



• FIFA WOMEN'S WORLD CUP™ •
NEW HEIGHTS
USA | 2027 | MEX

The United States and Mexico NEW HEIGHTS Bid
to Host the 2027 FIFA Women's World Cup™

Executive Summary

Our Hosting Vision

Our Hosting Vision

Together, the United States and Mexico are putting forward a strong, united bid to host the 2027 FIFA Women's World Cup – a bid that will elevate the standard for women's football and capitalize on a moment of extraordinary growth in women's sports to deliver a tournament of unprecedented success.

A 2027 FIFA Women's World Cup in the United States and Mexico has the potential to raise the bar for all future tournaments and provide FIFA with the opportunity to enhance and propel global football forward for generations to come. Our bid supports and advances FIFA's ambitions to promote the sport, protect its integrity and bring the beautiful game to all. All of this is achievable if our two countries and FIFA work together in a productive, collaborative manner.

What is laid out in our bid represents the art of the possible. We are proposing an integrated partnership model that brings host cities, stadiums, partners and FIFA together, allowing us to collectively tap into greater economic benefits and drive the women's game forward. The cities and infrastructure included in this bid represent just a fraction of those across our two countries that have the experience and capabilities necessary to host. The facilities detailed in the bid materials act as examples, or an initial proposal, knowing that there are tens of other cities across our two nations equipped and ready to host if called upon.



For purposes of the bid book, the U.S. submitted the same exact cities as 2026 and Mexico has added a few additional options. However, we would look to partner with FIFA and our cities to determine the right hosting lineup, potentially including other cities amongst the dozens that have the first-rate facilities to meet the needs of the largest, most exciting Women's World Cup ever.

We are proposing a 2027 FIFA Women's World Cup that would make use of some of the same world-class venues, sporting and transportation infrastructure, established government relationships and practiced security protocols being used in the FIFA World Cup in 2026. We will create a world-class on-field product and provide fans who travel to enjoy the greatest women's sporting event of all time with a best-in-class fan experience at some of the world's biggest and most iconic sporting venues.

Around the world, Federations are beginning to invest more and more in the women's game and records are being rewritten for interest, performance and participation. Sports fans across the United States and Mexico have proven in recent years that their respect and passion for women's sports is strong and getting stronger.

The United States and Mexico are in a unique position to play host to the largest women's sporting event in history. We believe we can sell out high-capacity stadiums for every match, with most of the venues over 65,000 seats, and host fan festivals for millions more.

The 2027 FIFA Women's World Cup is rapidly approaching, and the United States and Mexico are uniquely positioned to hit the ground running to partner with FIFA to grow the sport on a global stage and deliver a 2027 FIFA Women's World Cup that redefines what's possible for the tournament and the women's game at large. We are ready to host and bring the worldwide game to NEW HEIGHTS.

Our Hosting Strategy



Our Hosting Strategy

We are in the midst of the most consequential era in the history of women's football with attendance, viewership and revenue records rising to unprecedented levels. Across the globe, the women's game is growing exponentially, and it is expected that excitement will reach even greater heights in 2027. In North America, we are seeing uncharted engagement with our sport as the 2026 FIFA World Cup sits just on the horizon. Now, the United States and Mexico have an opportunity to host the 2027 FIFA Women's World Cup. Opportunities like these are once-in-a-generation and have the potential to transform the game forever, inspiring millions of players, coaches and fans of all ages.

For the United 2026 bid, for the first time ever, three countries came together – UNITED, AS ONE – combining our hopes and ambitions, as well as our resources, to host FIFA World Cup 2026, a tournament of 48 teams and 80 matches, with low risk and operational certainty. In 2027, the United States and Mexico are in a unique position to host a Women's World Cup that will leverage the efficiencies of hosting the Men's World Cup just a year prior. Additionally, the commercial opportunities present in the United States and Mexico will accelerate the growth of women's football unlike any tournament before.

We know that a FIFA Women's World Cup of the scale offered by the United States and Mexico will unlock the full potential of this tournament at a unique moment in time, capitalizing on economic opportunity by bringing over 4.5 million fans into stadiums, capturing the highest TV viewership ever for a women's sporting event and generating over \$3 billion in total revenue. This will create significant investment potential and allow FIFA, along with Mexico and the United States, to collectively leave an enduring legacy. We have a remarkable opportunity to accelerate the worldwide growth of the game, bringing critical funding, programming and resources to all countries.

To capitalize on this opportunity, our strategy for the tournament is focused on three core elements: the Sport, the Experience, and the Legacy.

The Sport

The Sport

The FIFA Women's World Cup has experienced a meteoric rise in viewership and revenue in recent years, and around the world women's football continues to see exponential growth. In the United States and Mexico, women's sports are skyrocketing in popularity and are currently experiencing a moment of unprecedented fan interest and economic investment from advertisers, corporate partners, private investors and media companies.

In both countries, women's professional domestic leagues are shattering revenue, attendance, media rights revenue and viewership records, and participation is on the rise across the youth and amateur spaces as well, including grassroots, collegiate, semi-professional and beyond. Recent reports have indicated that North America will remain by far the most valuable geographic market for women's sports, with football driving this trend as the projected most valuable women's sport globally. Across women's sports, valuations of teams and leagues are projected to continue to rise with broadcast deals becoming increasingly lucrative as women's sports are given more prime time broadcast slots.

Our vision is to deliver a tournament with the world's greatest players playing on world-class pitches in sold-out stadiums. We have all the necessary infrastructure already in place – including training facilities, match venues, base camps and travel accommodations – to deliver an excellent on-field product and top-level performance throughout the entirety of the tournament. All players will experience world-class facilities and amenities, further elevating the standard for women's sports.

Our countries are melting pots of diversity, culture and opportunity. Once players arrive in the United States and Mexico, they will be eagerly embraced by some of the world's most ardent and diverse women's football fans here at home, and by traveling fans from around the world. We want to expand participation in and access to the sport in both of our countries, and growing fandom across our diverse populations will help us do just that.

The United States is one of the only remaining major developed nations where football is not yet the dominant sport. We believe that the once-in-a-generation opportunity to host back-to-back World Cups will be the catalyst for the explosive next phase of our sport's growth in the United States as we continue to work to make football the preeminent sport in the nation. In Mexico, we will use the 2027 World Cup to continue to drive progress throughout the country and inspire our people.



The Experience

The Experience

The fans are the driving force behind successful World Cup tournaments. We believe an unprecedented fan experience is possible with iconic landmarks across the United States and Mexico acting as sites for premier Women's World Cup matches, fan festivals and activations. Tens of football pitches can line the National Mall in Washington D.C. or Reforma Avenue in Mexico City. We could host a beach football tournament on the shores of Miami or Cancun, and a football drop and final match watch party in New York City's Times Square. Only the United States and Mexico can host events of this magnitude.

The United States and Mexico are both premier global sporting hubs. Olympic games, Super Bowls, FIFA World Cups, major tennis championships and F1 races all demonstrate the established record of playing host to the events that celebrate athletic excellence by bringing together and inspiring people from all over the world. Both countries are also very well-acquainted with hosting high-profile non-sporting events that bring together dignitaries from around the world such as the UN General Assembly and North America Leaders' Summit that require extensive security infrastructure. Nowhere else in the world is better equipped to host events of this magnitude safely and with world-class accommodations and infrastructure.

The commercial upside of this tournament is unmatched. With the largest stadiums, most attractive ticket prices, an appealing time zone for lucrative broadcast deals and unmatched commercial partnership opportunities, we can reimagine a fan experience that involves everyone, whether they attend in person or connect from afar. With landmark sites and some of the biggest names across sports, entertainment, music and business, we can make the 2027 Women's World Cup a must-see event for people across the globe.



The Legacy

The Legacy

Every FIFA World Cup offers an unprecedented opportunity to leave a mark on the world. The United States and Mexico are committed to working with FIFA to use this opportunity to grow our game exponentially. We will set a new standard for using football to transform lives and communities, to connect people of all walks of life and to inspire young people everywhere.

Across our two countries, there is not only enthusiasm, but the extraordinary capacity to host a 2027 tournament that will expand access to football in our communities and lay the foundation for a legacy that will grow the game and inspire millions of players, coaches, referees and fans of all ages.

A FIFA Women's World Cup of the scale being offered by the United States and Mexico will generate unprecedented levels of revenue, allowing us to collectively invest in women's football across all FIFA Member Associations. We have an opportunity to leave a lasting legacy for girls around the world, accelerating the growth of the game through critical funding, programming and resources for all countries.

We pledge to partner with FIFA to invest the proceeds from the tournament into a fund to support coaching education and player development in the women's game for every Member Association around the globe. With the total revenue of this tournament, we believe FIFA can grant each Member Association unprecedented funding to further support the development of the women's game.

From our governments and cities to our business leaders and global celebrities, all the way through to our players and fans, thousands of people and dozens of communities from across Mexico and the United States stand ready to be part of this historic bid and once-in-a-generation opportunity to host consecutive World Cups – either by hosting matches or participating through fan events and other activations. We will use every opportunity, operational efficiency and resource to support FIFA's vision and propel our shared commitments to driving football forward.

Only Mexico and the United States can offer FIFA the opportunity to unlock the full potential of the FIFA Women's World Cup and take the tournament to NEW HEIGHTS.



Candidate Host Cities

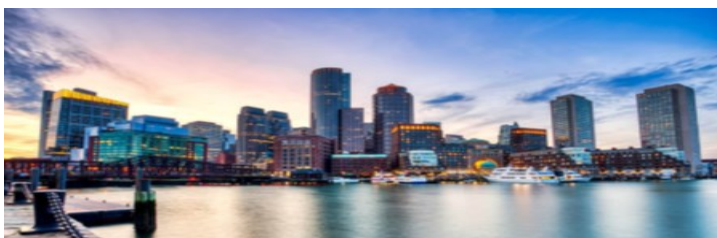
As a reminder, these cities represent just a fraction of those across our two countries with the experience and capabilities necessary to host. For purposes of the bid book, the U.S. has submitted the same exact cities as in 2026 and Mexico has added a few additional options



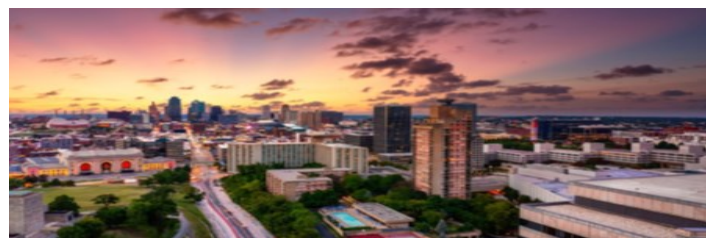
Atlanta: Atlanta, a thriving candidate host city, aims to foster a unified and all-encompassing initiative to bring forth fervor, motivation, and top-tier football to the people of Atlanta and the global audience.



Houston: “One World City” is Houston’s vision to bring together individuals from all corners of the world through the spirit of football.



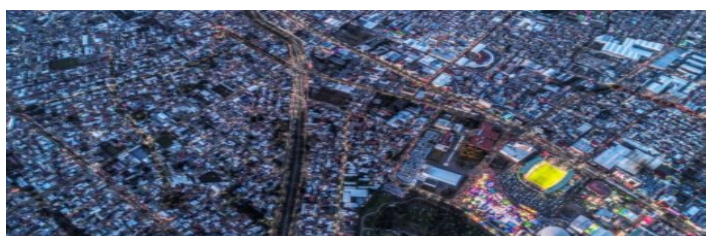
Boston: Boston is a historic sport town and the catalyst for football in the United States. The city is a prime location to stage the largest event in women’s sports history.



Kansas City: Kansas City is a centrally located, sports-rich town that is a hub for football-related activities in the United States.



Dallas: Dallas boasts a wealth of American history and serves as the central point for culture and commerce in the region.



León: León, Guanajuato’s blend of tradition and modernity and prominent role in Mexican history and women’s football make it a must-visit destination.



Guadalajara: Guadalajara is emerging as one of the most important cities in Mexico, and our vision is to represent Mexico and its citizens with dignity as hosts of the greatest sporting event on earth.



Los Angeles: Los Angeles aspires to unite the city and the continent as a Candidate Host City, showcasing its diverse neighborhoods and welcoming spirit.

Candidate Host Cities



Mexico City: Mexico City's vision as a candidate host city is to continue with the tradition of inclusion and sustainability as sporting pillars, united as a team in sport for the world.



Philadelphia: Philadelphia, the birthplace of the United States of America, remains steeped in the enduring values of Unity, Freedom, Inclusion, and Democracy.



Miami: Located in South Florida, the City of Miami was founded in 1896 and is a major hub for culture, commerce, media, entertainment, and arts.



Querétaro: Santiago de Querétaro is at the forefront of Mexico's economy and gives a high quality of life to its citizens. This combination offers a perfect balance of creativity and functionality across the city.



Monterrey: Our vision is to celebrate Monterrey's football passion, enhance city living conditions, and promote women's football with equal opportunities.



San Francisco Bay Area: The Bay Area, already celebrated for its diversity and inclusiveness, brings together cities, cultures, and industries to support the 2027 FIFA Women's World Cup™.



New York / New Jersey: The New York / New Jersey region is prepared to come together as one, creating the ultimate sports and entertainment experience for both teams and fans.



Seattle: Seattle, a prominent hub in the Pacific Northwest, has long been recognized as a melting pot for travelers, trade, and the exchange of new concepts.

Stadiums



Mercedes-Benz Stadium

Atlanta, GA

Capacity: 75,000



Akron Stadium

Guadalajara, MX

Capacity: 48,071



Gillette Stadium

Boston, MA

Capacity: 70,000



NRG Stadium

Houston, TX

Capacity: 72,220



AT&T Stadium

Dallas, TX

Capacity: 92,967



Arrowhead Stadium

Kansas City, KS

Capacity: 76,640

Stadiums



León Stadium

León, MX

Capacity: 32,800



Hard Rock Stadium

Miami, FL

Capacity: 67,518



The Rose Bowl

Los Angeles, CA

Capacity: 88,432



BBVA Stadium

Monterrey, MX

Capacity: 53,460



Estadio Azteca

Mexico City, MX

Capacity: 83,280



MetLife Stadium

New York / New Jersey

Capacity: 87,157

Stadiums



Lincoln Financial Field

Philadelphia, PA

Capacity: 69,328



Levi's Stadium

San Francisco Bay Area, CA

Capacity: 70,909



Estadio La Corregidora

Querétaro, MX

Capacity: 34,130



Lumen Field

Seattle, WA

Capacity: 69,000

Other Infrastructure

Other Infrastructure

The United States and Mexico have unparalleled facilities across both nations which could serve the teams, referees, coaches, FIFA members, media, and other stakeholders involved in the tournament.

Venue-Specific Team Facilities

More than 41 Venue-Specific Team Facilities have been identified as potential options for the 2027 FIFA Women's World Cup™, including professional soccer facilities, college and university facilities, and other locations which will ensure cutting-edge, accessible support for participants.



Team Base Camp Facilities

All potential Team Base Camp Facilities are close to luxurious hotels and in well-connected locations to ensure teams are not only able to successfully train and recover at the highest levels but that travel strains are reduced to the extent possible.

Referee Base Camp Facilities

The two possible Referee Base Camp Training Sites are located at state-of-the-art facilities in Dallas and Houston, the most central location to all potential Host Cities, to ensure referees are at their best throughout the tournament.



FIFA Headquarters

The FIFA HQ is suggested to be located in Miami, where FIFA has already opened an office in preparation for the 2025 FIFA Club World Cup™ and the 2026 FIFA World Cup™. Miami has all the options for hotels, function space, and connectivity needed to successfully run a record-breaking 2027 FIFA Women's World Cup™.

Other Infrastructure

Transport

Innumerable options for both charter and commercial flights exist between all proposed Host City locations, as well as trains, and the world's most extensive highway system. All of these are well-equipped to accommodate not only teams and their staff but a record-breaking number of fans throughout the Competition.



Security

The United States and Mexico are already collaborating on a robust and detailed security strategy for the 2026 FIFA World Cup™ and will continue to uphold the highest security standards for the 2027 FIFA Women's World Cup™, with the support of local, state, and federal security forces.

Accommodation

The United States and Mexico have an unrivaled suite of 3-, 4-, and 5-star hotels well-suited to any need and conveniently positioned to make travel seamless. All proposed FIFA VIP Hotels in particular are luxurious 5-star accommodations located within easy distance of the city centers or relevant stadiums.

Competition-related Event Sites

The United States and Mexico afford sophisticated options for Competition-related Event Sites, not only in the Host Cities themselves but also in other locations throughout the countries, to maximize the experience leading up to and during the Competition and ensure the widest audience possible is engaged with the Competition.

IT&T

Both countries have cutting-edge telecommunications industries and capabilities. A seamless experience for all, as well as the safe-guarding of data, are priorities we are well-positioned to execute against.



Other Infrastructure

IBC

Both Dallas and Atlanta could serve as top-notch locations to host the International Broadcast Center. In addition to exceptional facilities, both are exceedingly well-connected, with Dallas being centrally located to all other potential Host Cities, and Atlanta has a significant film and broadcast industry that could support in the IBC's efforts.



Medical

Mexico and the United States collectively have top-tier medical infrastructure and care which will be available to participants and fans alike. Our two countries also have unparalleled experience in supporting large-scale sporting events and the expertise needed to ensure the highest medical safety standards.



Commercial

Commercial

\$3 billion is on the table in this U.S. and Mexico-hosted Competition, with the opportunity to make this the largest, most commercially successful women's sporting event the world has ever known. We have the ability to dramatically raise the stakes for women's football and benefit Member Associations and the sport not just in North America but around the globe for years to come.

All matches in the 2027 FIFA Women's World Cup™ would be held in best-in-class stadiums. With growth and interest in women's football already accelerating, and excitement around football in North America given an additional exponential push by the 2026 FIFA World Cup™ held jointly by the U.S., Canada, and Mexico, we anticipate maximizing the facilities the U.S. and Mexico can provide, with average crowds of nearly 70,000 and ticket prices to be sold at a premium.

Additionally, with a high volume of major global corporations based in North America and an extremely robust professional sports market, we also anticipate hospitality packages to be in great demand. The proposed venues are designed to provide top-of-the-market sports experiences and would be more than able to meet the demand and provide these enhanced opportunities for fans across both countries.

Yet another advantage of hosting the 2027 FIFA Women's World Cup in the United States and Mexico is the ability to strategically locate matches to maximize the four time zones across the countries and locate matches for nations in their countries' prime time broadcasting spots, maximizing revenue and international interest and spectator access. The match schedule provides illustrative examples of how this could be done. Marketing and licensing rights nearly doubled from the 2019 to the 2023 FIFA Women's World Cup™ and we anticipate similar if not more impressive growth for the 2027 Competition.





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