



HOUSTON

2026 BID COMMITTEE

For release: December 20, 2019

Contact: Patti Smith, Harris County – Houston Sports Authority,
psmith@houstonsports.org

HOUSTON 2026 WORLD CUP BID COMMITTEE LAUNCHES ART OF SOCCER CAMPAIGN

HOUSTON – Remember those colorful larger-than-life painted boots that popped up around town for Rodeo Houston’s Boot Art Contest?

We’re about to see dozens of custom-designed oversized soccer balls dotting the city as well, as the 2026 World Cup Bid Committee launches The Art of Soccer campaign.

The campaign is a fundraiser for Houston 2026 World Cup Bid Committee, a 501 (c) 6, and will help support bringing the FIFA World Cup to the nation’s fourth-largest city.

The 36-inch fiberglass soccer balls are on sale now for \$9,800 each and can be decorated in any color and design the owner wishes.

Find an artist to help express your idea. Partner with a school art department. Reach out to the neighborhood. Get creative and colorful. Go with a Houston theme, a Texas feel, a soccer design or think international soccer. It’s up to you. It’s your canvas.

Owners will decide where to display their soccer ball, and there will be public events around the city this spring where all the soccer balls will be displayed together.

The individual soccer balls will also be promoted on the 2026 Houston Bid Committee’s social media platforms. A portion of your donation to the Houston World Cup Bid Committee will impact the community through two 2026 FIFA World Cup legacies – the U.S. Soccer Foundation programs Safe Places to Play and Soccer for Success.

“We are excited to launch this creative program to help showcase Houston’s enthusiasm and support of hosting the 2026 FIFA World Cup,” said Houston Bid Committee president Chris Canetti. “At that same time, this initiative will help us raise a portion of the funds we need to operate the bid committee and back our efforts to win it for Houston.”

As one of the 17 cities bidding for 10 available U.S. spots, this is a great opportunity for Houston make a difference as well as stand out in the crowded field.

Below are a few samples of other uniquely painted boots and soccer balls to get people thinking about creating their own unique designs and become a part of the push for Houston's bid.



The Houston 2026 World Cup Bid Committee has partnered with Houston-based Professional Sports Partners to lead and manage this initiative.

“Houston is no stranger to showcasing our city for mega events and PSP is primed to showcase the passion for the fan experience once again,” said PSP CEO Jason Kohll. “We look forward to partnering with the World Cup Bid Committee to bring The Art of Soccer to life.”

To purchase soccer ball and be a part of Houston's bid to become one of the 10 U.S. cities to host FIFA World Cup matches in 2026, contact Carson Tinker at 346-353-5913 or Carson@professionalsportspartners.com or <http://bit.ly/2Ex3uox>.

###

#ReadyForTakeoff