

## TOCA Social Dallas Launches “Watch & Play” Experiences for the Summer of Soccer in 2026

The World’s First Soccer Social Club Becomes DFW’s Ultimate Destination to Watch and Play the Global Game



[CLICK HERE](#) for press kit.

**DALLAS (June 2, 2026)** - As North Texas prepares to welcome international soccer fans for the largest sporting event in the world, TOCA Social is launching exclusive “Watch & Play” experiences at its newly opened Dallas flagship at Grandscape creating the ultimate destination for fans to gather, compete, dine, and celebrate the global game all tournament long.

Combining live match screenings, interactive soccer gameplay, chef-driven food and beverage offerings, reserved seating, and immersive fan activations, TOCA Social Dallas is redefining the traditional watch party experience through its signature “Everybody Plays” philosophy.

“Soccer is at its best when it brings people together,” said Eddie Lewis, Founder and U.S. World Cup legend. “This summer, TOCA Social will be the place where fans don’t just watch the matches, they become part of the energy and excitement surrounding them. We’ve created a destination where the passion of the global game meets social entertainment in a way only TOCA can.”

Located in the heart of one of America’s fastest-growing soccer markets, the 20,000-square-foot venue features proprietary ball-delivery and tracking technology inside interactive “Social Boxes,” allowing guests of all skill levels to compete in inclusive soccer-based games while watching the world’s biggest matches unfold live on massive 4K screens. Backed by MLS, Abby Wambach, and Brandon Aubrey, the World’s First Soccer Social Club Launched at Grandscape in March of 2026.

Throughout the tournament, guests can enjoy:

- Live screenings of international matches
- “Watch & Play” packages for groups and celebrations (pricing ranges from \$25-\$600)
- Interactive gameplay experiences with no soccer experience required
- Reserved seating and premium hospitality options
- Chef-driven food and beverage offerings
- Matchday fan activations and giveaways
- Walk-in viewing opportunities throughout the tournament
- Michelob Ultra Challenge for the chance to win tickets to a match at Dallas Stadium

In partnership with Michelob Ultra, TOCA Social Dallas will also host the **Ultra Soccer Shootout Challenge** from June 6-21, giving guests the opportunity to compete for two tickets to one of this summer’s matches at Dallas (AT&T) Stadium. As Dallas takes center stage in the global soccer conversation this summer, TOCA Social is positioned to become the region’s permanent home for soccer culture through the power of shared experiences. Reservations for Watch & Play experiences are now available. For more information, follow [@TocaSocial](#) on Instagram or visit <https://www.toca.social/us>.

### About TOCA Social

TOCA Social is the world’s first soccer-themed entertainment and dining destination, combining immersive gameplay, world-class food and beverage, and social experiences designed for players and fans of all skill levels. Founded by former U.S. Men’s National Team player Eddie Lewis and backed by leaders across global soccer and entertainment, TOCA Social is redefining how people play, watch, and connect through the game.

TOCA Social is also scheduling coverage opportunities. Additional information, imagery, and booking details are available in the press kit [HERE](#).

### Notes to Editors:

TOCA Football, Inc. is a global leader in technology-driven soccer experiences, building communities that inspire people of all ages and abilities to play. The company operates two distinct businesses: TOCA Soccer, a growing network across North America of innovative soccer training centers for players of all skill levels\*, and TOCA Social, the world’s first soccer-themed entertainment and dining venue. For more information, please visit [TOCAfootball.com](http://TOCAfootball.com) or follow @tocafootball on Instagram, X, and Facebook. For more information about TOCA Social, please visit [toca.social](http://toca.social) or follow @tocasocial on Instagram.

*\*TOCA Soccer operate four TOCA Soccer center locations in Dallas Fort Worth Metroplex: TOCA Soccer Allen, TOCA Soccer Keller, TOCA Soccer Carrollton and TOCA Soccer The Colony*

### Media Contact

Courtney Frappier | Tony Fay PR | 214.505.5173 | [courtney.frappier@tonyfaypr.com](mailto:courtney.frappier@tonyfaypr.com)  
Charlotte Glieber | Tony Fay PR | 214.364.0356 | [charlotte.glieber@tonyfaypr.com](mailto:charlotte.glieber@tonyfaypr.com)





Try email marketing for free today!