



**FIFA WORLD CUP 2026**  
**BOSTON**

**FIFA**





**HIGHLIGHTING BOSTON'S  
UNIQUENESS**

**MARKETING STRATEGY**

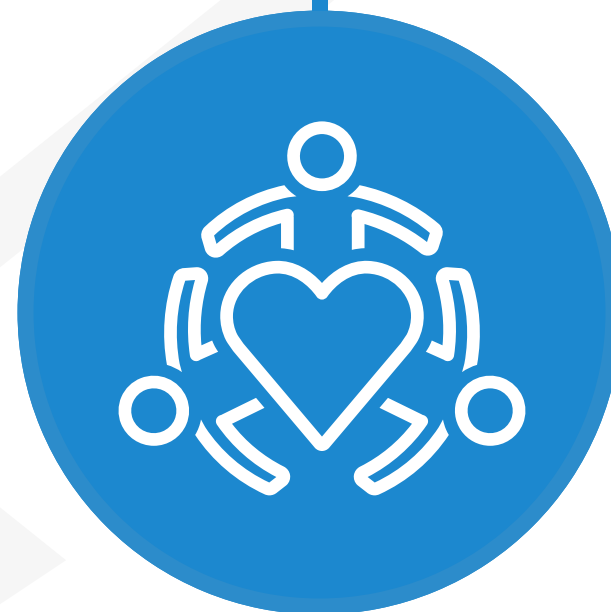




**CULTURAL  
RESONANCE**



**BRAND  
ALIGNMENT**



**COMMUNITY  
& INCLUSIVITY**

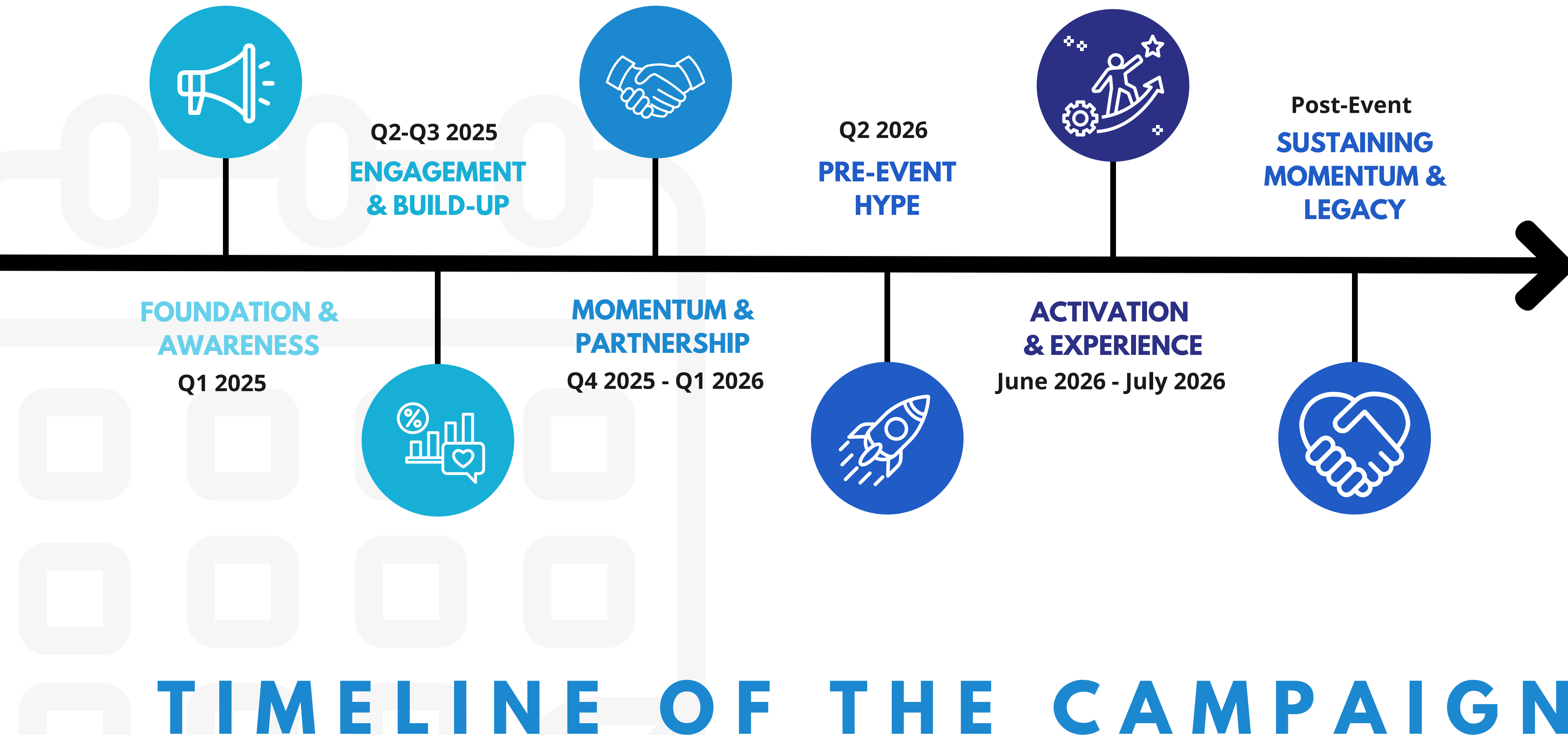


**INNOVATIVE  
SPIRIT**



**LONG-TERM  
IMPACT**

**ESSENCE  
OF THE CAMPAIGN**



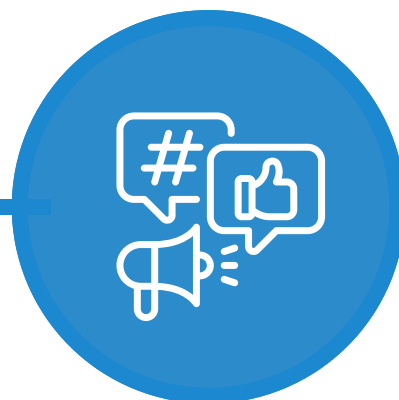




**SEARCH ENGINE OPTIMIZATION (SEO)**



**PAY-PER-CLICK (PPC) ADVERTISING**



**SOCIAL MEDIA ADVERTISING**



**USER-GENERATED CONTENT**



**EMAIL MARKETING**

**DIGITAL  
MARKETING STRATEGY**





## PODCAST

### BARSTOOL SPORTS

- **TOP 10 podcast publisher** and 3rd most engaged sports publisher
- **Promote Mobile App** on some of their podcasts



## PR ARTICLES

### WASHINGTON POST & NEW YORK TIMES

- Targeting mainly **affluent visitors** and **family-oriented adults**
- Promotion and prompt of **MeetBoston app** download



## INFLUENCER

### ANTONELLA ROCCUZZO

- For **family-oriented** audience
- Promotion of **Mobile App, Boston, and events**

NETWORKS / INFLUENCERS / PR ARTICLES



ALIGNING WITH BOSTON AS THE  
CRADLE OF INNOVATIONS

**MB** Meet  
BOSTON



SCAN FOR APP  
PREVIEW & OVERVIEW

BOSTON AT YOUR  
**FINGERTIPS**



## “NAVIGATE BOSTON EFFORTLESSLY WITH OUR AR INTERACTIVE MAP”

**FILTER AND FIND RESTAURANTS, ATTRACTIONS, NIGHTLIFE AND USE PUBLIC TRANSPORT INTEGRATION TO GET TO YOUR PLACE OF CHOICE**

- Augmented Reality (AR)
- Offline Access
- Real-Time Updates

## “ENSURE YOUR PLACE WITH IN-APP BOOKING AND TICKET PURCHASE”

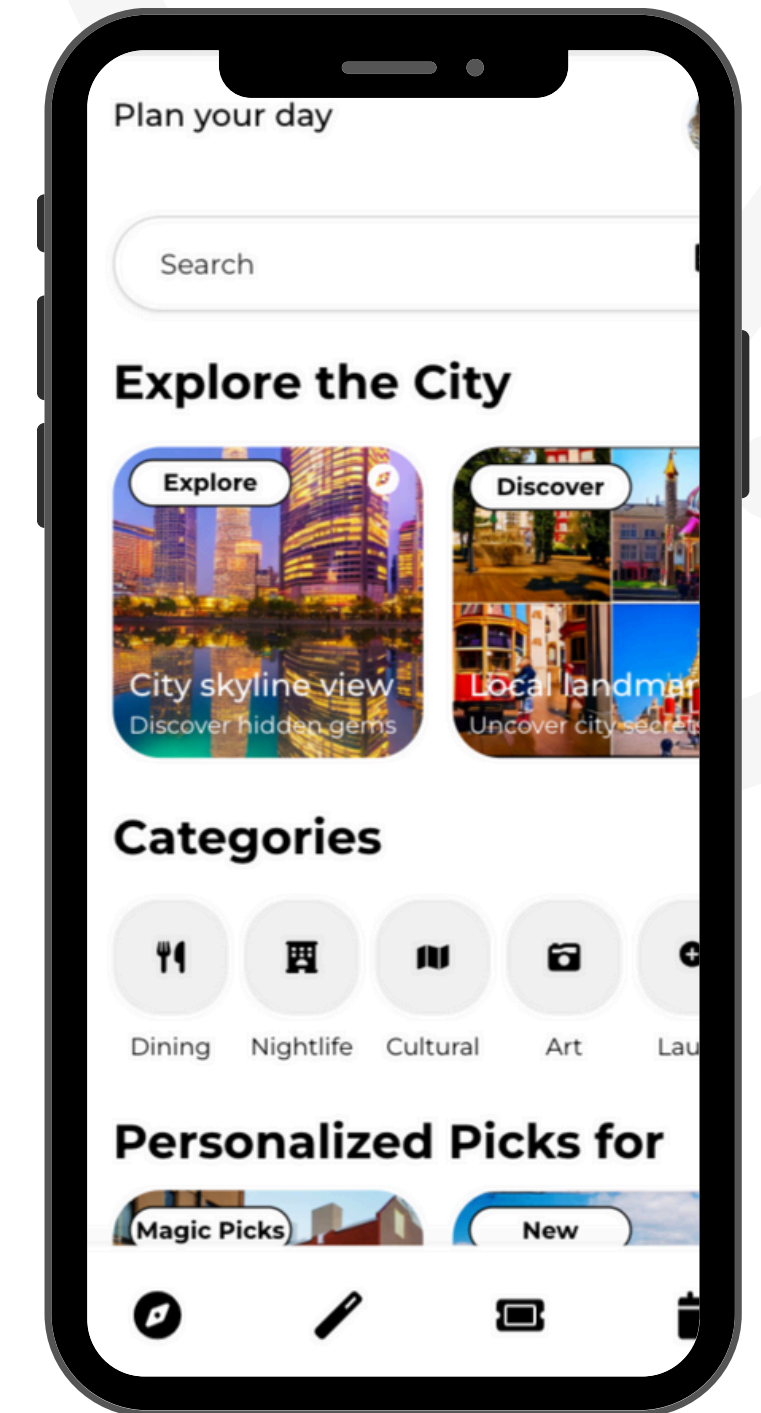
**BOOK A TABLE AND PURCHASE A TICKET FOR ANY EVENT IN BOSTON VIA OUR APP**

- Reservations
- Ticket purchase

## “DISCOVER BOSTON'S EVENTS WITH “MAGIC RECOMMENDATION”

**PERSONALIZED RECOMMENDATIONS THROUGH THE CITY'S CURRENT HAPPENINGS AND PLACES**

- AI-Powered Personalization
- Seamless Event Navigation



# MOBILE APP FEATURES



# “PERFECTLY ORGANISED VISIT WITH A PERSONAL ITINERARY”

IN THE ACCOUNT SECTION, THE USERS WILL BE ABLE TO SEE THEIR SCHEDULE LISTED WITH UPCOMING EVENTS THEY BOUGHT TICKETS FOR, OR BOOKED TABLE/PLACE AT

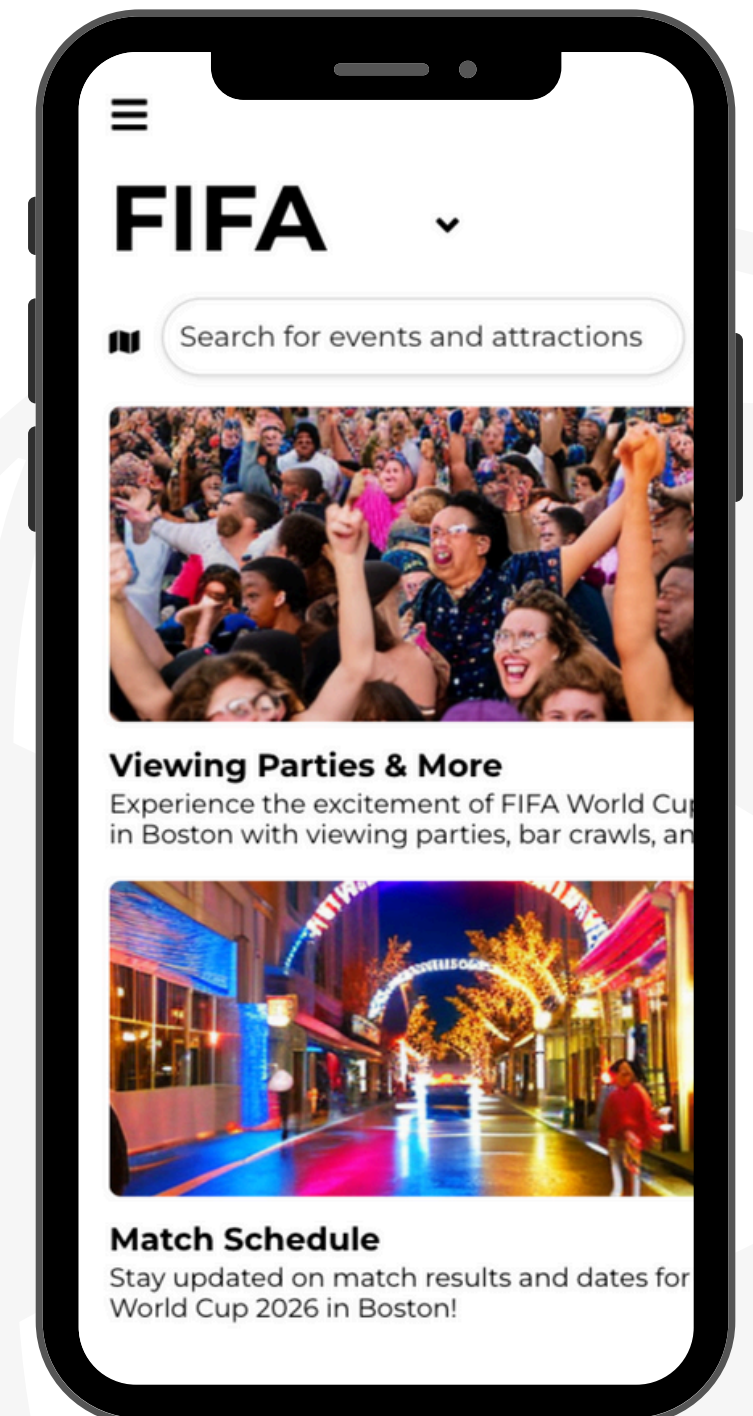
- Simple overview
- Calendar Sync
- Easy Sharing

## FIFA WORLD CUP 2026 SECTION

- Related events list
- Live Updates
- Fan Engagement
- Cultural Integration

## OTHER FEATURES

- Accessibility Features
- Safety and Health
- Sustainability Initiatives
- Customer Support
- Virtual Queuing
- Push Notifications



# MOBILE APP FEATURES





**DATA COLLECTION  
& OWNERSHIP  
ANALYTICS**

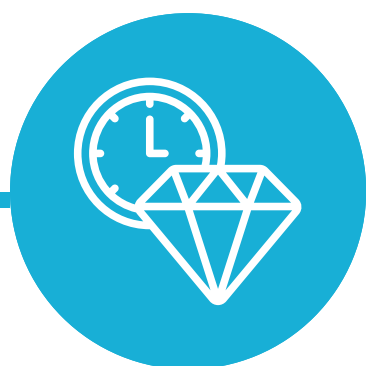
+

**CULTURAL  
EXCHANGE**



**ECONOMIC BOOST**

**ENHANCED  
USER EXPERIENCE**



**LONG-TERM VALUE**

**SAFETY AND SECURITY**



**COMMUNITY ENGAGEMENT**

**ENVIRONMENTAL IMPACT**



**MOBILE APP BENEFITS**



UNITING A DIVERSE COMMUNITY  
THROUGH REMARKABLE EVENTS

EVENT PLANNING





**LOCATION: BOSTON COMMON**

**DAY: SATURDAYS**

**TIME: 2:00PM - 7:00PM**

- Food trucks, music, and entertainment
- One for each Saturday of the 2 months of the World Cup
- Tickets through Mobile App
- Big screen

*\*Entertainment - Collaboration with local multicultural centers*

- Contact details: 617-577-1400
- General inquiries: [info@multiculturalartscenter.org](mailto:info@multiculturalartscenter.org)

**CULTURAL  
FESTIVALS**





## KICK-OFF WATCH PARTY ON FENWAY PARK

Other viewing parties for Boston-based games, semi-finals and finals. This brings people together, fostering a **sense of community spirit and unity** as individuals gather to support their favorite teams.

Hosting the viewing parties with big screens in public places during the FIFA World Cup will enrich communities, promote social interaction, and provide an inclusive and enjoyable experience.

# FAN ZONES / VIEWING PARTIES



**PARTNERSHIPS THAT ARE TURNING  
GOOD INTO GREAT**

**STRATEGIC  
PARTNERSHIPS**





**NESPRESSO**





**FAMILY-ORIENTED  
ATTRACTIONS**



**FUN-SEEKER  
ATTRACTIONS**



**FOR AFFLUENT  
VISITORS**

**ATTRACTIONS &  
ENTERTAINMENT**





**TICKETMASTER &  
EVENTBRITE**



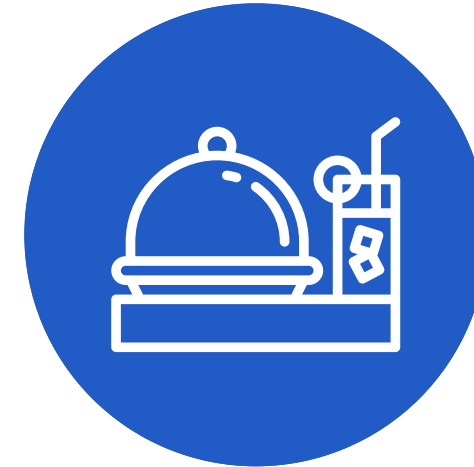
**PUBLIC TRANSPORT  
PROVIDERS**



**GOOGLE MAPS**



**SECURITY**



**LOCAL RESTAURANTS,  
BARS, HOTELS,  
NIGHTCLUBS**



**MARKETING  
RELATED PARTNERS**

**OTHER PARTNERSHIPS**



**COMMUNITY &  
ENVIRONMENTAL  
ENGAGEMENT**

**SUSTAINABLE  
PARTNERSHIPS**

**SUSTAINABLE  
TRANSPORTATION**

**MONITORING &  
REPORTING**



**WASTE REDUCTION &  
RECYCLING**

**LONG-TERM  
SUSTAINABILITY  
LEGACY**

**ECO-FRIENDLY  
VENUES**

**ENCOURAGING  
SUSTAINABILITY**





# FINANCIAL SUMMARIZATION



| Total Cost   |                           |
|--------------|---------------------------|
| Pre Event    | \$616,002                 |
| During Event | \$757,078                 |
| Post Event   | <u>\$2,579</u>            |
| Total Cost   | <u><u>\$1,375,659</u></u> |

TOTAL COSTS



| Event Revenue     |                           |                        |
|-------------------|---------------------------|------------------------|
| Cultural Festival | Average Cost per Customer | \$50                   |
|                   | Estimated Customers       | 500                    |
|                   | Days                      | 4                      |
|                   | Total Revenue             | \$100,00               |
|                   | Total Cost                | <u>(\$48,590)</u>      |
|                   | Profit                    | <u><u>\$51,410</u></u> |

| Event Revenue |               |                           |
|---------------|---------------|---------------------------|
| Bar Crawl     | Ticket Price  | \$30                      |
|               | Qty(Tickets)  | 300                       |
|               | Qty(Bars)     | 92                        |
|               | Days          | 4                         |
|               | Total Revenue | \$3,312,000               |
|               | Total Cost    | <u>(\$195,440)</u>        |
|               | Profit        | <u><u>\$3,116,560</u></u> |

PROFIT FOR EVENTS



| Total Profit      |               |                           |
|-------------------|---------------|---------------------------|
| Bar Crawl         | Total Revenue | \$3,312,000               |
| Cultural Festival | Total Revenue | \$100,000                 |
| Budget Cost       | TOTAL COST    | <u>(\$1,375,659)</u>      |
|                   | Total Profit  | <u><u>\$2,036,341</u></u> |

TOTAL PROFIT





## TOURISM

- Direct Economic Impacts: **\$125,000,000**
- Indirect Economic Impacts: **\$187,500,000**
- Long-term Economic Impacts: **\$781,250,000**
- Economic Growth: **\$1,093,750,000**
- Growth Rate: **775%**



## ACCOMODATION

- Direct Economic Impacts: **\$115,000,000**
- Indirect Economic Impacts: **\$172,500,000**
- Long-term Economic Impacts: **\$718,750,000**
- Economic Growth: **\$1,006,250,000**
- Growth Rate: **775%**



## RETAIL OPPORTUNITIES

- Direct Economic Impacts: **\$25,000,000**
- Indirect Economic Impacts: **\$275,500,000**
- Long-term Economic Impacts: **\$94,500,000**
- Economic Growth: **\$1,093,750,000**
- Growth Rate: **488%**



## FOOD & BEVERAGES

- Direct Economic Impacts: **\$25,000,000**
- Indirect Economic Impacts: **\$30,000,000**
- Long-term Economic Impacts: **\$126,500,000**
- Economic Growth: **\$181,500,000**
- Growth Rate: **626%**

# ECONOMIC IMPACT ANALYSIS





**ALZBETA  
MISKOVSKA**

STRATEGY



**PAULINA  
MEBIUS**

EVENTS & PARTNERSHIPS



**SOFIA  
TORRES**

MOBILE APP



**YU-TING  
LIN**

FINANCES



**ANGELLA  
KANIKI**

DIGITAL MARKETING



**THANK YOU FOR ATTENTION**