



**HUDDLE**

**Business Development**

**Sports & Entertainment**

**#TogetherasOne**



# A Global Opportunity: Sports & Entertainment

Aligning AGA Around the 2026 FIFA  
World Cup and Beyond



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**Together as One**

# Why We're Launching this Practice Group



- Capitalising on a Global Industry and a Historic Global Event
- Sports & entertainment are high growth, cross border sectors
- Many member firms already serve clients in these industries
- FIFA World Cup 2026 will drive business across North America
- FIFA World Cup 2026 will create business with your clients
- Creates an exciting opportunity to collaborate and grow.

# Our Vision & Strategic Goals



## A Coordinated Global Response to a Global Opportunity

- Build a cohesive offering (Global Solution) across accounting/tax and legal services
- Showcase our sector expertise to existing and new clients
- Stimulate cross-border referrals and new engagements
- Raise AGA brand visibility during a landmark global event.



## From Practice Group Launch to World Cup Delivery

- **2025 Q3 – Q4:** Launch group, design GS brochure and web page, identify lead participants in each country (non-qualifying countries can still participate)
- **2026 Q1:** Client targeting, knowledge sharing, marketing toolkit rollout.
- **2026 Q2-Q3:** Local activation:, marketing activity, client invitations, event scheduling... follow-up!

# Our Global Sports & Entertainment Offering



## End-to-End Legal and Accounting Support Across Borders

- Legal: contracts, IP rights, disputes, sponsorship, immigration, sports betting law
- Accounting: tax, financial controls, structuring, audit
- Cross-border collaboration: Canada, US, Mexico + international coverage
- Deep sector knowledge and commercial insight.

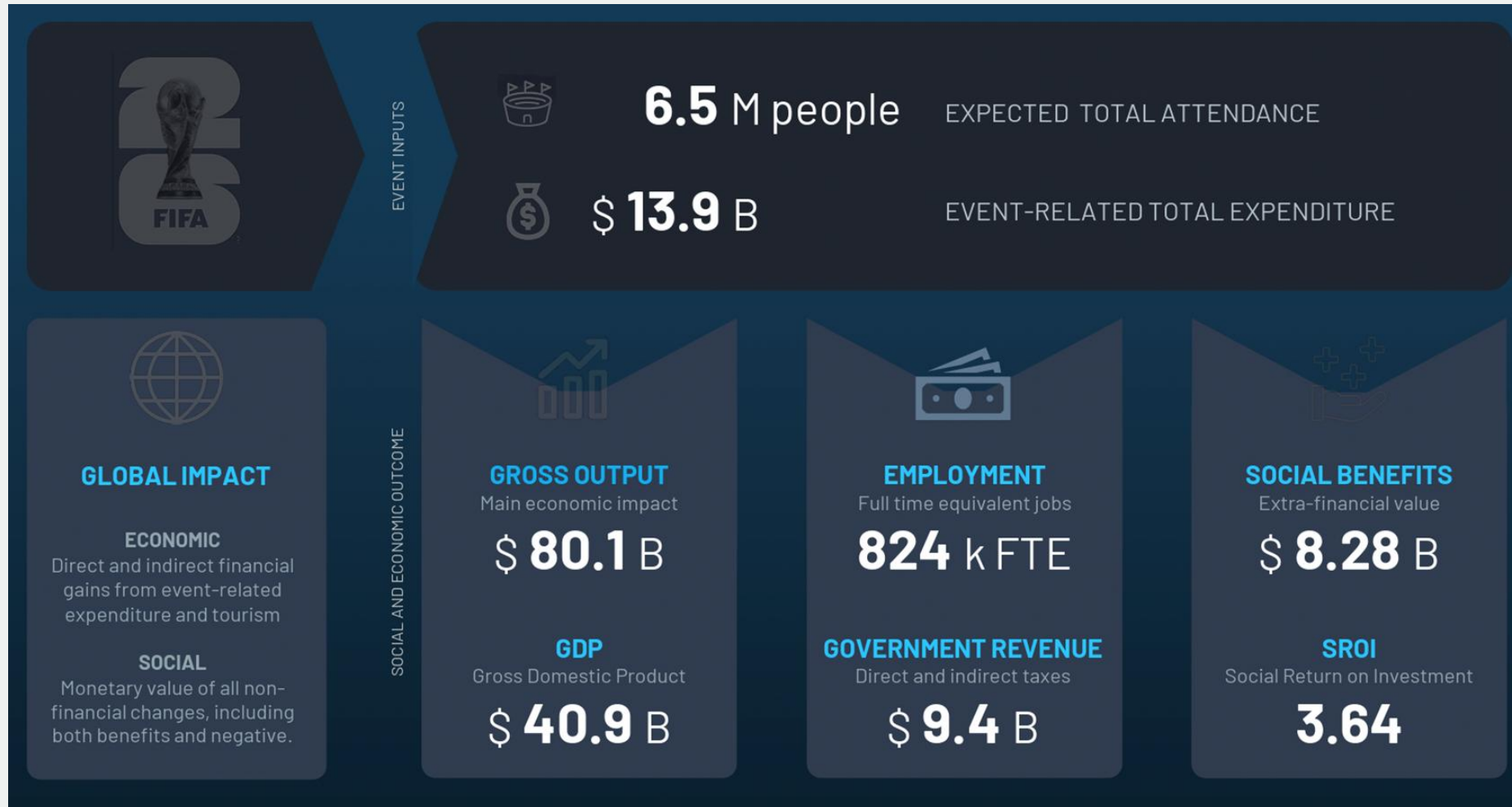
# Marketing Activation Ideas for Member Firms



## Creating Visibility and Client Engagement During World Cup

- Host World Cup 'watch parties' with clients (with sister firm?)
- Organise client briefings on “Doing Business”
- Distribute the Alliance's sector brochure
- Use templated social media, emails, and PR material
- Webinars on sports and entertainment law (soccer focused).

# Global Economic Opportunity of World Cup



Source: FIFA & World Trade Organization; Research conducted by OpenEconomics

# 2026 World Cup Host Cities



## Additional AGA offices in Mexico/NA

- Montreal
- Quebec City
- Stockton
- Santa Rosa
- Washington
- San Diego
- Chicago
- Carson City
- Kauai
- Cleveland
- Columbus
- Reno
- Sacramento
- Schaumburg
- Oakland
- Greensboro

= World cup tournament location & number of matches

= AGA Office

# FIFA WORLD CUP 2026



		GROUP STAGE MATCHES														ROUND OF 32					ROUND OF 16				QUARTER-FINALS			SEMI-FINALS		FINAL													
		Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June	Sunday 28 June	Monday 29 June	Tuesday 30 June	Wednesday 1 July	Thursday 2 July	Friday 3 July	Saturday 4 July	Sunday 5 July	Monday 6 July	Tuesday 7 July	Wednesday 8 July	Thursday 9 July	Friday 10 July	Saturday 11 July	Sunday 12 July	Monday 13 July	Tuesday 14 July	Wednesday 15 July	Thursday 16 July	Friday 17 July	Saturday 18 July	Sunday 19 July			
WESTERN REGION	VANCOUVER		M6					B M27 CAN			G M40				B M51 CAN		G M64					M85 1B v 3 EFGJ						M86 W85 v W87															
	SEATTLE					G M16				D M32 USA					B M52		G M63					M82 1G v 3 AEHJ					M84 W81 v W82																
	SAN FRANCISCO BAY AREA			B M8			J M20			D M31			J M44			D M60						M81 1D v 3 BEFLJ																					
	LOS ANGELES		D M4 USA			G M15			B M26			G M39				D M59 USA						M73 2A v 2B									M98 W93 v W94												
CENTRAL REGION	GUADALAJARA	A M2						A M28 MEX					K M48			H M66																											
	MEXICO CITY	A M1 MEX					K M24								A M53 MEX							M79 1A v 3 DEFH					M82 W79 v W80																
	MONTERREY				F M12						F M36				A M54							M75 1F v 2C																					
	HOUSTON				E M10			K M23			F M35				K M47		H M65					M76 1C v 2F					M90 W73 v W75																
	DALLAS				F M11			L M22					J M43			F M57		J M70				M78 2E v 2I					M88 2D v 2G			M83 W83 v W84													
	KANSAS CITY						J M19				E M34					F M58		J M69									M87 1K v 3 DEJL																
EASTERN REGION	ATLANTA					H M14		A M25			H M38			C M50		K M72						M80 1L v 3 EHIJK					M95 W86 v W88																
	MIAMI					H M13					H M37			C M49		K M71											M86 1J v 2H																
	TORONTO		B M3 CAN					L M21			E M33				L M46		I M62										M83 2K v 2L																
	BOSTON			C M5				I M18			C M30				L M45		I M61					M74 1E v 3 ABCDF						M87 W89 v W90															
	PHILADELPHIA				E M9						C M29			I M42		E M55		L M68									M89 W74 v W77																
	NEW YORK NEW JERSEY			C M7				I M17					I M41		E M56		L M67						M77 1I v 3 CDFGH					M91 W76 v W78															

# How You Can Get Involved



## 5 Immediate Steps for Members

- Ask clients: Are you planning deals or travel related to the World Cup?
- Identify clients active in the sports and entertainment ecosystem
- Connect with North American members firms for support with local partnerships and logistical support
- Nominate a sector lead (champion) from your firm to join the S&E Practice Group
- Submit case studies, client names or content for the brochure.

Let's Kick Off This Global Initiative  
Join the Team and Seize the Moment!

Time for Q&A

# Let's Kick Off This Global Initiative Join the Team and Seize the Moment!

Contact the Executive Office to express  
interest or to ask questions