



KICKIN' IT IN CAMERON

2026

PLAYBOOK >>

SMALL BUSINESS. BIG MOMENT.

A winning game plan for local businesses



TABLE OF CONTENTS

INSIDE THIS PLAYBOOK:

Click to jump to section

- 03** [INTRODUCTION](#)
- 04** [SMALL BUSINESS. BIG OPPORTUNITY](#)
- 05** [MATCH SCHEDULE](#)
- 06** [SOCCER TALK 101](#)
- 07** [UNDERSTANDING OUR VISITORS](#)
- 08** [BASE CAMP TEAMS](#)
- 09** [CULTURAL SNAPSHOT](#)
 - 09** [Base Camp Countries](#)
 - 11** [Group Stage Countries](#)
- 13** [READINESS ESSENTIALS](#)
- 14** [YOUR MARKETING GAMEPLAN](#)
- 15** [MARKETING GUIDELINES](#)
 - 15** [What You Cannot Use](#)
 - 16** [What You Can Use](#)
- 17** [INDUSTRY-SPECIFIC STRATEGIES](#)
 - 17** [Restaurants & Bars](#)
 - 18** [Hotels, Lodging, & Airbnbs](#)
 - 19** [Retail & Shops](#)
 - 20** [Transportation & Services](#)
 - 21** [Personal Services](#)
- 22** [ACTION PLAN CHECKLIST](#)
- 23** [HELPFUL TOOLS & RESOURCES](#)
- 24** [OUR SPONSORS](#)

WHAT IS KICKIN' IT IN CAMERON?

TURNING A GLOBAL MOMENT
INTO LOCAL MOMENTUM



This summer, Cameron will be within just 50 miles of the *world's largest* sporting event.

FIFA World Cup 2026™ is estimated to bring over half a million visitors to Kansas City, and with them, plenty of economic and community engagement opportunities. And we want to be prepared!

Kickin' It In Cameron (KIIC) was launched as a community-wide effort to prepare businesses, help our community shine, and bring World Cup excitement to Cameron. But more importantly, it's about creating a sense of community that will continue long after the tournament.

SMALL BUSINESS BIG OPPORTUNITY

WHY IT MATTERS

Because of our close proximity to Kansas City, we'll likely experience a surge of visitors not just from across the country, but also from around the globe.

This event presents an opportunity to welcome new customers and show them what the Midwest has to offer. Will you be ready?



Big events = big opportunities. Visitors will be looking for lodging, dining, and things to do.



Tourism boosts local businesses. Local shops, restaurants, and attractions benefit from the increased foot traffic.



Increased visibility helps long-term stability by introducing new people to the region, attracting potential residents, and increasing community pride.



MATCH SCHEDULE

FIFA WORLD CUP 2026™ TOURNAMENT

Spanning 39 days across North America, this tournament showcases 48 national teams, making it the largest single-sport competition in the world.

Kansas City will host six matches from June 16 - July 11, 2026.

KANSAS CITY MATCH DAYS:

GROUP STAGE	June 16 8 PM CT
Argentina x Algeria	
GROUP STAGE	June 20 7 PM CT
Ecuador x Curaçao	
GROUP STAGE	June 25 6 PM CT
Netherlands x Tunisia	
GROUP STAGE	June 27 9 PM CT
Austria x Algeria	
ROUND OF 32	July 3 8:30 PM CT
Group K Winner x Group D/E/I/J/L 3rd Place	
QUARTERFINAL	July 11 8 PM CT
Winner match 95 v Winner match 96	

THE HEART OF THE TOURNAMENT

- BC PLACE VANCOUVER
- LUMEN FIELD SEATTLE
- LEVI'S STADIUM SAN FRANCISCO
- SOFI STADIUM LOS ANGELES
- AT&T STADIUM DALLAS
- NRG STADIUM HOUSTON
- ESTADIO AKRON GUADALAJARA



- BMO FIELD TORONTO
- ARROWHEAD STADIUM KANSAS CITY
- MERCEDES-BENZ STADIUM ATLANTA
- HARD ROCK STADIUM MIAMI
- LINGOLN FINANCIAL FIELD PHILADELPHIA
- MET LIFE STADIUM NEW YORK
- GILLETTE STADIUM BOSTON
- ESTADIO BBVA BANGOMER MONTERREY
- ESTADIO AZTECA MEXICO CITY

SOCCER TALK 101

GET IN THE GAME.
EMBRACE THE LINGO.



~~Game~~ → **MATCH**



~~Field~~ → **PITCH**



~~Goalie~~ → **KEEPER**



~~End Line~~ → **GOAL LINE**



~~Uniform~~ → **KIT**



~~Zero~~ → **NIL**



Give visitors a more authentic experience by adopting some of the basic soccer (football) terminology!

International fans

Domestic fans from across the U.S.

Soccer teams and staff

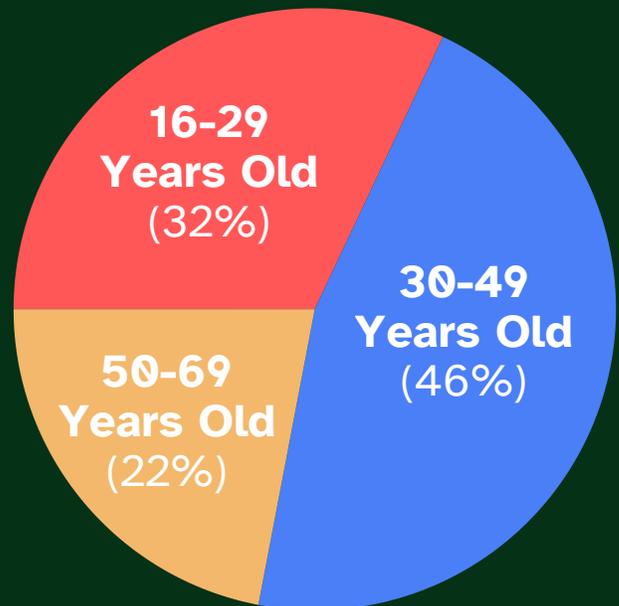
Corporate hospitality groups

Media & Press

UNDERSTANDING OUR VISITORS

WHO IS COMING TO THE HEARTLAND?

DEMOGRAPHICS:



- **16-29 years old:** group travelers, festival-driven
- **30-49 years old:** primary spenders and consumers of international soccer
- **50-69 years old:** traditional fans

VISITOR BEHAVIORS:

- Travel in groups
- Proficient with smartphones
- Quick decision makers
- Tend to spend more than locals
- Exhibit lower brand loyalty
- Unfamiliar with U.S. tipping customs

BASE CAMP TEAMS

"HOME AWAY FROM HOME"

Kansas City is set to host four national teams as Team Base Camps for the games this summer. These teams will call Kansas City their home for the duration of the tournament.



ARGENTINA



ENGLAND



NETHERLANDS



ALGERIA



CULTURAL SNAPSHOT

BASE CAMP COUNTRIES



ARGENTINA *South America*



- **Primary language:** Spanish
 - % who speak English: ~15-25%
- **Soccer culture:** Deeply emotional and identity-driven; football is a core part of national pride.
- **Fan vibe:** Loud, rhythmic chanting, drums, and nonstop singing throughout matches.
- **Social culture:** Very communal, late dinners, music; fans gather in large groups to celebrate wins late into the night.
- **Social media:** 9 in 10 people ages 16-34 use social media (Top apps: WhatsApp, Facebook, TikTok)



ENGLAND *Europe*



- **Primary language:** English
- **Soccer culture:** Historic and tradition-heavy; birthplace of the modern game.
- **Fan vibe:** Organized chants and pub culture; fans gather early for drinks and match buildup.
- **Social culture:** Travel in large numbers and appreciate lively fan zones
- **Social media:** 79-84% active on social media (Top apps: TikTok, WhatsApp, Youtube)



NETHERLANDS *Europe*



- **Primary language:** Dutch
 - % who speak English: ~90-95%
- **Soccer culture:** Creative, tactical tradition (“Total Football”).
- **Fan vibe:** Party atmosphere; huge crowds dressed entirely in bright orange (“oranjegekte” — orange madness).
- **Social culture:** Friendly, celebratory street-festival style gatherings.
- **Social media:** 80-95% use social media (Top apps: WhatsApp, Facebook, Instagram)



ALGERIA *Africa*



- **Primary language:** Arabic
 - % who speak English: ~5-15%
- **Soccer culture:** Strong national pride and diaspora engagement.
- **Fan vibe:** Highly celebratory crowds; matches often spark street celebrations and car caravans.
- **Social culture:** Family- and community-oriented, celebrations shared collectively, especially during sporting events.
- **Social media:** 55-58% use social media (Top apps: Facebook, Instagram, TikTok)

CULTURAL SNAPSHOT

GROUP STAGE COUNTRIES



ECUADOR *South America*



- **Primary language:** Spanish
 - % who speak English: ~5-10%
- **Soccer culture:** Most popular sport and a major source of national pride.
- **Fan vibe:** Loud, rhythmic, and colorful, fans bring drums, horns, and coordinated chants.
- **Social culture:** Family- and community-centered with lively gatherings around food, music, and celebrations.
- **Social media:** 75-80% use social media (Top apps: WhatsApp, Facebook, Instagram)



TUNISIA *Africa*



- **Primary language:** Arabic
 - % who speak English: ~10-15%
- **Soccer culture:** Dominant sport and a major national unifier.
- **Fan vibe:** Intense and highly vocal, with large flags and passionate celebrations.
- **Social culture:** Known for strong hospitality traditions and frequent gatherings
- **Social media:** 70-75% use social media (Top apps: Facebook, WhatsApp, Instagram)



CURAÇAO *Caribbean Island*



- **Primary language:** Papiamentu
 - % who speak English: ~70-80%
- **Soccer culture:** Growing football culture supported by a tight-knit and proud fan base.
- **Fan vibe:** Festive and Caribbean-inspired; music, dancing, and colorful flags
- **Social culture:** Relaxed and social, with community gatherings, music, and festivals central to daily life.
- **Social media:** 80-85% use social media (Top apps: WhatsApp, Facebook, Instagram)



AUSTRIA *Europe*



- **Primary language:** German
 - % who speak English: ~70-75%
- **Soccer culture:** Strong club traditions and organized supporter groups tied closely to stadium culture.
- **Fan vibe:** Structured and coordinated; fans use scarves, chants, and supporter sections
- **Social culture:** Social life often centers around cafés, beer gardens, and seasonal festivals.
- **Social media:** 75-80% use social media (Top apps: WhatsApp, Instagram, Facebook)

CHECKLIST

READINESS ESSENTIALS

Get your business ready for the World Cup! This list of ideas can help you make the most of the event, regardless of industry.

STAFFING & TRAINING

- Hire and train additional staff to handle surges.
- Train staff in cultural sensitivity & basic phrases in Spanish, Dutch, and other languages spoken by the countries that will likely be visiting.
- Emphasize customer service and “welcoming” mindset.

OPERATIONS

- Extend business hours during high-traffic times (match days, evenings).
- Streamline checkout/payment processes. (Accept tap-to-pay, international cards, maybe even foreign currency exchange info.)
- Review inventory and suppliers — ensure stock can handle demand.

FACILITIES

- Refresh storefronts, signage, and cleanliness.
- Ensure restrooms are clean and well-stocked.
- Offer free Wi-Fi or charging stations if possible.

MARKETING

- Ensure your website, Google Business Profile, and social media info are current. Make it easy to find you online.
- Use local SEO to attract visitors.
- Create content to post during the tournament. (Reels/TikTok)
- Highlight ties to soccer/World Cup. (Decor, themed specials, etc.)
- Collaborate with Chamber / Newspaper to be part of a community guide or map for visitors.
- Create a welcoming customer experience



YOUR MARKETING GAMEPLAN

Stay relevant while the world is watching. Help your business stand out, connect with customers, and boost revenue during the global spotlight.

ADDITIONAL MARKETING STRATEGIES:

GET FOUND ONLINE:



- Google Business Profile
- Google + Apple Maps listings
- Local SEO + relevant keywords
- Directories like Yelp and TripAdvisor
- Mobile-friendly website

SOCIAL MEDIA:



- Consistent contact info and profile photos using one logo
- Reels / TikToks / Youtube Shorts
- Story posts on match days
- Local hashtags (#KickinItInCameron)

EVENTS:



- Themed specials and discounts
- Spirit wear / Fan gear
- Watch parties
- Themed workshops / seminars

OFFLINE TACTICS:



- Welcoming signage
- Outdoor visibility
- Storefront decor
- Multilingual displays
- Country flags

MARKETING GUIDELINES

FROM THE KC2026
GAME PLAN PLAYBOOK

MARKETING WITH CARE

WHAT YOU CANNOT USE

IN YOUR ADVERTISING OR PROMOTIONS

- ❌ **OFFICIAL TOURNAMENT MARKS**
FIFA® | FIFA WORLD CUP™ | FIFA WORLD CUP 2026™ | FIFA FAN FESTIVAL™
- ❌ **FIFA® LOGOS, HASHTAGS, OR SLOGANS**
- ❌ **OFFICIAL MATCH SCHEDULES OR NATIONAL TEAM LOGO**

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.

INCLUDING, BUT NOT LIMITED TO, THESE EXAMPLES



MARKETING GUIDELINES

FROM THE KC2026
GAME PLAN PLAYBOOK

MARKETING WITH CARE

WHAT YOU CAN USE

IN YOUR ADVERTISING OR PROMOTIONS

- ✓ **EMBRACE GENERAL SOCCER THEMES** LIKE “CELEBRATING THE BEAUTIFUL GAME” OR “WELCOMING THE WORLD”
- ✓ **DECORATE WITH** SOCCER BALLS, NON-OFFICIAL COUNTRY FLAGS, INTERNATIONAL CUISINES, AND CULTURALLY INCLUSIVE ELEMENTS
- ✓ **HOST YOUR OWN UNOFFICIAL WATCH PARTIES OR COMMUNITY CELEBRATIONS TIED TO THE SPIRIT OF THE GAME**

Staying compliant ensures you avoid legal complications while still creating a vibrant and welcoming experience for guests.



For full guidelines, refer to the [FIFA World Cup™ Official IP and Branding Guidelines](#).

KIIC PLAYBOOK | 16

INDUSTRY-SPECIFIC STRATEGIES

RESTAURANTS + BARS

- Create World Cup specials. (International-inspired dishes, themed drinks, watch-party menus)
- Offer group-friendly options. (Shareable platters, set menus)
- Promote extended hours for before/after matches.
- Have TVs/screens showing games — or at least list where games can be viewed nearby.
- Translate menus or key items into Spanish, Dutch, etc.
- Prepare for takeout/delivery spikes. (Match days = big delivery demand)



INDUSTRY-SPECIFIC STRATEGIES

HOTELS, LODGING, + AIRBNBS

- Ensure listings are updated with clear amenities, photos, and policies.
- Offer local guides/maps highlighting restaurants, shops, attractions.
- Provide multilingual welcome packets. (Key phrases, transportation info, event schedule)
- Stock essentials for travelers. (Water, snacks, toiletries, local souvenirs)
- Train staff to answer questions about transportation to stadiums, nearby towns, and airports.
- Offer late check-in/out flexibility during match days.

INDUSTRY-SPECIFIC STRATEGIES

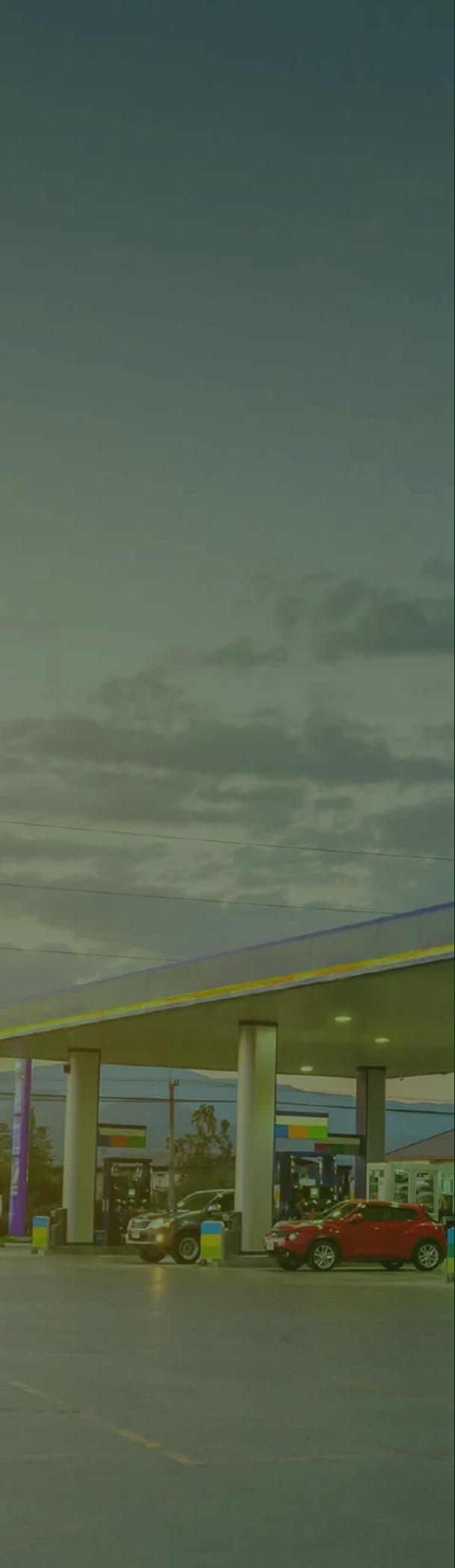
RETAIL + SHOPS

- Stock souvenirs, small gifts, and local products. (Visitors love taking home something unique)
- Focus on traveler needs — What did they forget or wish they had? (Chargers, sunscreen, mini toiletries)
- Prepare for increased foot traffic. (Streamline checkout, mobile pay, tap to pay)
- Consider extended hours.
- Have soccer-themed displays — indoor and outdoor. (Flags, window/sidewalk art, “Global Favorites”, local pride)
- Offer bundle deals. (e.g., “Game Day Essentials” kits: snacks, sunscreen, portable chairs)

INDUSTRY-SPECIFIC STRATEGIES

TRANSPORTATION + SERVICES

- Ensure stations are well-stocked with fuel, snacks, and travel goods.
- Offer clear signage for restrooms, air pumps, charging stations.
- Keep restrooms clean, stocked, and easy to find. (This is HUGE for travelers)
- Stock what travelers actually need. (Chargers, car adapters, over-the-counter meds, travel-size toiletries)
- Provide maps/directions for visitors heading to stadiums.
- Consider day-pass shuttle or ride-share partnerships.
- Have information on nearby vehicle repair/rental options.





INDUSTRY-SPECIFIC STRATEGIES

PERSONAL SERVICES (SALONS, GYMS, WELLNESS, ETC.)

- Prioritize convenient booking and communication. (Online booking, WhatsApp)
- Market express services for travelers (haircuts, spa packages, recovery massages).
- Consider flexible hours around matches.
- Offer “Pre-Game Prep” packages (nails, hair, etc. before matches).
- Promote group specials and experiences.
- Consider walk-in friendly windows for visitors with tight schedules.

ACTION PLAN CHECKLIST

*KICK OFF NOW FOR
BIG WINS AHEAD*

Don't know where to begin? Prioritizing these steps will help set you up for success this summer.

- Identify a specific goal or campaign you would like to focus on.
- Be aware of important match dates that could boost travel traffic.
- Update your Google listing, website, and hours.
- Update or create social media profiles with a consistent logo and info.
- Make your storefront / online presence easy to find and inviting.
- Prepare for minor surges in customers by managing staffing, supplies, and inventory.
- Post a simple promotion or welcome message related to the event.
- Ensure signage, parking info, and directions are clear.

HELPFUL TOOLS & RESOURCES

TOOLS TO HELP YOUR BUSINESS STAND OUT



HELPFUL APPS:

- **Canva** — signage, graphics, content creation
- **ChatGPT / AI Tools** — content creation and ideas
- **CapCut** — edit short-form videos
- **Google Translate** — language support
- **Mango** — language learning
- **WhatsApp Business** — engage with customers

ADDITIONAL RESOURCES

- **Cameron Chamber of Commerce** — workshops and promotion
- **Cameron Public Library** — Large format printing (banners, posters)



THANK YOU TO OUR SPONSORS

Thank you to our KIIC sponsors for driving the success of this campaign. You're helping bring World Cup excitement to our community and making Cameron stand out in this global moment.

Bank Northwest

BTC Bank

Cameron COOP

Cameron Food Pantry & New Life Shoppe

Cameron License Office

The Cameron Market

Cameron Pet Supply

Cameron Regional Medical Center

Cameron Regional YMCA

Cameron Rotary Club

City of Cameron

CosMedic Dentistry

Dr. Douglas A Wyckoff, DDS, PC

First Baptist Church, Cameron

Forsythe Family Farms

FSB

Howard's Barbershop

Ice Capital Management

JBLB Insurance Group

Karen Chaney Agency Inc. - American Family Insurance

Korneman Forestry Services, LLC

Krentz Construction

McClellan Family

McCorkle's

Platte-Clay Electric Cooperative, Inc.

Poland-Thompson Funeral Home

Randy Curnow Chevrolet GMC

REMAX Partners - Dan & Staci Earley

Shear Images Family Hair & Nail Salon

Shellie Blades

Super 8 Motel

Sutherlands

Tractor Supply

United Country - The O'Connor Agency

United Fiber



FOLLOW THE MOMENTUM



www.kickinitincameron.com



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