



## Houston 2026 FanFest Strategic Preparation

### Request for Proposal

#### **Overview:**

The purpose of this RFP is to select a partner to support and help develop the vision and strategic plan of FIFA FanFest in East Downtown (EaDo). Specifically, the finalist will engage with the Houston Committee, for 3-4 months, to help create the footprint and concept of our soon-to-be fun “must-attend” event offering memorable experiences.

- Houston Committee will then create a new RFP for a FanFest Partner to help execute created concept and plan. Selected partner for this Strategic RFP will have option to submit proposal.
- The partner will demonstrate experience in helping develop high-level hospitality and special events.

#### **Additional Insights:**

- In typical Houston fashion, we want to think outside the box and be innovative in developing the 2026 FIFA FanFest.
- Instead of the traditional routine of hosting it in a park, a convention center, or city attraction, we want to host it in a Houston neighborhood.
- Under this format, fans will get to experience the culture of Houston while enjoying the thrills of the FIFA 2026 World Cup.
- We want to host the 2026 FIFA FanFest in the popular Houston neighborhood known as EaDo (short for East Downtown).
- EaDo is the “Art & Soul” of the city. It is a vibrant neighborhood rich with history, interesting sites, thriving businesses, entertainment, and the best of downtown living.
- This walkable former industrial warehouse district is packed with things to do.
- Visitors can enjoy cultural attractions, open-air bars with live music, great food, terrific concerts, and walls covered with imaginative artworks.
- Over the last three FIFA World Cups (2022, 2018, 2014), EaDo established itself as Houston’s primary gathering point for soccer fans, as bars and restaurants were destinations for big viewing parties, especially for the final.
- With this foundation already set, EaDo is an obvious location to plan this event.
- With access from all the major freeways, major thoroughfares, METRO Transit, and METRO Light Rail, connectivity to all points of interest in the Houston area is convenient.
- There is ample parking in the district to support the anticipated crowds.

**Scope of Work & Elements to include:**

- FanFest Strategic Planning (Project Management)
- The general public must be able to view all matches for the duration of the World Cup, not just matches hosted in Houston. Matches are held June 11 to July 19, 2026 (39 days)
  - VIP hospitality next to public viewing area - set-up will need to differentiate from public area
  - Potential Activations for Host City supporters/FIFA partners
  - Challenges to consider in developing concept/footprint
    - Houston heat, weather
  - Gravel lot
  - Screen infrastructure/sun glares
  - Power/IT
  - Landscaping
  - Safety/Security
  - Budget
  - Proposed cost for this 3-to-4-month partnership

**Next Steps:**

- Please submit your proposal in writing to David Robertson at [drobotson@houstonports.org](mailto:drobotson@houstonports.org) by August 13<sup>th</sup>, 2024.