



Official FIFA World Cup 26™ Dallas Host City Poster Revealed

Local DFW artist Matt Cliff chosen to represent the North Texas region

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Following the successful launch of the Official FIFA World Cup 26™ Dallas Sonic ID last month, today marked the reveal of the Official FIFA World Cup 26™ Dallas Host City Poster. FIFA World Cup 26™ sought out local artists in each of the 16 Host Cities in the United States, Canada and Mexico to create unique Host City Posters that reflected the distinctive spirit, vibrant culture and history of their respective city. Today, the North Texas FWC Organizing Committee revealed the final design of the Dallas Host City Poster, created by local Fort Worth illustrator and type artist, Matt Cliff at an event at Klyde Warren Park in Dallas.

Cliff submitted his winning bid for the Host City Poster during a contest that was voted on by judges with the local organizing committee. His winning design will be displayed across the DFW Metroplex throughout the entirety of FIFA World Cup 26™ .

“When I was asked to come up with a concept for the Official FIFA World Cup 26™ Dallas Host City Poster, I wanted to approach the design in a personal way - in a way that was bold and impactful - while still thinking about what it is to be an actual Texan,” said Matt Cliff. “As a Dallas-Fort Worth local, it was my responsibility to merge the history of the state with its current metropolitan feel, and turn them both into one cohesive, impactful design that truly represents our state and the area that we live in.”

Cliff’s use of bold colors, detailed artwork and knowledge of Texas enabled him to capture the diverse cultures and essence of the city of Dallas in his poster. His design incorporates both the bustling city landscape and the western, cowboy culture North Texas is known for. These contrasting cultures are connected by a soccer ball, symbolizing the passion North Texas has for the “beautiful game”. In his poster, Cliff successfully accomplished the goal of bridging soccer’s global impact with the local atmosphere of Dallas and the North Texas region.



“We chose Matt Cliff for our Host City Poster because we felt his design best captured the energy and attitude of our incredible region,” said North Texas FWC Organizing Committee Chief Marketing Officer Noelle LeVeaux. “We want this poster to be a lasting image for soccer fans across the world capturing Dallas and our North Texas region as a thriving soccer community in 2026 and beyond, and we

believe Matt accomplished that with his art.”

About Matt Cliff

Matt Cliff was raised in Fort Worth, Texas and has a deep connection to the North Texas region. Cliff considers himself an illustrator who has worked with numerous artists and companies to develop their brands, merchandise and album artwork. He is best known for his work with musicians such as Post Malone, The Killers, Leon Bridges, Maren Morris and Midland, while also working with such brands as The Dallas Cowboys, The Dallas Mavericks, The Texas Rangers, Raising Cane’s and Psycho Bunny. In all, Cliff’s versatility and Texas roots made him the ideal artist for this project. Fans can visit FIFAWorldCup.com to view the revealed posters and discover the story behind each artwork and the artists behind each design

About FIFA World Cup 26 - Dallas

We Welcome the World – In Dallas, the city of big ideas and even greater accomplishments, sports are no exception!

<https://www.dallasfwc26.com/>

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