



Mercedes-Benz  
STADIUM

# MEDIA TOOLKIT





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**If there was ever any doubt, we can now confidently say that Atlanta is the epicenter of soccer in this country. From the success of Atlanta United, to the U.S. Soccer Federation's move to Atlanta, to our role as a host city for the 2026 FIFA World Cup, and to the arrival of our NWSL Atlanta club, these milestones reflect the passion and dedication of our community and solidify Atlanta's status as a global soccer destination.**

**ARTHUR M. BLANK**

Owner and Chairman, Blank Family of Businesses



# Welcome From Leadership



**Rich McKay**

**CHIEF EXECUTIVE OFFICER, AMB SPORTS AND ENTERTAINMENT**

Nearly 30 years ago, the Olympic Games transformed the city of Atlanta and helped propel Georgia onto the global map. Today, that legacy lives on. We are a thriving community built on innovation, hospitality, infrastructure, and security— ready once again to welcome the world. At AMB Sports and Entertainment, we are proud stewards of that Olympic spirit and proud hosts of eight FIFA World Cup 2026 matches, including a semifinal, at Mercedes-Benz Stadium. From day one, our mission has been clear: to build a venue that sets the global standard in architecture, technology, and fan experience. We are honored to showcase not only this stadium, but the heart of our city, the passion of our teams, and the power of our community.

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**Tim Zulawski**

**PRESIDENT, AMB SPORTS AND ENTERTAINMENT**

Thank you for joining us as Atlanta gets ready to welcome the world for FIFA World Cup 2026. Mercedes-Benz Stadium was designed for events of this scale, offering unmatched fan experience, world-class hospitality, and seamless operations for international audiences. We're honored to host teams, supporters, and global media, and we look forward to delivering an unforgettable tournament here in Atlanta and throughout the state of Georgia.



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# Overview

Mercedes-Benz Stadium is one of the most innovative, technologically advanced, and sustainably designed venues in the world built to set a new global standard for live sports and entertainment. Featuring the first-of-its-kind retractable oculus roof, the 360-degree Halo Board, and cutting-edge connectivity and broadcast infrastructure, the stadium delivers an unmatched fan experience while serving as a premier stage for the world's largest events, including FIFA World Cup 2026™, FIFA Club World Cup 2025, Super Bowl, and the College Football Playoff National Championship. Its Fan-First Pricing model and award-winning hospitality established a new industry benchmark and inspiration for accessibility and guest experience.

The investment in Mercedes-Benz Stadium was rooted in a bold vision: to create an iconic, future-forward venue that would fuel economic growth, elevate Atlanta's global reputation, and serve as a catalyst for positive change across the city and state. MBS stands at the intersection of innovation and impact driving tourism, creating jobs, hosting global audiences, and inspiring sustainable and community-focused development throughout Georgia.



# Mercedes-Benz STADIUM

Opened:

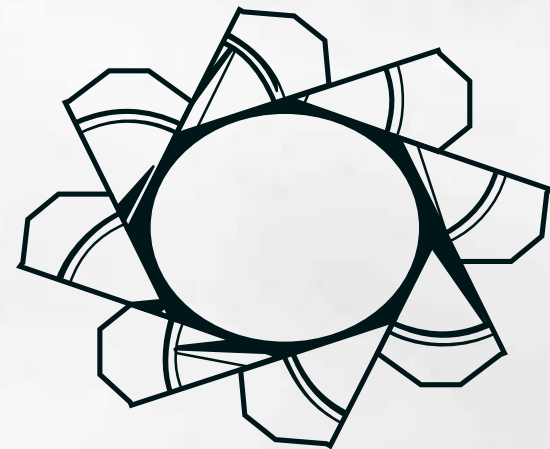
**2017**

Capacity:

**72k**

*Expandable to 75,000*

Architect:



**Only stadium** in the world with  
a retractable "oculus" roof



**First professional sports stadium in North America**  
to achieve LEED Platinum certification. **First stadium globally**  
to achieve TRUE Platinum Certification for Zero Waste.  
**First and only venue** to achieve LEED Zero Certification.



Host of global events (*Club World Cup,  
World Cup 2026, Super Bowl, CFP National  
Championship, MLS Cup, Concerts*)





# Stadium Technology

Built as the most technologically advanced stadium in the world, MBS integrates enterprise connectivity, frictionless point-of-sale, advanced content displays, and emerging tech platforms to create a seamless guest experience. Whether hosting American football, global soccer, or concerts, MBS is engineered to meet modern broadcast and fan-engagement demands.



Advanced analytics platforms for operations and fan experience



Frictionless concession technologies



Biometric entry and state-of-the-art security screening



6G ready network, plus stadium-wide Wi-Fi and cellular service



Square feet of LED signage in the bowl



Miles of fiber



# Stadium Design

Mercedes-Benz Stadium was engineered as a next-generation global venue — architecturally bold, instantly recognizable, and highly adaptable. The stadium's retractable oculus roof and 360-degree Halo Board redefine the live event experience, while its immersive interior design and premium environments support world-class sporting, entertainment, and cultural events.



## Iconic Retractable Roof

Opens like a camera lens with 8 ETFE-clad petals — an industry-first inspired by the Roman Pantheon.



## 360° Halo Video Board

60,000 sq. ft. LED board delivers a fully immersive, theater-style experience.



## Window to the City

A 16-story transparent façade offers panoramic views of Atlanta's skyline, connecting fans to the city.



## Multi-Use Flexibility

Designed for seamless transitions between NFL, MLS, concerts, and global events.



## Sustainability Leader

Only stadium globally to receive TRUE ZERO certification for Zero Waste.



## Engineering Feat

2 million sq. ft., 27,500 tons of steel, and over 8 million feet of wiring—built in just 39 months.



# Sustainability

Sustainability is core to the stadium's mission. Mercedes-Benz Stadium is internationally regarded as the benchmark for sustainable stadium operations, setting new standards in energy conservation, water stewardship, waste diversion, and sustainable event management. Its zero-waste achievements demonstrate what's possible for global venues and major events.



First professional stadium to earn LEED Platinum



Mercedes-Benz  
STADIUM



Only stadium in the world to achieve TRUE Platinum Zero Waste Certification



Adjacent edible garden and honey bee hives for urban pollination

4k

solar panels

680k

gallons of stormwater cistern for water recapture

95%

of waste for all events diverted from landfill



Green Team volunteer program



# Food & Beverage

Mercedes-Benz Stadium set a global standard with its Fan-First Pricing, making high-quality food and drink affordable for all; *fans can feed a family of four for under \$20*. With a variety of local favorites and game-day classics, we deliver speed, value, and choice to ensure every fan enjoys an elevated, accessible experience.



Award winning food and beverage program



Specialty menus for all events



Steady prices from opening through today for all events



Industry-defining Fan-First Pricing



Concession points of sale



Cashless operation



# Fan Experience

From first arrival to final whistle, MBS prioritizes speed, comfort, and connection. The stadium's fan-first model delivers outstanding service, efficient operations, premium amenities, and a sense of community across all events — serving fans from Atlanta and around the globe.



Stadium-wide social spaces, bars, and premium clubs



Biometric entry and frictionless concession options



Seamless integration with MARTA public transit

Top **10**

Consistently ranked in the top 10 NFL and MLS fan experience



Dedicated fan-experience service teams



Multi-language wayfinding for international events

**2** Min.

Average wait times at concessions



# Atlanta United's Unmatched Success

Atlanta United fundamentally transformed the trajectory of soccer in the United States. Built from the ground up by Arthur M. Blank, the club entered MLS with an ambition and operational standard in line with global football institutions. For more information about Atlanta United, visit: [www.atlutd.com](http://www.atlutd.com).

## Key Highlights

### RECORD-BREAKING ATTENDANCE:

- Atlanta United has set multiple MLS single-match and season-long attendance records, drawing more than 73,000 fans to marquee matches and averaging 45,873 fans per game across its first nine seasons, numbers that rival and often outperform clubs in Serie A, La Liga, Bundesliga, Ligue 1, and the Premier League.

### EARLY CHAMPIONSHIP SUCCESS:

- The club won the 2018 MLS Cup in its second season, hosting the largest crowd in league history and surpassing one million total fans that season alone. The club also won the 2019 Lamar Hunt U.S. Open Cup and Campeones Cup, earning three trophies in its first three seasons.

### A PREMIER MATCHDAY EXPERIENCE:

- From day one, the club was treated like a first-tier global team—with elite branding, international-caliber coaching hires, affordable ticketing, and a vibrant supporters' culture that filled Mercedes-Benz Stadium with energy and authenticity.

### GLOBAL INFLUENCE:

- MLS leadership consistently cites Atlanta United as the most successful expansion franchise in league history. The club demonstrated that soccer in the United States can be large-scale, mainstream, and commercially powerful shaping the future of league expansion across the country.

### TRAINING GROUND:

- Atlanta United boasts one of the best facilities in global soccer with a 50,000 square foot training ground featuring six full size fields, a tactics room, a full-service kitchen and cafeteria for players and staff, two gyms, two hydrotherapy plunge pools, environmental adaptation chamber, cognitive training room, recovery room and sauna. The \$90 million facility is a basecamp for the 2026 FIFA World Cup with dedicated areas for an incoming federation.

## IMPACT:

Atlanta United proved that American soccer can thrive at global scale, fundamentally changing expectations for what professional soccer can look like in the U.S.





# Arthur M. Blank U.S. Soccer National Training Center

*U.S. Soccer Federation*

In 2023, U.S. Soccer announced that Atlanta will become the new home of the U.S. Soccer Federation, marking one of the most significant developments in the history of the sport in America. This milestone is powered by Arthur M. Blank's \$50 million philanthropic investment, the largest private gift ever made to support U.S. Soccer. For more information about the Arthur M. Blank U.S. Soccer National Training Center, visit: [www.ussoccer.com/ntchq](http://www.ussoccer.com/ntchq).

## Key Highlights

### NEW HOME FOR 27 NATIONAL TEAMS:

- The National Training Center will serve all senior, youth, and extended national teams—including men's, women's, para, beach, futsal, and youth development squads.

### TRAINING, DEVELOPMENT, AND CERTIFICATION HUB:

- The facility will house coaching education, referee certification, high-performance programs, and sports science initiatives, establishing Atlanta as the development engine for American soccer.

### LARGEST PHILANTHROPIC INVESTMENT IN U.S. SOCCER HISTORY:

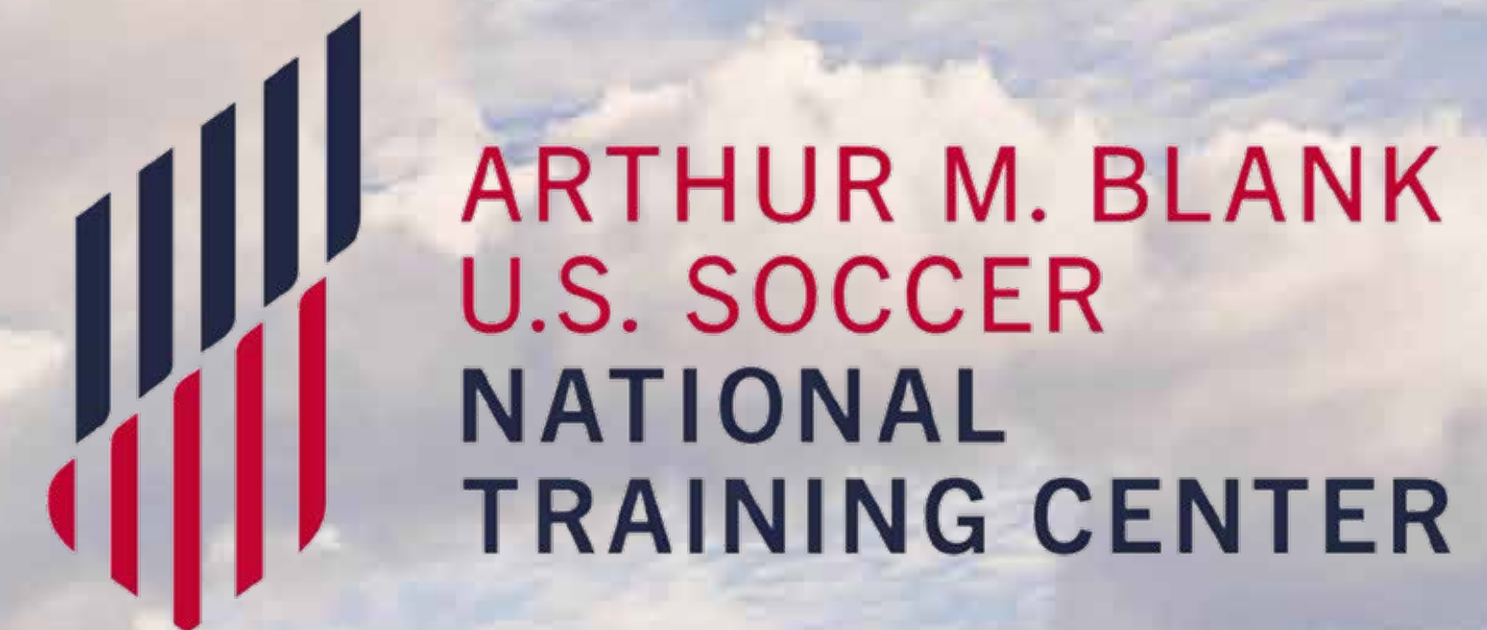
- Arthur M. Blank's commitment represents the largest single donation ever made to grow the infrastructure soccer in the United States.

### LEGACY IMPACT

- This project ensures that Atlanta will shape the next generation of American players, referees, coaches, administrators, and the overall strategic evolution of the sport.

## IMPACT:

*Atlanta isn't just home to successful teams — it is now home to the central nervous system of U.S. Soccer and the engine of American player and coach development.*





# International Matches

Mercedes-Benz Stadium is one of North America's premier venues for international soccer. Designed as a soccer specific stadium, its world-class technology and massive seating capacity have made it a preferred destination for global clubs and national teams.

## International Football Hosted at MBS

**FIFA CLUB WORLD CUP 2025:** MBS hosted five matches to a resounding success with some of the biggest club teams in the world such as Chelsea, Manchester City, Paris St. Germain, Bayern Munich and Dortmund.

**COPA AMÉRICA 2024:** Opening match and marquee group-stage game featuring National Teams from: Argentina, USA, Canada and Panama.

**PREMIER LEAGUE SUMMER SERIES (2023 AND 2025):** Manchester United, Chelsea, Newcastle, West Ham, Everton, Brighton, Brentford and Bournemouth – combining for nearly 120,000 fans in the two days.

**MEXICAN NATIONAL TEAM MATCHES:** Multiple appearances with crowds regularly exceeding 60,000+

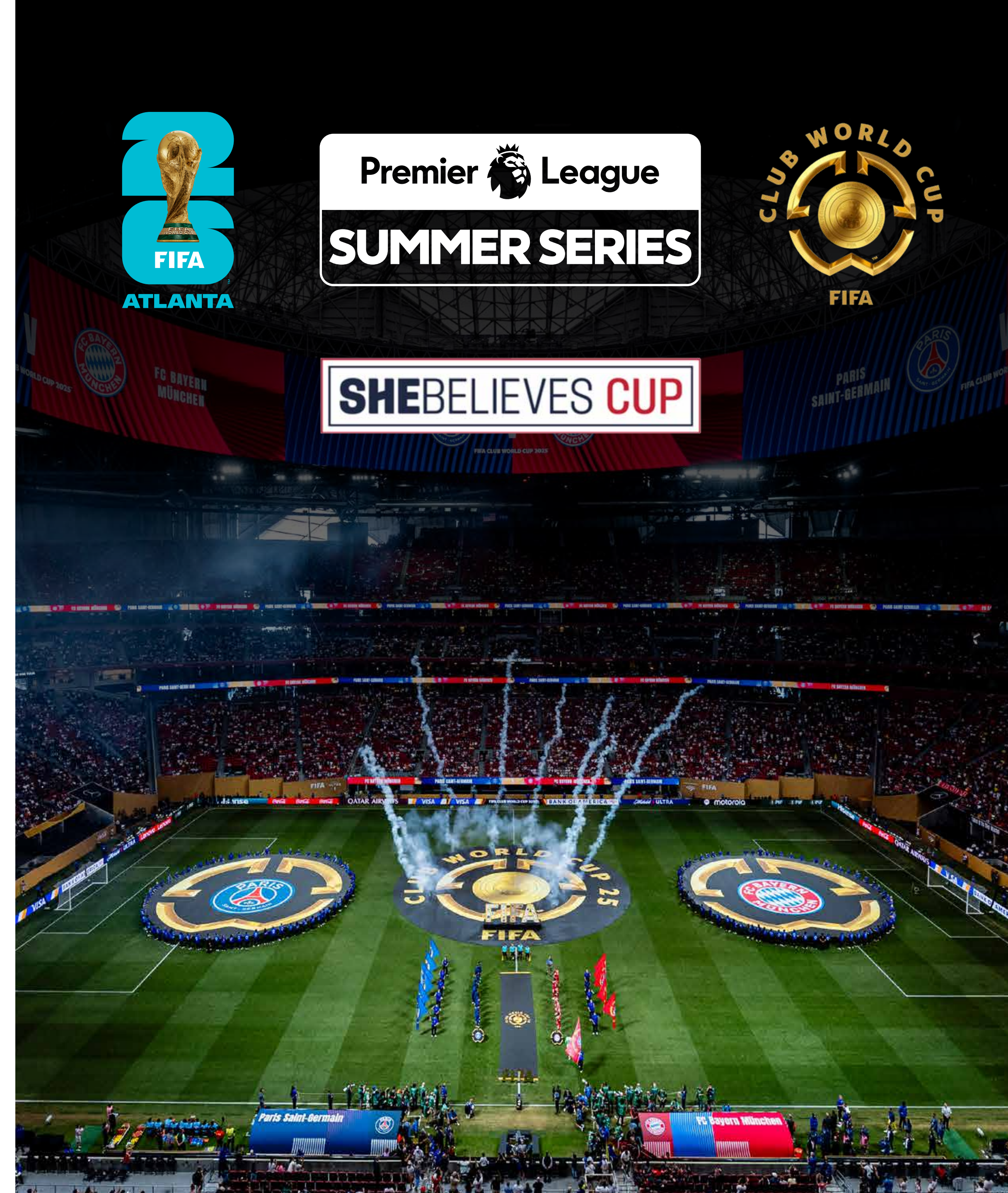
**NUMEROUS MLS VS. INTERNATIONAL COMPETITION MATCHES:** With Atlanta United participation

**SHE BELIEVES CUP (2024):** with Women's National Team's from the USA, Japan, Brazil and Canada set an USA women's friendly attendance record with over 50,000 fans

**NUMEROUS INTERNATIONAL FRIENDLIES**

## IMPACT:

*After a successful FIFA Club World Cup in 2025 and with eight FIFA World Cup 2026™ matches including a semifinal, Mercedes-Benz Stadium has been validated internationally as an elite venue capable of hosting the world's largest sporting events at the highest standard.*





# Community Impact

Atlanta's soccer ecosystem is rooted in accessibility, innovation, and community engagement. Through strategic investments and partnerships, AMB Sports and Entertainment is helping build the country's strongest pipeline for young players—girls and boys alike.



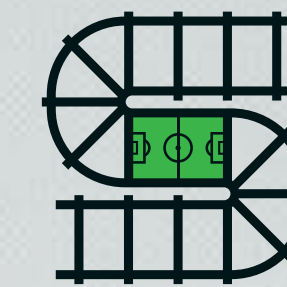
## Atlanta United Community Fund

ARTHUR M. BLANK FAMILY FOUNDATION

- AUCF, an associate-led fund of The Arthur M. Blank Family Foundation, strives to make the game of soccer accessible and inclusive for individuals across the state of Georgia. Through the global game of soccer, our grant programs stress the importance of physical fitness while building a supportive culture of play and sportsmanship.
- Free co-ed clinics for hundreds of youth players offer high-quality soccer programming across seven metro Atlanta locations, providing the same level of training typically found in pay to play environments.
- The program reaches hundreds of kids and is delivered by Atlanta United's professionally trained Youth Development staff.



- GA 100 is the Atlanta United Community Fund's initiative to build 100 mini pitches in under resourced Georgia communities, supported by a commitment of more than \$5 million.
- The matching grant model provides construction support up to \$100,000 per project and reinforces local commitment.
- As of Winter 2025, 52 pitches are completed or in development, reaching coastal communities, rural South Georgia, metro Atlanta, and North Georgia.



## StationSoccer (Soccer in the Streets)

- Supported by AUCF, StationSoccer is the world's first network of soccer fields connected to a transit system. Launched in 2016 at Five Points MARTA station, it has expanded to six stations.
- Provides free access to fields, programming, and mentorship for thousands of youth annually.
- Youth Participation and Programs: Soccer in the Streets served 2,800 youth players in one year alone; Atlanta's youth soccer participation continues to outpace national growth trends.



# NWSL Atlanta 2028 Expansion

*(Launching 2028)*

Atlanta's selection as an National Women's Soccer League (NWSL) expansion market is a major milestone that reflects the city's momentum in women's sports and its leadership in growing the sport nationwide. For more information about NWSL Atlanta 2028, visit: [www.nwslatlanta2028.com](http://www.nwslatlanta2028.com).

## Key Highlights

**DEBUTING IN 2028 AT MERCEDES-BENZ STADIUM:** the club will bring world-class women's soccer to one of America's most dynamic sports markets.

**BACKED BY ARTHUR M. BLANK:** the club will be built with the same strategy that made Atlanta United a success—elite branding, top-tier leadership, accessible pricing, and a strong community mission.

**DEDICATED TRAINING GROUND:** A world-class training facility will support the first team, youth development, and women's high-performance programs.

**EXPANSION MOMENTUM ALIGNED WITH GLOBAL GROWTH:** Launching ahead of the 2031 FIFA Women's World Cup bid, the investment positions Atlanta to be a national leader in women's soccer development and fan engagement.

**COMMUNITY INTEGRATION:** The club will collaborate with local youth programs, universities, and grassroots organizations to build pathways for girls from playground to professional.

## IMPACT:

*The NWSL Atlanta franchise will elevate women's soccer in Georgia, strengthen the city's global soccer identity, and anchor Atlanta's leadership in the growth of the women's game nationwide.*





# Matchdays in Atlanta



**FULL SCHEDULE**



**Mercedes-Benz STADIUM**

	<b>SPAIN</b>	<b>VS</b>	<b>CABO VERDE</b>	
JUNE 15   12:00 PM				
	<b>PLAY-OFF D WINNER</b>	<b>VS</b>	<b>SOUTH AFRICA</b>	
JUNE 18   12:00 PM				
	<b>SPAIN</b>	<b>VS</b>	<b>SAUDI ARABIA</b>	
JUNE 21   12:00 PM				
	<b>MOROCCO</b>	<b>VS</b>	<b>HAITI</b>	
JUNE 24   6:00 PM				
	<b>PLAY-OFF 1 WINNER</b>	<b>VS</b>	<b>UZBEKISTAN</b>	
JUNE 27   7:30 PM				
<b>KNOCKOUT ROUND OF 32</b> JULY 1   12:00 PM		<b>KNOCKOUT ROUND OF 16</b> JULY 7   12:00 PM		<b>SEMI-FINAL</b> JULY 15   3:00 PM



# AMB Sports and Entertainment

AMB Sports and Entertainment brings together a powerful collection of sports, entertainment, retail, and philanthropic organizations united by a commitment to innovation, community impact, sustainability leadership, and world-class global events.



Mercedes-Benz Stadium is one of the most innovative, technologically advanced, and sustainable sports and entertainment venues in the world. The stadium is recognized for its unique design, innovative technology, LEED Platinum sustainability status, TRUE Platinum Zero Waste certification, and groundbreaking fan-friendly food and beverage model.

[www.mercedesbenzstadium.com](http://www.mercedesbenzstadium.com)



The Atlanta Falcons are a cornerstone franchise of the National Football League, known for their passionate fan base, competitive spirit, and deep community engagement across Georgia. The Falcons have expanded their international presence, including NFL Germany initiatives and global fan growth.

[www.atlantafalcons.com](http://www.atlantafalcons.com)



Since joining Major League Soccer in 2017, Atlanta United has become the league's most successful expansion franchise, setting attendance records and winning MLS Cup in 2018. The club's world-class matchday atmosphere has made it a global reference point for soccer growth in the United States.

[www.atlutd.com](http://www.atlutd.com)



PGA TOUR Superstore is the leading experiential golf retailer in the United States, offering the largest selection of golf equipment, apparel, and technology-driven custom fitting services. With a rapidly expanding national footprint, the brand plays a pivotal role in growing the game for players of all ages and skill levels.

[www.pgatoursuperstore.com](http://www.pgatoursuperstore.com)



Atlanta Drive GC competes in the tech-forward TGL and brings top PGA TOUR talent to the forefront in a new team-based format. In 2025, Atlanta Drive GC won the SoFi Cup as champion of the inaugural TGL season.

[www.tglgolf.com/atlantadrivegc](http://www.tglgolf.com/atlantadrivegc)



Debuting in 2028, Atlanta's National Women's Soccer League expansion club will bring the world's best women's players to Mercedes-Benz Stadium. Led by Arthur M. Blank, the club will be supported by a new training facility and a commitment to advancing equity in women's sports.

[www.nwslatlanta2028.com](http://www.nwslatlanta2028.com)



# Arthur M. Blank

*Owner and Chairman, Blank Family of Businesses*

Perhaps best known as co-founder of The Home Depot, Arthur Blank is now widely recognized for his diverse businesses. Recipient of the 2024 Sports Business Journal's Lifetime Achievement Award for his immense industry impact and named by ESPN as the 2021 Sports Philanthropist of the Year, Blank is a tireless advocate of using purpose and profit hand-in-hand to benefit the communities around him.

In addition to the Arthur M. Blank Family Foundation, Blank's portfolio of businesses includes the Atlanta Falcons, Atlanta United and NWSL Atlanta 2028; PGA TOUR Superstore; AMB West; Atlanta Drive GC; and Mercedes-Benz Stadium, host of Super Bowl LIII in 2019 and Super Bowl LXII in 2028. Blank is also part of Strategic Sports Group and serves on the PGA TOUR Enterprises Board of Directors.

Since 1995, the Arthur M. Blank Family Foundation has granted more than \$1.5 billion, investing in education, parks and green space, youth development and community redevelopment. The Foundation also leads giving programs for all the for-profit businesses within the Blank Family of Businesses portfolio.

His historic \$50 million investment to help build U.S. Soccer's new National Training Center, the largest philanthropic gift ever made to American soccer, underscores his belief in the sport's power to shape future generations.

A native of Queens, N.Y., Blank has been distinguished by Forbes as one of the World's 100 Greatest Living Business Minds 2017, Sports Business Journal's Executive of the Year 2018, Sports Business Journal's one of the 50 Most Influential People in Sports 2016, 2017, 2018 and Sports Business Journal's Influence 125, recognizing the most influential people in sports business this century.





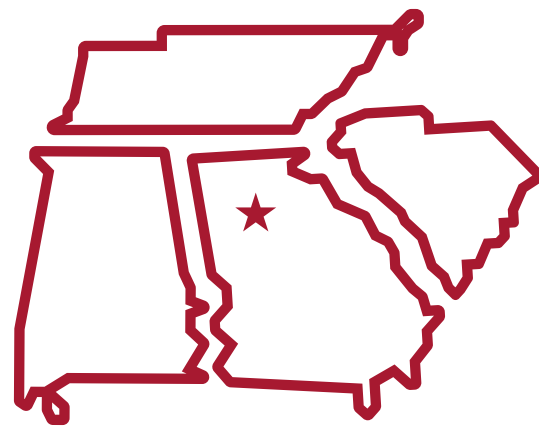
# Quick Facts

## City of Atlanta

ATLANTA CONVENTION AND VISITORS BUREAU (ACVB):  
[www.discoveratlanta.com](http://www.discoveratlanta.com)

TOP  
**U.S.**  
MARKET

for film, TV, sports,  
and business



Capital of the  
U.S. Southeast



Premier global events hub  
(World Cup, Super Bowl,  
Final Four, CFP, concerts,  
1996 Olympics)

- Home to world's busiest airport (ATL)
- Walkable Championship Campus with 13,000+ hotel rooms
- Major venues: Mercedes-Benz Stadium, State Farm Arena, Georgia World Congress Center, Centennial Yards

## State of Georgia

EXPLORE GEORGIA (STATE TOURISM):  
[www.exploregeorgia.org](http://www.exploregeorgia.org)

HOME TO  
**10M**  
PEOPLE

10 million residents  
and the bustling  
capital city, Atlanta



Global leader in industries  
such as film, technology,  
logistics, and agriculture



Recognized for world-class  
infrastructure and  
business-friendly environment

- Strong legacy of civil rights leadership and cultural influence
- Offers renowned Southern hospitality and diverse culinary, arts, and music scenes



# Contacts and Media Resources

**General Inquiries:** [media@mercedesbenzstadium.com](mailto:media@mercedesbenzstadium.com)

**Mercedes-Benz Stadium Media Hub:** [www.mercedesbenzstadium.com/media-hub](http://www.mercedesbenzstadium.com/media-hub)

**To Learn More About FIFA World Cup 2026 and Credential Information:** [media.fifa.com](http://media.fifa.com)



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