

2026 World Cup Municipal Event Support Grant Program

Guidelines

Program Overview

This grant program provides financial assistance to municipalities within Broward County to organize events celebrating the 2026 World Cup. The goal is to generate excitement, encourage community engagement, and attract residents and visitors to the area in conjunction with the international competition.

Funding Availability

- Up to \$12,500 is available per municipality on a reimbursement basis.
- A one-to-one (1:1) cash match is required. In-kind services are not eligible toward the required match.
- Funding for municipalities will be awarded on a first-come, first-served basis.
- Total program funding is capped at \$125,000.

Eligibility

- All municipalities within Broward County are eligible for funding.
- Events must be held on municipal or County-owned property.
- Applicants who have previously been awarded grants through this program are not eligible.
- Events must be free and open to the public.
- Events must be completed by July 19, 2026.

Allowable Events

Events must be directly related to the 2026 World Cup, including but not limited to:

- Soccer-related clinics for youth and coaches
- Watch parties or viewing events for 2026 World Cup matches
- Soccer exhibitions or friendly competitions

Application Process

Application Period

Completed applications will be accepted beginning on **May 21, 2026, at 9:00 AM EST**. Applications received prior to that time or submitted incomplete will not be reviewed.

Applications must be submitted electronically via email to:

WorldCupGrant@broward.org

Review Process

- Applications will be reviewed on a continuous basis until all program funding has been allocated.
- A County review team will evaluate complete applications within approximately ten (10) business days of submission.
- Applicants may be contacted if additional information or clarification is needed during the review process.
- The County will issue written notification regarding approval or denial of applications.

Grant Agreement Requirement

Approved applicants will be required to execute a Broward County grant agreement prior to reimbursement.

Eligible Reimbursement Expenses

Eligible reimbursement expenses may include:

- Production costs
- Fees associated with the event
- Equipment rental
- Entertainment
- Security or law enforcement not provided by the municipality
- Set-up or clean-up services not provided by the municipality
- Other expenses pre-approved by Broward County

Submission of ineligible expenses does not automatically disqualify an application; however, reimbursement amounts may be reduced to exclude ineligible expenses.

Ineligible Expenses

The following expenses are not eligible for reimbursement:

- In-kind services, including municipal labor
- Catering expenses
- Alcoholic beverages
- Any expenses not directly related to the approved event

Documentation Requirements

To receive reimbursement, awarded applicants must submit the following documentation:

- Paid invoices and receipts
- Proof of matching funds

- Documentation supporting eligible reimbursable expenses
- Event summary and attendance estimates
- Photographs or promotional materials, if applicable

Reimbursement requests and all supporting documentation must be submitted no later than **August 19, 2026**.

Reimbursements will be issued following County review and verification of submitted documentation.

County Recognition Requirements

Municipalities awarded funding shall recognize Broward County as a sponsor of the event(s), including display of the Broward County and Visit Lauderdale logos in advertising and marketing materials to the greatest extent practicable.

Advertising and marketing materials referencing Broward County sponsorship must be submitted to the County in advance for review and approval.

Recognition of Broward County shall not be less than that provided to other sponsors contributing equal or lesser financial or in-kind support.

Any use of Broward County’s logo or name beyond sponsor recognition requires advance written approval from the County Administrator or designee.

Questions

All questions or concerns regarding the grant program or application process should be directed to:

Dan West
Director, Broward County Parks and Recreation
DanWest@broward.org | 954-357-8106

Katherine Fermenich
Operations Manager, Broward County Parks and Recreation
KFermenich@broward.org | 954-357-8164

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