



PUBLIC SECTOR SERVICES

FIFA World Cup 2026

Are You Prepared?

The Biggest World Cup in History

In the summer of 2026, sports fans around the world will unite as the FIFA World Cup takes center stage! In June 2022, three North American host nations and 16 select cities were announced. This announcement not only generated excitement across the sports world, it also created a sense of urgency across the host cities to adequately prepare.

This will not only be the first time that the FIFA World Cup will include 48 teams, as compared to the previous 32-team format, but it will also be the first time that the tournament is staged across three host nations. Staging the World Cup across three very large countries poses significant challenges for teams and their collective fan bases alike, and the lack of an official schedule identifying the exact locations for each level of elimination is creating additional planning issues for host cities. Infrastructure requirements surrounding stadiums, hotels, transit, communications and electrical grids represent some of the most concerning areas for the host cities.

The World Cup: Strategic Planning, Communications and Infrastructure



Transit, Light Rail, Airport Operations

Enhance Public Transit (Mass Rapid Transit / Light Rail Transit) and airport operations to meet required operational capacities.



Stadiums & Facilities

Redevelopment, expansion or the construction of new facilities to meet FIFA capacities requires immediate capital planning, as well as clear identification of local government obligations and financial strategies.



24/7 Security Operations

Development of an Enhanced Surveillance Plan promotes & supports security operations; improved security measures ensures the safety of players, officials and spectators.



Lodging, Short-Term Rentals

Comprehensive planning to meet FIFA projected capacities: 72 Base Camp hotels, 4 hotels per stadium required to support the rapid influx in visitors and meet local compliance policies.



Technology & Communication

Integrate technology for ticketing, security and fan engagement; develop efficient ticketing systems and procedures.



Logistics & Operations

Development of qualified support staffing models, volunteer management, staff recruitment and event training; create designated Fan Zones and activity spaces to enhance atmosphere.

Lessons Learned From Historical Mega-Sporting Events



Environmental Impacts: Development of an effective waste management strategy is required to handle increased volumes during the event, to project environmental impacts, and to implement sustainable practices.



Utilities: Lack of planning to increase and support electrical energy requirements, potable water supply and sanitary waste, can gridlock the city's ability to support and maintain both functional and operational compliance.



Energy: Insufficient power available across a host jurisdiction may create delays in transit and restrict critical communications, including public safety operations. An increase in the number of charging stations may be required to support electric fleet operations; updates to smart utility grids are required to monitor/handle supply loading.



Security: The development of daily After-Action reports is required to keep teams/fans in sync; utilization of event-based, real-time data required to diminish uncertainty and quell mass media disinformation.

How A&M Can Help

A&M's experienced budget, finance, and operations consultants have a deep understanding of infrastructure development and the funding mechanisms required to immediately assist host cities in preparing for the World Cup. Our seasoned consultants can also assist you in the planning, development and implementation phases by developing a comprehensive strategy that's aligned to secure funding through public-private partnerships, government support and sponsorship deals.

More specifically, A&M can analyze your current position and identify critical strategies to move the preparation needle forward through final execution. A&M can also assist in developing, deploying and managing Public Relations and Marketing campaigns to promote the event both locally and internationally, while involving key community stakeholders to maximize benefits and ultimately minimize disruptions.

Development and implementation of a comprehensive strategy is the primary key to success for hosting an event of this scale. But having the ability to understand the operational requirements, costs and impacts of the event on city/county operations, while effectively aligning capital investments and project management requirements to meet the critical 2026 preparation timeline, is also critical. Are you prepared for FIFA World Cup 2026? Let's work together to find out.

How Host Cities Can Prepare

Hotels & Lodging

Validate hotels, lodging and short-term rental capacities to accommodate influx of visitors; includes short-term rental Enforcement & Compliance Policy and development of real-time Tracking & Communication platform to identify units.

Transportation & Transit

Identify investment strategies to improve transportation grid to accommodate increased traffic including public transportation/transit, airport operations, roads, parking and pedestrian traffic.

Regulatory Policy

Review federal, state and local compliance policies/recommendations, licensing and permitting requirements, to ensure compliance.



Infrastructure

Development of current Capital Plans accelerates and integrates targeted funding. Identification of the agency's financial obligation strategies helps with event compliance and the alignment of development projects.

Safety & Security

Develop integrated Security Plan to enhance physical and cyber security operations; preliminary simulation exercises validate the agency's preparedness and response plans.

Public Health & Safety

A Public Health Security Plan identifies hospital and emergency services requirements including the number/type of medical facilities required to handle the influx of visitors, enhances operational logistics and mitigates the risk of spreading disease.

Contacts



Nancy L. Zielke
Managing Director
(913) 548-6245
nzielke@alvarezandmarsal.com



Rob Reid
Managing Director
(770) 490-9931
rreid@alvarezandmarsal.com

ABOUT OMNIA PARTNERS, PUBLIC SECTOR

OMNIA Partners is the largest and most trusted cooperative purchasing organization for public sector procurement. We brought together the nation's two leading cooperative purchasing organizations – National IPA and U.S. Communities – under one roof to form OMNIA Partners, Public Sector. The collective buying power of these unified purchasing cooperatives delivers superior value and savings for public agencies nationwide. A&M is a participating member of OMNIA's purchasing cooperative.

ABOUT ALVAREZ & MARSAL

Companies, investors and government entities around the world turn to Alvarez & Marsal (A&M) for leadership, action and results. Privately held since its founding in 1983, A&M is a leading global professional services firm that provides advisory, business performance improvement and turnaround management services. When conventional approaches are not enough to create transformation and drive change, clients seek our deep expertise and ability to deliver practical solutions to their unique problems.

With over 8,500 people providing services across six continents, we deliver tangible results for corporates, boards, private equity firms, law firms and government agencies facing complex challenges. Our senior leaders, and their teams, leverage A&M's restructuring heritage to help companies act decisively, catapult growth and accelerate results. We are experienced operators, world-class consultants, former regulators and industry authorities with a shared commitment to telling clients what's really needed for turning change into a strategic business asset, managing risk and unlocking value at every stage of growth.

To learn more, visit: [AlvarezandMarsal.com](https://www.alvarezandmarsal.com)

Follow A&M on:



© 2024 Alvarez & Marsal Holdings, LLC.
All Rights Reserved. 434918



OMNIA
PARTNERS

ALVAREZ & MARSAL
LEADERSHIP. ACTION. RESULTS.™