant area. Agencies will be expected to develop plans to educate fans on the area (including the "green corridor" across event sites and transportation), drive awareness and attendance, highlight human rights integrations such as accessibility features, a planned worker center, incorporate a social media campaign, and free speech zones, showcase the sustainability attributes of the Fan Festival and Houston as a host city (without "greenwashing"), and communicate details of activities.

- Impact Houston 26
 - Impact Houston 26 manages the legacy and community programs for the FIFA World Cup 26 Houston™ Host City Committee under the Sports Authority Foundation. The pillars of his initiative are growing the game, defending human rights and protecting the environment. Agency will assist in strategic planning around these pillars and to help build and execute Impact Houston 26 as a sponsorship platform compliant with FIFA Commercial Guidelines.

Scope of Services

The selected agency will be expected to provide services for all three areas of focus including, but not limited to:

- Brand & Creative
 - Conceptualize creative campaigns, visual identity elements and storytelling assets and/or develop usage for FIFA provided assets
 - Development of marketing collateral (digital & print), promotional videos and branded content
 - Develop comprehensive city branding plan including major areas of focus (downtown, stadium, airports, “green corridor”, etc.)
- Communications & Public Relations
 - Strategic messaging, media relations and press management including earned media strategy
 - International, national and local media engagement
 - Collaborate with committees (e.g. sustainability, human rights) to establish communication strategies and integrate specific legacy projects and awareness campaigns, per established plans.
- Digital & Social Media
 - Strategy development and planning
 - Paid media planning and execution
 - Content creation and assistance in managing digital platforms and website(s).
 - On-line community building and fan engagement strategies
- Event Marketing & Experiential Marketing
 - Community engagement strategy and execution, in collaboration with existing committees and stakeholder engagement activities
 - Assistance in planning and executing milestone and other key events
 - Support of FIFA Fan Festival™ Houston and ancillary events
- Measurement & Reporting
 - Campaign analytics and reporting to evaluate effectiveness
 - Ongoing optimization of marketing and communications strategies
 - Assist in development of post-event impact reporting

Proposal Requirements

Interested agencies should provide the following:

- Agency Overview
 - Background, structure, key leadership and relevant World Cup, sports or large-scale event experience
- Team & Capabilities
 - Bios of core team members and contact information
- Approach & Methodology
 - Strategic approach tailored to FIFA World Cup 26 Houston™ with outline of proposed strategies and tools.
- Relevant Experience
 - Case studies of comparable campaigns (sports, international events, civic initiatives, etc.)
- Creative Samples
 - Past work that demonstrates innovative marketing and communication approaches
- Budget & Fee Structure
 - Transparent fee structure with proposed pricing model (retainer, project based, hybrid)
 - Regardless of structure, current budget includes \$6,000-\$8,000 for monthly agency fees
- Human Rights & Sustainability
 - A signed copy of the documents that support the HHC's responsible contracting process, which includes the adjoining Addendum, Code of Conduct, Worker Safeguards Addendum, the Supplier Agreement, and the Self-Assessment Questionnaire.
 - The appropriate evidence to demonstrate compliance with the Workers' Safeguards addendum and Self-Assessment Questionnaire
 - Follow good practices in environmental responsibility for events, including the Houston 2026 sustainable event management system, and for any sourced materials related to campaigns, such as recyclable or reusable signage, digital energy footprints, environmentally friendly materials, or LED or efficient lighting for any illuminated signage.

Evaluation Criteria

Proposals from prospective agencies will be evaluated on the following:

- Demonstrated experience with global or large-scale sporting events and campaigns
- Creativity and innovation in proposed strategies
- Human rights & sustainability criteria
- Budget proposal

RFP Timeline & Protocol

- Intent to Bid Proposal Due: Monday, September 8, 2025
 - Upon filing an Intent to Bid, agency will be required to review and sign documents including a Procurement Code of Conduct, Procurement Supplier Agreement, and a Procurement Supplier Self-Assessment.
- Full Proposals Due: Monday, September 15, 2025
- Agency Engagement Begins: October 1, 2025 (subject to change)
- All proposals should be submitted electronically to: Jon Schuller | jschuller@fwc26houston.com



Appendix A - Intent to Bid

Date:

FIFA World Cup 26 Houston™ Host City Committee
1001 Avenida de las Americas,
Suite 201
Houston, TX 77010

Subject: Intent to Bid

We hereby express our intention to submit a bid for FIFA World Cup 26 Houston™ Host City Committee marketing and communications agency as outlined in your request for proposals (RFP).

We understand that final bid submissions are due no later than 5 p.m. CST on September 15, 2025, and that all required documents as part of the bid process must be reviewed and signed.

If selected as a finalist, we also understand that we may be asked to make an in-person or virtual presentation which will be scheduled by the FIFA World Cup 26 Houston™ Host City Committee.

Name of Bid Preparer: _____

Title: _____

Company Name: _____

Email Address: _____

Phone Number: _____

Signature: _____

*Please complete and return to jschuller@fwc26houston.com prior to
5 p.m. CST, September 8, 2025*