



**REQUEST FOR PROPOSALS
GREATER MIAMI SPORTS COMMISSION, INC.
(HOST COMMITTEE)**

CLEAN ZONE WALLSCAPES & BUILDING WRAPS

DATE OF ISSUE: December 5th, 2025

PROPOSAL DUE DATE: January 5th, 2026, by 5:00 PM EST

Please provide your response electronically to: KBrooks@MiamiFWC26.com

Questions: Submit via email to Kathie Brooks – CAO/CFO KBrooks@miamifwc26.com

Copies to: MLaChapelle@MiamiFWC26.com

BACKGROUND

Greater Miami Sports Commission, Inc., a Florida not for profit corporation ("Host Committee"), has been selected by Federation Internationale de Football Association ("FIFA") to serve as the host organizers for FIFA World Cup 2026 (the "World Cup") in South Florida. The Host Committee has the responsibility for ensuring all aspects of the tournament, from fan experience to community engagement, are executed at the highest level. The World Cup offers a transformative opportunity for the greater Miami area, and the Host Committee is working to ensure the event's legacy continues to benefit the region for years to come.

Infrastructure Readiness

One of the Host Committee's goals is to ensure Miami's (and its surrounding areas') infrastructure can support the influx of visitors. This includes, but is not limited to, transportation networks, public safety measures, stadium upgrades, and hospitality provisions.

Visitor Influx and Tourism Impact

- A major influx of visitors to the greater Miami area is expected not just for match days, but throughout the entire World Cup period. The World Cup is expected to bring over 700,000 visitors to South Florida over the course of the 39 days of World Cup during the summer of 2026.
- The Host Committee is working closely with the city of Miami's tourism and hospitality sectors to ensure they are ready to accommodate the increased volume of tourists.

FIFA Fan Festival

The Host Committee has engaged Logistics Management Group to serve as the Host Committee's official event production company and to create and execute a once-in-a-lifetime free and open to the public FIFA Fan Festival. The FIFA Fan Festival in Miami is expected to (a) be hosted in downtown Miami's Bayfront Park, (b) run approximately 10 hours per day for 23 consecutive days and (c) be the largest gathering place for fans to (i) participate in interactive fan experiences and (ii) enjoy large-scale match viewings on oversized screens, multiple stages with live entertainment and special Miami-centric programming and a diverse selection of food and beverage offerings, ensuring an unforgettable celebration for one of the world's most prestigious sporting events. This event is the exclusive and official FIFA Fan Festival in Miami for the World Cup.

Clean Zone

To protect the event's commercial integrity, the City of Miami will enforce a Miami Clean Zone, prohibiting unauthorized advertising and event promotions within designated perimeters.

A map of the Clean Zone and the corresponding City of Miami Clean Zone Ordinance (Ordinance No. 14412) are provided in Attachment A.

SCOPE OF WORK: CLEAN ZONE WALLSCAPES & BUILDING WRAPS AND DELIVERABLES

This Request for Proposals (RFP) is for a company to work with the Host Committee with the expertise to maximize the Clean Zone commercial opportunity through Wallscapes and building wraps, by:

Identify Potential Assets: Survey the Clean Zone for viable building façades for large-format advertising; assess location visibility, foot traffic, and commercial value.

Secure Permissions & Permits: The Miami HC will obtain required municipal and building permits; the partner will negotiate and secure agreements with property owners, managers, and HOAs.

Define Specifications: Provide technical specifications for all installations, including materials, dimensions, and safety considerations.

Evaluation and Commercialization: showing knowledge of OOH assets and special permits through detailed comparable assets assessment and understanding of the current marketplace. Additionally, supporting the Miami HC in the commercialization of the identified assets.

Business Model Development: Propose a comprehensive revenue model including estimated installation and operational costs per asset, projected sales value of advertising inventory, and recommended revenue share structure with the Host Committee. **IMPORTANT:** The revenue share model must be based on gross revenue.

Other Contractual Requirements

The successful proposer must comply with the following:

- Agreement to utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of employees & subcontracted staff and vendors.
- Agreement to adhere to and comply with the Host Committee Rights and Obligations (including, without limitation, FIFA's Sustainable Sourcing Code and Human Rights Framework) and the rules, regulations and requirements of applicable national, state, county and local governmental and quasi-governmental entities.
- Insurance coverage meeting FIFA, municipal and state requirements (Host Committee to be named as additional insured)

Third Party Agent Insurance Requirements:

Without limiting any insurance or other requirements set forth in this RFP or in any resulting agreement, the successful proposer must comply with the Host Committee's obligation under Clause 12.4 of the Host City Supporter Agreement. The proposer shall, and shall cause each of its agents, subcontractors, independent contractors, and any other persons acting under its direction (collectively, "Third Party Agents") to obtain and maintain, at their own cost, insurance adequate for the nature and scope of their activities, including but not limited to:

- Comprehensive commercial general liability insurance (occurrence form) with a combined single limit of not less than USD \$10,000,000 aggregate, including products liability, completed operations, contractual liability, independent contractors, broad form property damage, personal and advertising injury, and no exclusions for alcohol liability or food-borne illness.
- A workers' compensation program in full compliance with Applicable Law, covering all individuals performing services on behalf of such Third-Party Agents.
- Media liability insurance (occurrence form) with limits of not less than USD \$10,000,000 aggregate.
- Employers' liability insurance with limits of not less than USD \$1,000,000.
- All such insurance must meet the standards required under Clauses 12.1 and 12.2 of the Host City Supporter Agreement, applying mutatis mutandis to all Third-Party Agents

PROPOSAL SUBMISSION

Deadline for RFP submission: Please send your submission electronically to **KBrooks@MiamiFWC26.com**.

The Host Committee is seeking a company with a proven track record in securing buildings for installation and delivering large format Wallscapes and building wraps.

Proposals shall include the following, with applicable headings:

- Demonstration of a minimum of **five (5) years** of experience in large-format outdoor media, including permitting, negotiation, and installation in high-profile urban environments.
- Detailed qualifications of key staff members who will lead permitting, production, and installation.
- Case studies or examples of similar work.
- Proposed process for identifying, securing, and activating assets.
- Projected timeline from contract award through installation completion.

- Relevant marketing materials or decks.
- Description of additional assets or capabilities (digital assets, special installations, billboards, etc.).
- Licenses and authorizations to conduct business in Florida.
- Location of South Florida office, if any.
- Three relevant business references within the last 12 months.

Price Proposal

Proposers must submit a comprehensive financial package outlining the commercial structure, revenue assumptions, and projected value of the program.

Detailed Business Model

A complete breakdown of the proposer's business model, including:

- Estimated installation, production, and operational costs for each asset.
- Cost assumptions for permitting, maintenance, and removal.
- Proposed advertiser pricing structure.
- Projected sales value per asset with supporting market rationale.
- Identification of cost drivers and revenue-generating opportunities.
- Any underlying assumptions or constraints.

Revenue Share Proposal (Attachment B Required)

Proposers must complete the Revenue Share Proposal using **Attachment B**.

The revenue share model must:

- Be based on **gross revenue**.
- Identify the proposed distribution between the Host Committee and the proposer.
- Include definitions of all revenue categories.
- Outline any minimum guarantees, if applicable.

HOST COMMITTEE SELECTION OF PROPOSER

Host Committee will use commercially reasonable efforts to (a) review all proposals and (b) provide questions relating to proposals, if any, by no later than January 15th, 2026 based on the following criteria.

- Demonstrated experience and qualifications.
- Creativity and the feasibility of the business model.
- Proven capacity to meet deadlines and deliver quality installations.
- Financial terms and projected ROI for the Host Committee.

RESERVATION OF RIGHTS

The Host Committee reserves the right to:

- Award multiple proposers within the same Clean Zone.
- Negotiate terms before final award.
- Reject any or all proposals.

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