



# GOAL!

**LEE'S SUMMIT**

**2026 SOCCER CELEBRATION**



# WHAT IS LSGOAL26, INC?

Volunteer-led 501(c)(4) nonprofit corporation

*Support and highlight Lee's Summit as a welcoming and engaging community*

*Planned activities focusing on community preparation, infrastructure coordination, and public engagement*

*Focus on improving the welfare of the community, facilitating civic involvement, and enhancing access to public services.*



# WHO IS LSGOAL26, INC?

## Board of Directors

Matt Baird	Jon Ellis
Cori Day	Donna Lake
Laura Maxwell	Jackie McCormick Heanue
Donnie Rodgers	

## Stakeholder Volunteer Teams

Entertainment and Recreation  
Food and Beverage  
Healthcare  
Housing  
Hospitality

Legal and Government  
Marketing  
Safety  
Transportation and Infrastructure  
Welcoming and Beautification



# SINCE WE LAST SAW YOU...

Established By-Laws

Obtained Insurance

Obtained 501(c)(4) status through IRS

Engaged in Fundraising

Hosted Draw Day Event @ Green Street

Collaboration with KC2026

Hosting February KC2026 Meeting @ Green Street



# FUNDRAISING EFFORTS

Draw Day Sponsor: Sporting LS (\$10,000.00)

Pitchside Partner: Explore LS (\$25,000.00)

## In Kind Contributions:

City of Lee's Summit

The Crossroad Sound

Fossil Forge Design

B&T Specialties

Agency Ten10

Checklist Media

Dyer Oil Graphics

Explore LS

Downtown Lee's Summit Main Street

Lee's Summit Chamber of Commerce

Lee's Summit Parks and Recreation



# DRAW DAY EVENT DECEMBER 5, 2025

Overall Attendance: 800

Average Length of Stay: 100 minutes

Total Expenditures: \$6,355.00



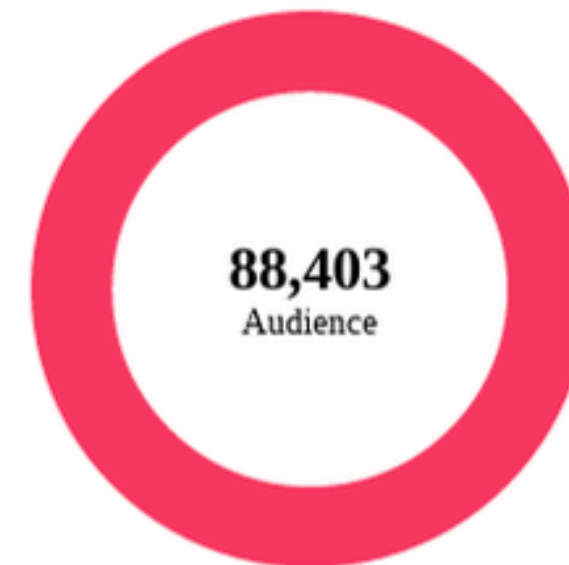
## Mention Analytics

Mentions by Media Type



● TV

Audience by Media Type



● TV

Publicity by Media Type



● TV





# DRAW DAY EVENT

## DECEMBER 5, 2025





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# DRAW DAY EVENT DECEMBER 5, 2025







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## DECEMBER 5, 2025







# FUTURE PLANS: FUTBOL FRIDAYS

- Five consecutive community celebrations
  - June 12, June 19, June 26, July 3 and July 10
- Bringing the excitement of the world's biggest sporting event to Downtown Lee's Summit
- Featuring match viewings, food, music, family activities, a festival atmosphere
- Serving as a springboard for other events



# PARTNERSHIP PROPOSAL: CITY OF LEE'S SUMMIT, MISSOURI

- Showcasing community to visitors near and far
- Elevating Lee's Summit as a premier destination and regional leader
- Providing engaging activities and events for residents
- Supporting local businesses, community initiatives and residents during the celebration



# **PARTNERSHIP PROPOSAL: CITY OF LEE'S SUMMIT, MISSOURI**

- **Primary/Title Sponsor of ALL Futbol Friday Events**
- **Use of Green Street venue, including janitorial services during and after events for all Futbol Fridays**
- **Funding for FIFA License Fees for match broadcasting (estimate: \$100,000)**





# WHY PROVIDE PUBLIC SUPPORT TO LSGOAL26?







# WHY PROVIDE PUBLIC SUPPORT TO LSGOAL26?





# QUESTIONS AND DISCUSSION





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**THANK YOU!**