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Subject: Sugar Land enters \$2.5 million partnership with World Cup host committee
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Sugar Land enters \$2.5 million partnership with World Cup host committee

The partnership will allow the city to obtain licensing rights, hold watch parties and have its logo included in host committee materials.

Houston Public Media

Natalie Weber, Fort Bend County Bureau

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Photo courtesy of Visit Sugar Land

Sugar Land mayor Carol McCutcheon announces the city's World Cup partnership at a press conference on Sept. 3, 2025.

Sugar Land's Executive Director of Economic Development, Elizabeth Huff, said she has fond memories of watching the World Cup with her father as a child. Now, she's helping the city of Sugar Land partner with the FIFA World Cup 26 Houston Host Committee.

"I saw it as an incredible opportunity, a once-in-a-lifetime opportunity, for us to get the 'Visit Sugar Land' name out there, to get Sugar Land out there," Huff said.

Sugar Land has entered a \$2.5 million sponsorship agreement with the committee as the city looks to draw on tourism revenue generated by the major sporting event next summer. It's the only city in a 26-county radius to be recognized as an official World Cup "Host City" supporter.

The partnership will allow the city to obtain licensing rights, hold watch parties and have its logo included in host committee materials. Sugar Land will also offer youth development and volunteer opportunities.

The sponsorship is funded through a combination of sales and hotel taxes.

"This partnership elevates Sugar Land's profile on a global scale," Sugar Land Mayor Carol McCutcheon said in a Wednesday news release. "Joining the Houston 2026 World Cup Committee as an Official Host City Supporter, 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."

Houston will host seven World Cup games from June 14 to July 4, 2026. The games are expected to draw an estimated 500,000 visitors and generate about \$1.5 million in revenue in the greater Houston region.

"There's so much excitement around soccer and (the) World Cup, even if you're not a huge soccer fan," Huff said. "People know what it is and they know that's it coming. And I think there's a lot of Houston pride."

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