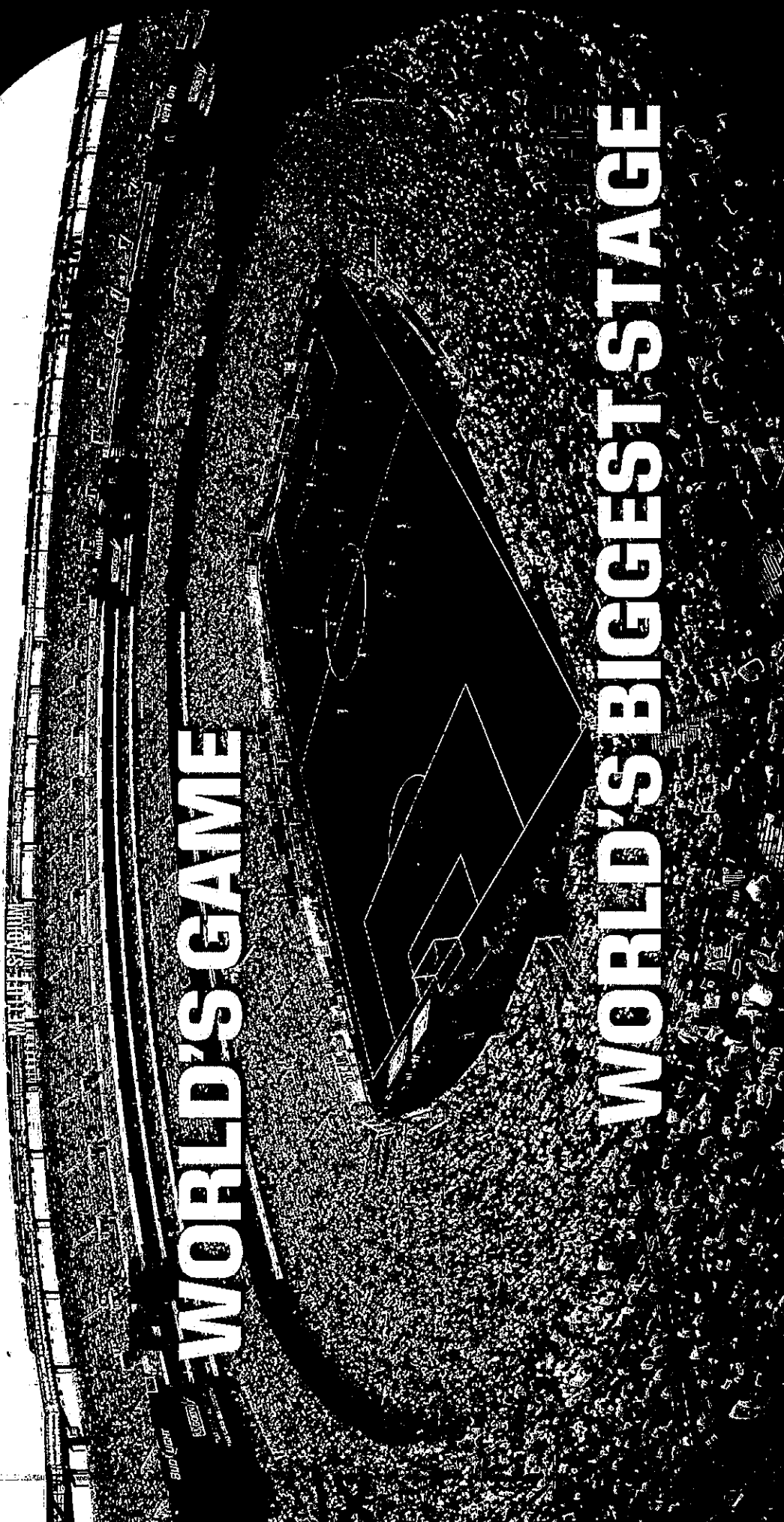


3

APPENDIX

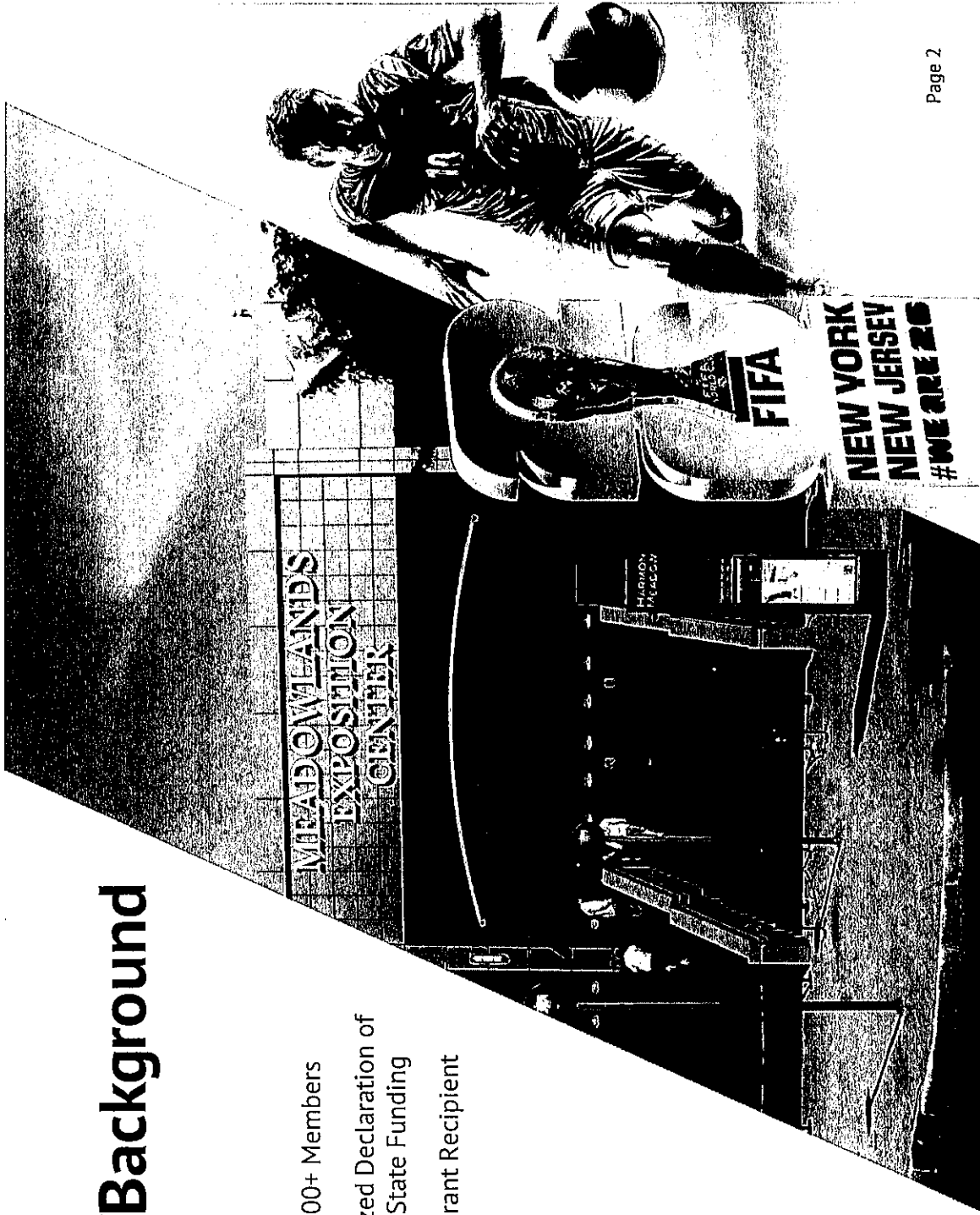


WORLD'S GAME

WORLD'S BIGGEST STAGE

About MLCVB/Background

- 1200+ Chamber Members
- DMO with National Accreditation. 100+ Members
- Founded NJDMO Group and Organized Declaration of Destination, Resulting in Long-Term State Funding
- Largest Independent NJ DMO and Grant Recipient
- MLCVB sits on Exec Comm of NJTIA

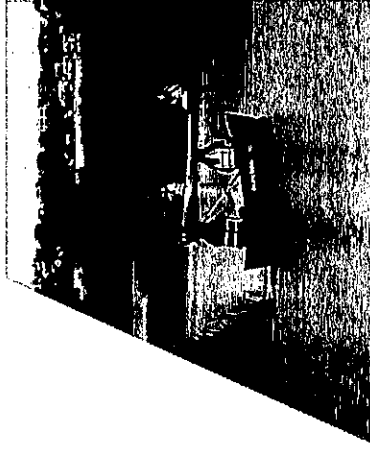
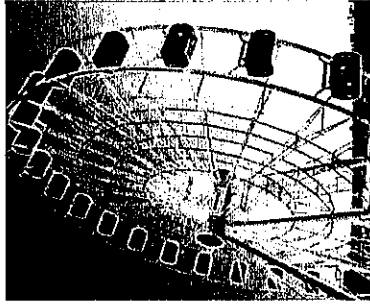
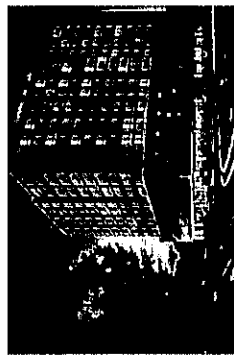
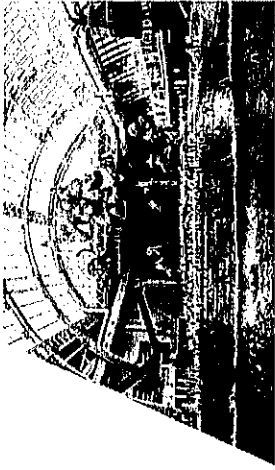


2x

MLCVB World Cup Participation

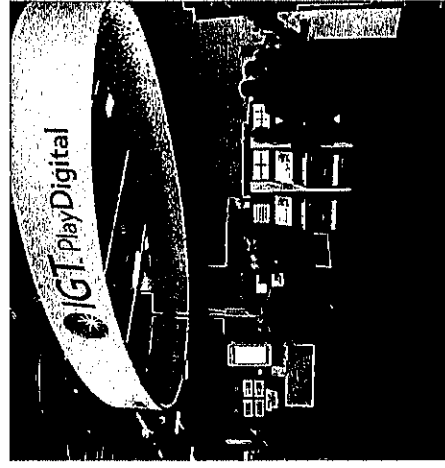
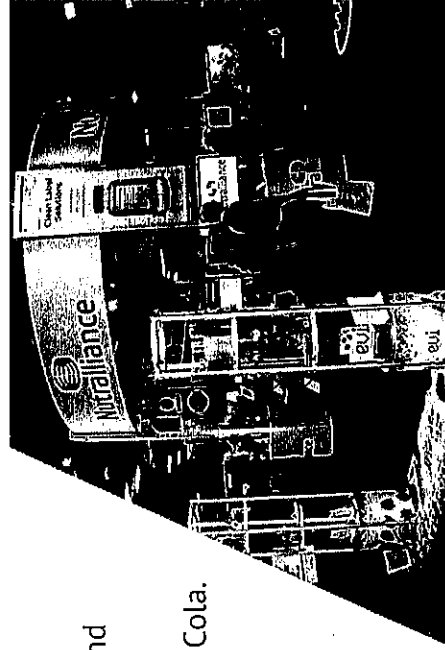
- July 2017: Request for support letter from MetLife Stadium and NJSEA
- Regional Tourism Resource Contributing Information

3x

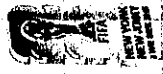


5 1/2 Years of Bid Development And Support: Hospitality Focus

- 30K total number of hotel rooms in NY/NJ for 12 Separate FIFA Constituencies
- Supplied Census of all 3, 4 and 5 star hotels with rates, rooms, distance to Stadium
- Specified Meeting Space and Supporting Facilities
- Coordinated Bids from Hotels and Interfaced with Brand and Corporate Office
- Toured Host committee, FIFA and Sponsors including Coca Cola.



4x



MLCVB World Cup Roles

- Continue accommodations, hospitality and facilities assistance
- Community outreach
- NJDMO activation and marketing coordination resource

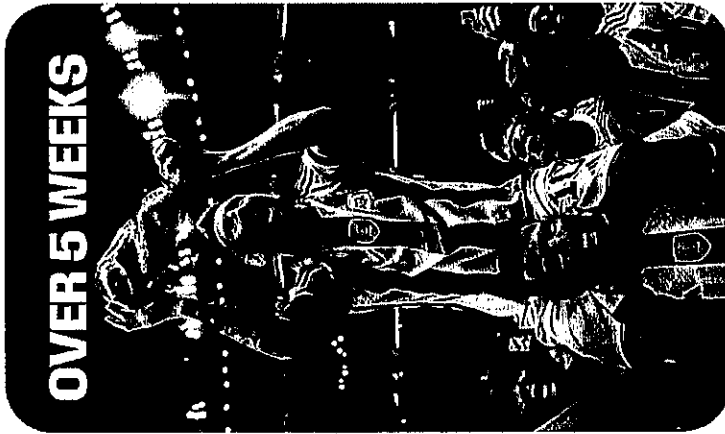
5x



World Cup Strategic Observations

- 10 Super Bowls in 1 Day + 7 Other Super Bowls
- Invest in marketing impressions

6x



MATCH SCHEDULE

03/17/26	GROUP STAGE
03/18/26	GROUP STAGE
06/22/26	GROUP STAGE
06/23/26	GROUP STAGE
06/27/26	GROUP STAGE
06/30/26	
07/05/26	
07/19/26	

THAT'S EIGHT 'SUPER BOWLS'... THIS IS GOING TO BE THE BIGGEST DEAL WE'VE EVER SEEN IN THIS REGION.

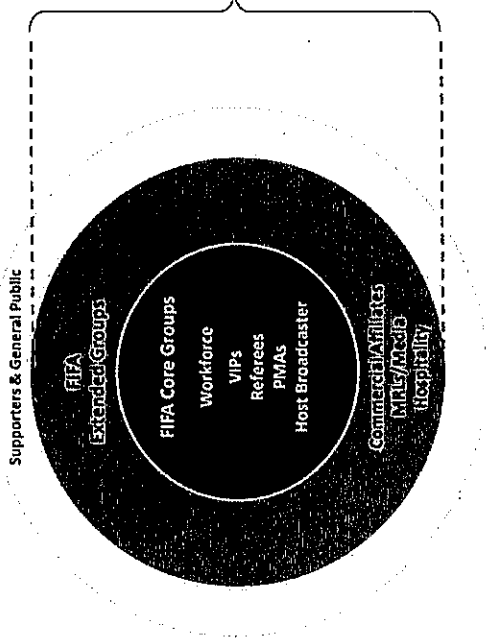
Governor of New Jersey



Deferential to Host Committee and World Cup

- Super Bowl Lessons Reviewed at Recent MDest
 - Big Game Experience
 - Local Activations
 - No-Tolerance Transportation Solutions
 - Legalities of doing business internationally

FIFA Constituent Groups



FIFA Constituent Groups include FIFA Core Groups and FIFA Extended Groups, each with specific requirements.

7x



Funding Premise

- Collectively Market Region and State
 - FIFA will require audience-specific unique marketing support materials
 - Video shorts and commercial
 - Website landing pages/portals/microsites
 - Interactive features like timelines
- ❖ The region needs outlet for activations
- ❖ Municipalities need basic participation “kit” centrally organized
- ❖ Consistent customer experience

8x

