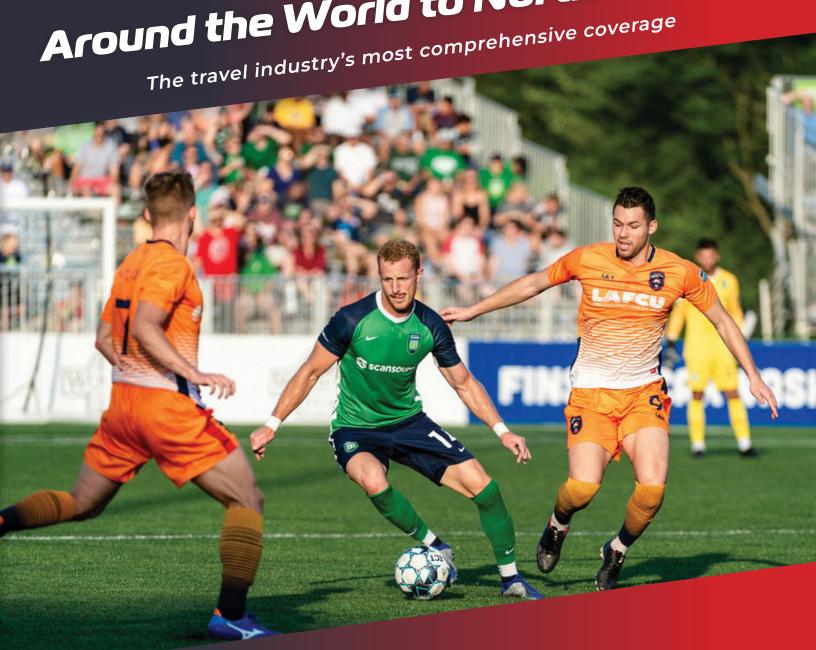
# Bringing Soccer Fans from Around the World to North America





2026 Media Kit

# ONCE-IN-A-GENERATION OPPORTUNITY

As we gear up for the historic North American arrival of FIFA's World Cup, there is an undeniable buzz in the air. Destinations, hotels and attractions are preparing to roll out the red carpet for travelers from around the globe.

**Premier Travel Media** is helping the industry capitalize on the buzz around traveling to celebrate The Beautiful Game by creating strategic content platforms that connect with overseas and domestic travel planners actively building sports travel experiences for 2026.

Our multi-brand distribution, industry alliances and media partnerships ensure that our partners' stories reach targeted, qualified decision-makers across the industry.

November 2025 is the launch of a new and exciting newsletter, InSite: Road to '26 Glory. With a reach of over **10,000** travel professionals, comprised of our subscribers at Sports Planning Guide and Inbound Insider newsletters, this is your inbox connection to leading sports travel planners worldwide.

Coinciding with the newsletter, a robust, SEO-forward, mobile-first micro-site centralizes critical trip-planning content and live updates. It will become the daily engine that powers discovery, conversions, and ongoing engagement from announcements through the final whistle.

In January 2026, a digital publication, "A Fan's Guide to The Beautiful Game '26" will be released in both English and Spanish that captures the full story in one immersive experience for the travel trade and fans. This edition packages our best editorial—how to visit, host-city spotlights, itineraries, and cultural content.





# ELEVATING NORTH AMERICAN DESTINATIONS

Align your brand with a cohesive, pro-tourism welcome message that celebrates culture, food and experiences as three nations usher in what is considered the most anticipated North American sports event of the decade.



# REACH AN ENGAGED AUDIENCE

Travel planners and fans are hungry for trusted information relating to these mega events. Our expert team of sports tourism journalists and search engine specialists are crafting meaningful content that will answer critical questions and guide decision-making for key travel dates.



# UNPARALLELED EXPOSURE

Showcase your brand message with our three-pronged approach:

- 1) Microsite developed specifically around this event containing key information such as stadium guides, host city spotlights and day-away destinations
- 2) Trade-oriented e-newsletter delivered to over 10,000 travel planners
- Digital publication, A Fan's Guide to the Beautiful Game 2026. Produced in both Spanish and English.

# **RATE AND PACKAGES**

# HOST CITY PACKAGES - \$7,995

Host City Spotlight Series: This content marketing platform includes your host city welcome message, city primer, updated match information, transportation logistics, fan experiences, plus must see sights, food & drink plus neighborhood deep dives

#### **Fan's Guide Publication:**

3 Pages of Content + full-page ad in Fan's Guide

## DAY AWAY PACKAGES - \$4,295

Content Development and Marketing: We'll create a full-day Itinerary of suggested activities, foodie favs and top activities and link it to the host city's spotlight.

#### **Fan's Guide Publication:**

2 Page Spread (Itinerary + Matching Full-page Ad)

### TIER 1 – OFFICIAL SPONSOR - (\$20,000 – ONE AVAILABLE)

- Designation as the Official Sponsor
- ✓ Website homepage hero section
- Sponsorship of digital magazine including logo on front cover
- ✓ Two page ad spread in the digital magazine
- ✓ One editorial feature or thought leadership column in the digital guide and website
- ✓ Banner ad in footer of all website pages
- ✓ Inclusion in 3 newsletter issues with "Sponsored By" attribution
- ✓ One social media shout out during guide launch campaign

## TIER 2 - PREMIER PARTNER - (\$10,000)

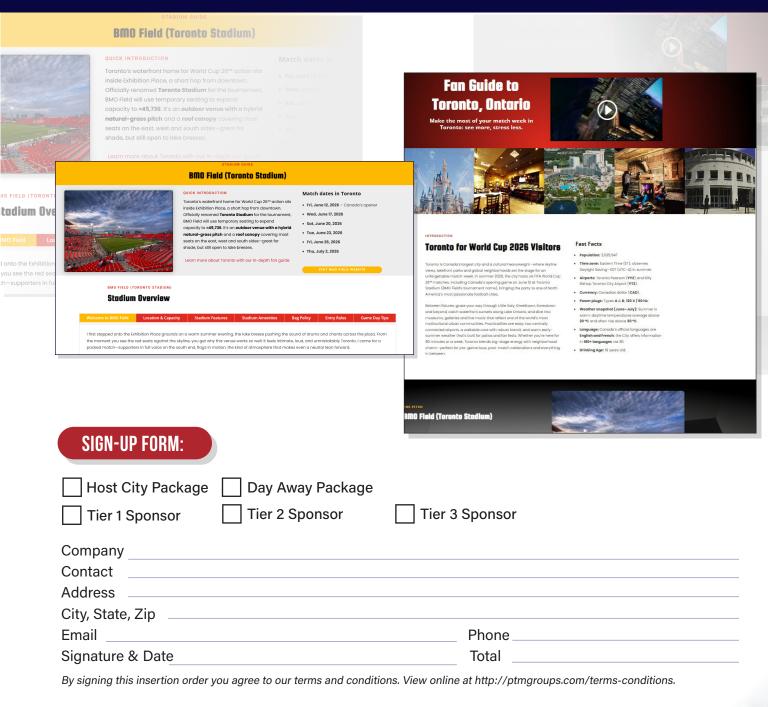
- Prominent logo placement on key website pages
- Sponsored content block (article or company profile) featured on the website homepage
- ✓ Banner ad in 4 newsletters
- ✓ Full-page ad in the digital magazine
- ✓ Logo included on dedicated Sponsor Recognition page
- ✓ One social media shout out during guide launch campaign

## TIER 3 – SUPPORTING PARTNER - (\$5,000)

- ✓ Prominent logo placement on key website pages
- One social media shoutout during guide launch campaign
- Full-page ad in the digital magazine
- Banner ad in 2 newsletters



# **WELCOME SOCCER FANS TO NORTH AMERICA**





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