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Subject: Sugar Land becomes Houston's sole support city for 2026 FIFA World Cup
Date: Thursday, September 4, 2025 12:51:16 PM

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Sugar Land becomes Houston's sole support city for 2026 FIFA World Cup

Community Impact

By [Tomer Ronen](#)

1:00 PM Sep 3, 2025 CDT

Sugar Land Mayor Carol McCutcheon announced the city's sponsorship at a Sept. 3 press conference.

(Aubrey Vogel/Community Impact)



Sugar Land will be the sole Host City Supporter in the Greater Houston area and the only support city in a 26-county radius for the 2026 FIFA World Cup.

Zooming in

At a Sept. 2 meeting, Sugar Land City Council voted 6-1 to allow Visit Sugar Land to pursue a \$2.5 million sponsorship with the Houston 2026 World Cup Host Committee with council member Robert Boettcher dissenting.

The partnership will give the city exclusive benefits, including FIFA branding rights and the ability to host official watch parties, according to agenda documents.

“This partnership elevates Sugar Land’s profile on a global scale,” Sugar Land Mayor Carol McCutcheon said in a Sept. 3 news release. “We are not only welcoming the world to our community, but also investing in long-term economic growth, enhanced tourism and strengthening a sense of pride for our residents and businesses.”

Breaking it down

According to agenda documents, the sponsorship will be funded from 2025-27, including:

- \$1.4 million from the Sugar Land Development Corporation
- \$800,000 from the Sugar Land 4B Corporation
- \$300,000 from the hotel occupancy tax fund, which collects money from short-term lodging rentals such as hotels and motels

Elizabeth Huff, Sugar Land executive director of economic development, said the World Cup is expected to generate \$1.5 billion in revenue for the Houston economy and Sugar Land officials are hoping to get in on the action, with an impact on Sugar Land Regional Airport, hotels and restaurants across the city.

“It will not only tell our story on a global stage, but it will also generate significant economic benefits for the city, including increased tourism revenue, support for local businesses and long-term business attraction,” Huff said in the release.

The city saw an almost \$100,000 from hotel occupancy tax revenue during the 2017 Super Bowl, Huff said.

Also of note

According to agenda documents, the city has received support from several Sugar Land-based organizations including:

- Sugar Land Regional Airport
- Constellation Field and the Sugar Land Space Cowboys
- First Colony Mall
- Lou Hammond Group
- ATG Entertainment, operators of Smart Financial Centre

The city is creating a way for major employers and partners to be involved by making a financial contribution, Sugar Land Assistant Director of Tourism Alison Brooks said at the Sept. 2 meeting.

Zooming out

The sponsorship comes after the city approved its [2025-27 strategic plan](#) in February, which aims to stimulate economic growth, boost community reputation and encourage community engagement, *Community Impact* previously reported.

Additionally, the city is underway with the creation of its [five-year tourism and sports tourism plans](#).

Looking ahead

There will be seven World Cup matches in Houston, starting with a group stage matchup March 10 and ending with a Round of 16 game on July 4.

While no plans are set in stone yet, Huff said the city hopes to host events for each of the seven games, including free watch parties—potentially at First Colony Mall, although that could change if a group wants to buy out Smart Financial Centre.

2131 N Collins Ste 433-721
Arlington TX 76011
USA

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