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***THE LOS ANGELES WORLD CUP 2026 HOST COMMITTEE ANNOUNCES CONTEST TO
DESIGN REGION'S OFFICIAL WORLD CUP 2026 POSTER***

*Los Angeles Invites Local Artists to Design the Official World Cup Poster.
Winners Will Receive Up to \$20,000.*

LOS ANGELES (October 15, 2024) — The Los Angeles World Cup 2026 Host Committee today announced they are seeking local artists and designers to be part of a once-in-a-generation opportunity to create the official poster for the FIFA World Cup 26 Los Angeles™. The winning poster will be showcased throughout the L.A. region leading up to opening matches in 2026, and its artist-designer will receive \$20,000.

The Host Committee is working closely with local philanthropic leader the Annenberg Foundation, leveraging its deep expertise and relationships within the arts community, to conduct vast outreach to emerging designers and new artists across Los Angeles. The public poster contest will bolster excitement in Los Angeles for the largest single-sport event in history and tap Los Angeles' diverse creative capital while highlighting North America's premier soccer region.

[Interested Artists Should Visit LosAngelesFWC26.com to View the Contest Terms & Conditions and Start Working on their Design Today!](#)

The contest is open to residents of Los Angeles County who are 18 years or older. To incentivize submissions and to support new and emerging artists, one design will be awarded \$20,000; three finalists each will receive \$2,500 and twelve selected submissions will receive \$500 each. These "LAST 16" designs and the final four will be chosen by a jury of representatives from the Los Angeles arts community with the final winner selected in collaboration with FIFA.

To be eligible for the cash prize, each participant must submit an original design ready for digital reproduction and meet all the eligibility terms specified in the terms and conditions listed on [LosAngelesFWC26.com](#).



“We are thrilled to offer this incredible opportunity to our local art community to be part of the world’s largest single sport event in history,” said **Kathryn S. Schloessman, President & CEO, Los Angeles Sports & Entertainment Commission and Los Angeles World Cup 2026 Host Committee**. “Los Angeles is known for its vibrant artists and overall arts community and being able to engage them in a meaningful way is exciting and a wonderful example of how events like the FIFA World Cup are more than just the eight matches that will be played at SoFi Stadium. This contest is a tremendous way to bring people together to celebrate the best of the World’s Game and we can’t wait to see what the creative community comes up with to represent Los Angeles. Thank you to Wallis Annenberg and the Annenberg Foundation for helping us offer this tremendous opportunity.”

The winning poster design will represent Los Angeles’ diverse culture, showcase its historic soccer legacy and model the region’s bold, creative and welcoming spirit. The selected artwork and artist will be prominently featured leading up to Los Angeles hosting the U.S. Men’s National Team (USMNT) Opening Match on June 12, 2026.

Los Angeles is inseparable from the story of soccer in North America. It has played host to the biggest sporting events in the world, including the 1994 FIFA World Cup™ and the 1999 FIFA Women’s World Cup™ and now will be one of the main host cities welcoming eight (8) matches, including the first and third USMNT matches, three additional Group Stage matches, two Round of 32 knockout matches, and one Quarterfinal match in 2026. Already the most-watched competition on Earth, the FIFA World Cup™ will be the largest edition ever in 2026 and the Los Angeles region is preparing to welcome the world to start their FIFA World Cup Experience in Los Angeles.

For more information on FIFA World Cup 26 Los Angeles™ and the Poster Design Contest, please visit LosAngelesFWC26.com.

About the Los Angeles World Cup 2026 Host Committee

The Los Angeles World Cup Host Committee was established to deliver a premier FIFA World Cup 26™ experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community. The Host Committee is co-chaired by LAFC Co-President Larry Freedman and former U.S. Men’s National Team player Chris Klein and includes representatives from the Los Angeles Sports & Entertainment Commission (LASEC), the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and LA Galaxy.

For media representatives wishing to stay up-to-date on all things 2026, please register via the FIFA Media Hub.