



FIFA WORLD CUP™ 2026



A UNIVERSAL LANGUAGE, UNDERSTOOD BY ALL

As football's governing body, FIFA is charged with the safeguarding and development of football worldwide, investing over \$4bn between now and 2026 to ensure the beautiful game is accessible to all



THE MOST WATCHED COMPETITION ON EARTH

The FIFA World Cup™ is the single biggest sporting event in the world, with a greater audience than the Summer Olympics, UEFA Champions League, Tour de France, Formula 1, NFL and Rugby World Cup combined.



Source: Nielsen 2022: Cumulative Audience.
FIFA World Cup 2018, Tour de France 2022, Summer Olympics 2016, NFL 22/23, UEFA CL 21/22, F1 22, RWC 2019.

ENGAGING WITH 5 BILLION PEOPLE

Over 62% of the global population engaged with the 2022 FIFA World Cup™



1.5bn

Reach generated by the Final

An increase of 30% compared to the 2018 World Cup™ Final



3.4m

Total attendance

An increase of 12% compared to the 2018 World Cup™



172

Goals scored across the tournament, the most in history

An increase from the previous record of 171 in 1998 and 2014

Source: Nielsen, FIFA Business Intelligence



88,966

**Spectators packed into
Lusail Stadium for the Final**

The highest attendance since
Brazil v Italy at the Rose Bowl, USA 1994

REACHING YOUR TARGET AUDIENCES

93%

A RELEVANT AUDIENCE

93% of World Cup™ fans influence household purchases

71%

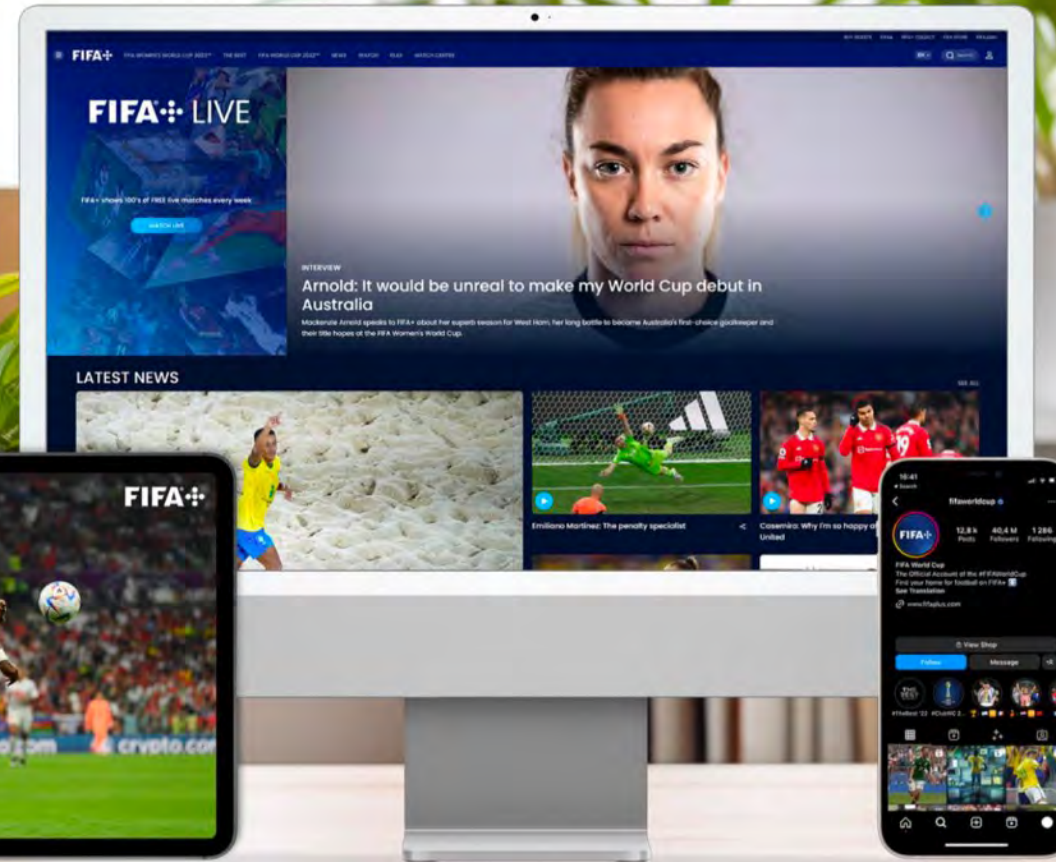
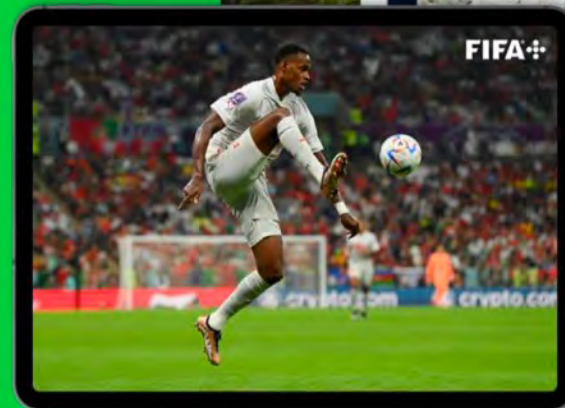
EARLY ADOPTERS

71% of World Cup™ fans always like to try new products

65%

BRAND ADVOCATES

65% of World Cup™ fans are likely to promote FIFA Partner & World Cup Sponsor products



FIFA WORLD CUP™ 2026 OVERVIEW



June — July 19
2026



48 teams from
5 continents

+62.5%

more matches than in 2022

**An increase from
64 to 104 games**

16 stadiums across
the USA, Mexico & Canada

Vancouver

Seattle

Toronto

San Francisco Bay

Kansas City

Los Angeles

Monterrey

Guadalajara

Mexico City

Boston

New York / New Jersey

Philadelphia

Atlanta

Dallas

Houston

Miami





FIFA

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PRODUCT

INTRODUCTION

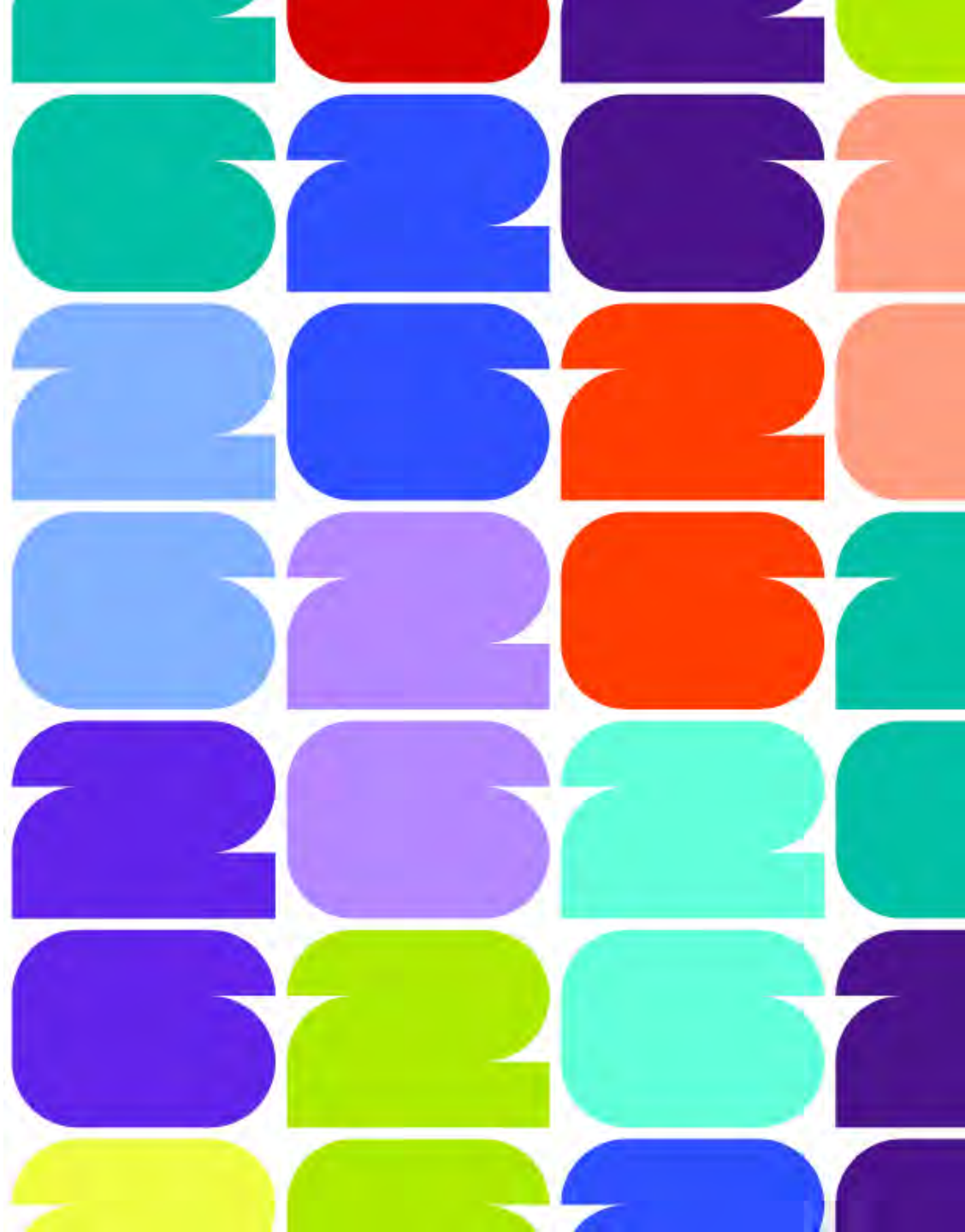
THE BIGGEST FIFA WORLD CUP IN HISTORY

THE FIFA WORLD CUP 2026 IS SET TO BE THE LARGEST AND MOST SPECTACULAR TOURNAMENT EVER.

HOSTED ACROSS **THREE NATIONS - USA, CANADA, AND MEXICO** - THIS HISTORIC EVENT WILL UNITE **48 PARTICIPATING COUNTRIES**, MAKING IT THE MOST EXPANSIVE COMPETITION IN FIFA HISTORY.

AS THE **BIGGEST SPORTING EVENT EVER**, THE TOURNAMENT WILL CAPTIVATE FANS WORLDWIDE, DELIVERING **UNPRECEDENTED GLOBAL REACH** AND BRINGING NATIONS TOGETHER IN A CELEBRATION OF FOOTBALL LIKE NEVER BEFORE.

GET READY FOR A WORLD CUP THAT WILL REDEFINE THE GAME!

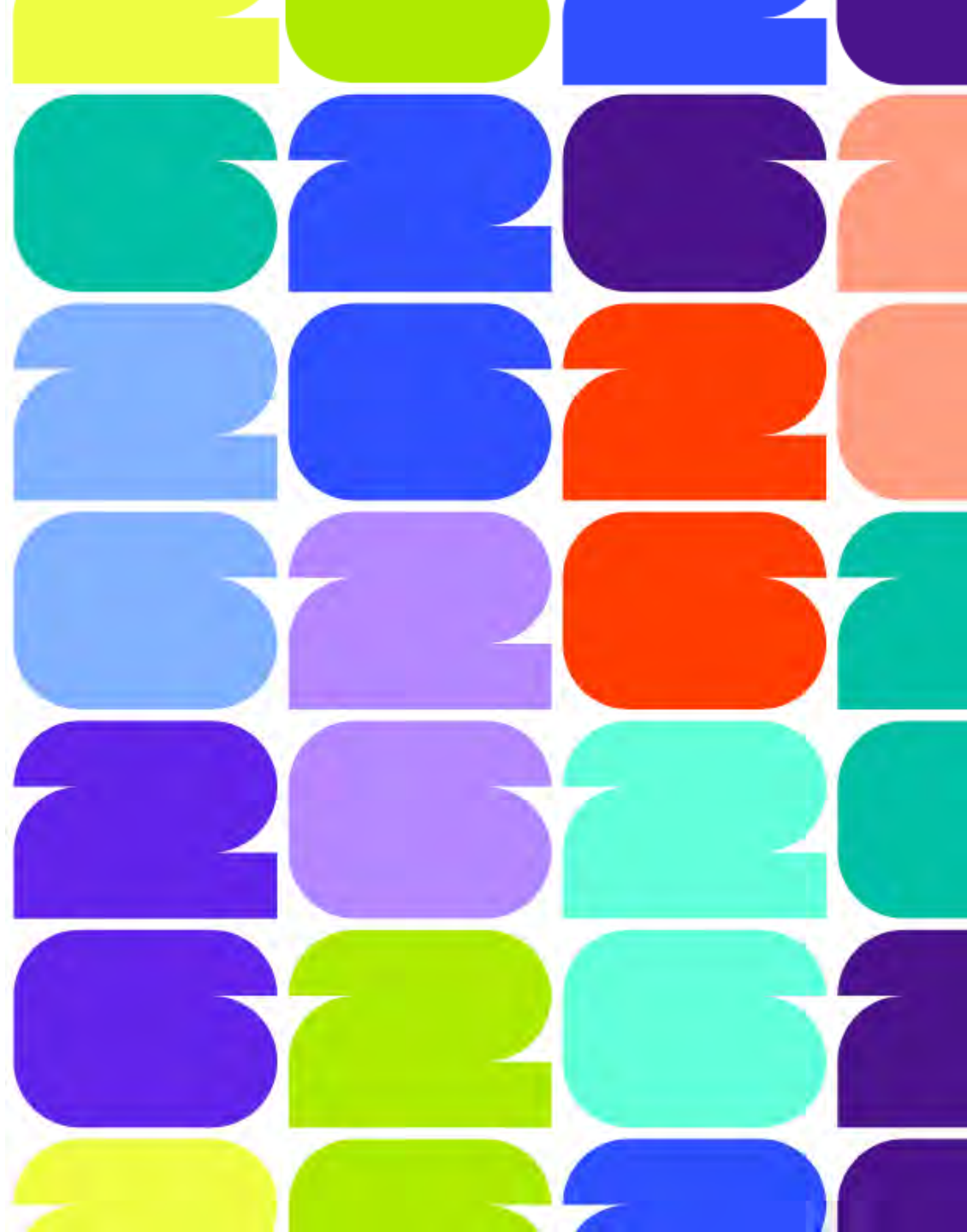


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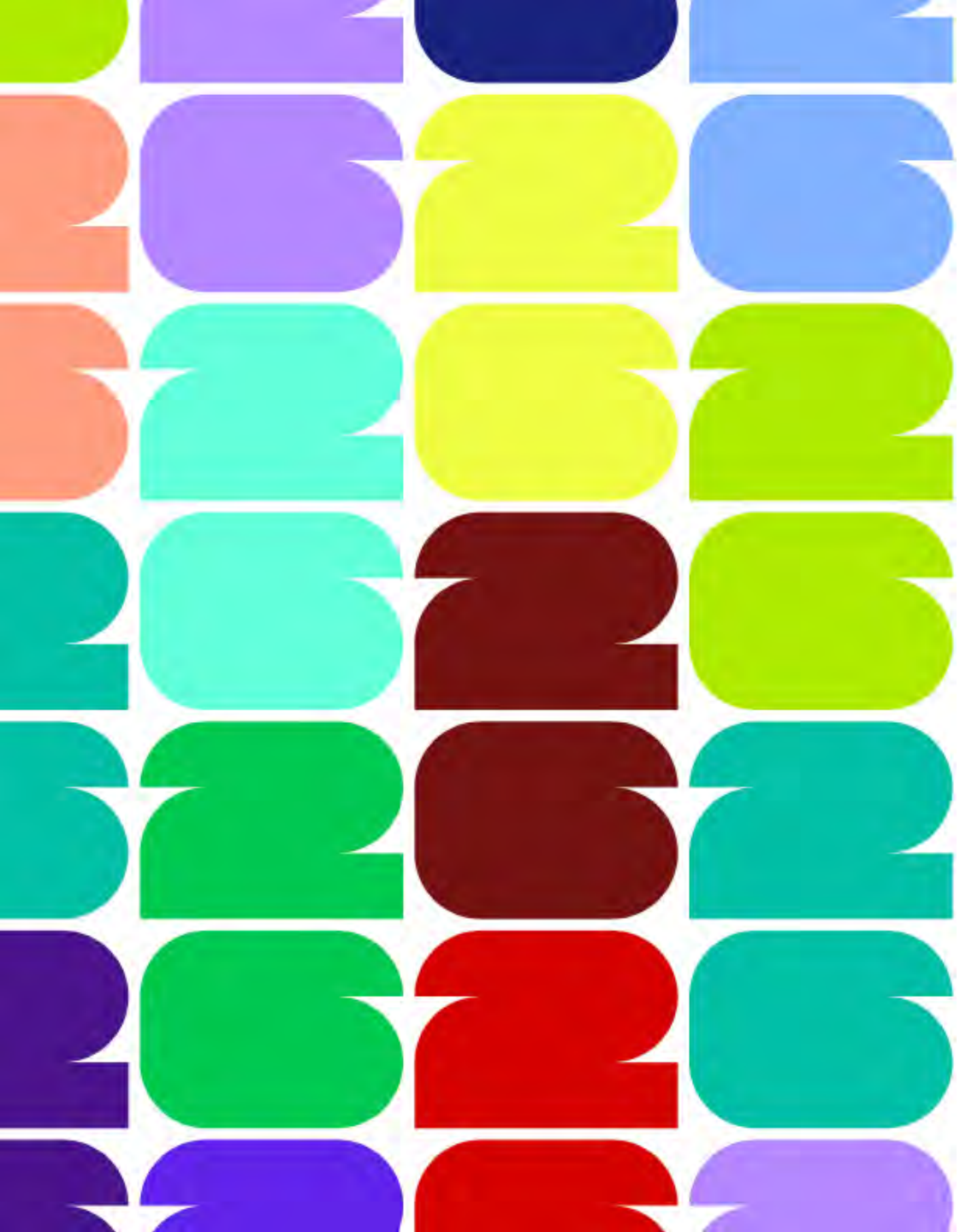
FIFA AND JOHN HATTER & CO ARE PROUD TO ANNOUNCE A COLLABORATION ON AN OFFICIAL LICENSED PRODUCT FOR THE FIFA WORLD CUP 2026.

THIS EXCLUSIVE COLLECTION WILL FEATURE PREMIUM CAPS REPRESENTING ALL PARTICIPATING NATIONS.

PLEASE NOTE: THIS PRESENTATION IS FOR ILLUSTRATIVE PURPOSES ONLY, AND ALL CONTENT IS SUBJECT TO CHANGE. AS THE FWC26 QUALIFICATION IS CURRENTLY ONGOING, MORE TEAM CAPS WILL BE ADDED WHEN TEAMS QUALIFY.







TEAM CAP

JOHN HATTER & CO WILL MANUFACTURE AN EXCLUSIVE COLLECTION THAT WILL FEATURE PREMIUM CAPS REPRESENTING ALL 48 PARTICIPATING NATIONS TO THE FIFA WORLD CUP 2026.

- *Embossed rubber patch carrying each country's name in English, in matching colors of the flag or team outfit*
- *Embossed stitching around the rubber patch*
- *Backside of the cap in mesh in polyester, which makes the cap breathable during hot days*
- *Innerlining in terryfabric which will be sweat-absorbing for warmer days*
- *"MAKE A STATEMENT" on the inner lining to make it more visual that you are making a statement to support your country*
- *Adjustable size*



2014
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2010
FIFA

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JOHN
HATTER & CO[®]



JOHN
HATTER & CO[®]



JOHN
HATTER & CO[®]



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2014
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126 **FIFA** TM
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© FIFA TM
MANUFACTURED UNDER LICENCE BY
JOHN HATTER & CO
MADE IN CHINA



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HOST COUNTRY CAP

JOHN HATTER & CO WILL MANUFACTURE AN EXCLUSIVE COLLECTION THAT WILL FEATURE PREMIUM CAPS REPRESENTING THE THREE NATIONS HOSTING THE FIFA WORLD CUP 2026.

- *Embossed rubber patch carrying the official "WE ARE 26" slogan, including a French and Spanish version for respectively Canada and Mexico*
- *Official tournament colors and prints*
- *Embossed stitching around the rubber patch*
- *Backside of the cap in mesh in polyester, which makes the cap breathable during hot days*
- *Innerlining in terryfabric which will be sweat-absorbing for warmer days*
- *"MAKE A STATEMENT" on the inner lining*
- *Adjustable size*



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JOHN HATTER & CO
MADE IN CHINA



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HOST CITY CAP

JOHN HATTER & CO WILL MANUFACTURE AN EXCLUSIVE COLLECTION THAT WILL FEATURE PREMIUM CAPS REPRESENTING THE SIXTEEN CITIES HOSTING THE FIFA WORLD CUP 2026 MATCHES.

- *Each City Cap is designed in the official FWC26 city colors*
- *Embossed rubber patch carrying each city's name in English*
- *Embossed stitching around the rubber patch*
- *Backside of the cap in mesh in polyester, which makes the cap breathable during hot days*
- *Innerlining in terryfabric which will be sweat-absorbing for warmer days*
- *"MAKE A STATEMENT" on the inner lining*
- *Adjustable size*



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FWC26 DAD CAP

JOHN HATTER & CO WILL MANUFACTURE AN EXCLUSIVE COLLECTION THAT WILL FEATURE PREMIUM DAD CAPS WITH THE OFFICIAL FIFA WORLD CUP LOGO IN THE TOURNAMENT MAIN COLORS.

- *Embossed and stitched FIFA World Cup 26 logo*
- *16 white caps with embossed and stitched FWC26 logo in the 16 tournament colors*
- *16 caps in the tournament colors with embossed and stitched FWC26 logo in white*
- *1 white cap with embossed and stitched FWC26 logo in black*
- *1 black cap with embossed and stitched FWC26 logo in white*
- *1 washed out denim cap with embossed and stitched FWC26 logo in white*
- *Full panel cap*
- *Adjustable size*



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PACKAGING AND HANG TAGS



Each product will have the **OFFICIAL LICENSED PRODUCT** hangtag from FIFA as shown above. Hangtags for Official Licensed Products manufactured under license by John Hatter & CO on the right.

Products will be delivered in polybags in pieces of 5.



TEAM CAP

FIFASTORE.COM

PLACE THE HOLOGRAM HERE

PLACE YOUR BAR CODE HERE

Manufactured under licence by
John Hatter & CO.
Made in China.

© FIFA, FIFA's Official Licensed Product Logos, and all brand elements, designs and trade names of FIFA and FIFAe tournaments, events and products are copyrights and / or trademarks of FIFA.



POINT OF SALE

Get FIFA World Cup 2026 Ready with Official Licensed POS!

Enhance your store with **exclusive FIFA World Cup 2026 Official Licensed POS** materials, available to all customers. Included POS materials are:

- Window Stickers
- Floor Stickers
- Ceiling Banners
- Free-Standing Units
- Shelf Strips
- and more!

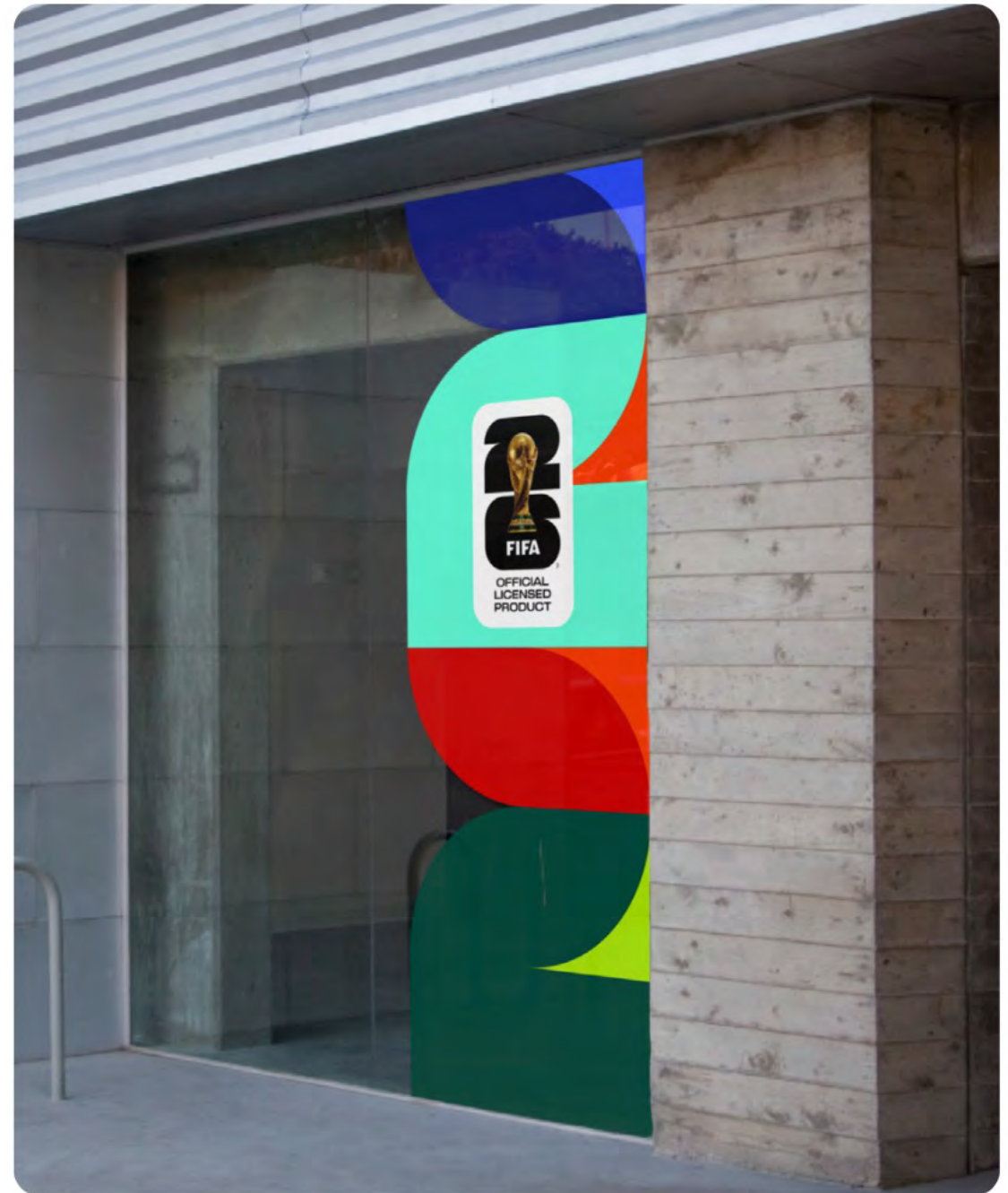
We also offer customized POS possibilities*. Everything you need to create an immersive World Cup experience for your store and customers. **Let's bring the excitement of FIFA World Cup 2026 to life!**



**please contact us to find out about the possibilities*







WE ARE 205™