



FIFA FEST & FAN ZONE

Downtown Culver City Community Celebration

**A COLLABORATION OPPORTUNITY WITH
AFRO VILLAGE + BAHATI HOUSE SPORTS LAB**

Presented to: Culver City – City Hall

**Sunday, July 19, 2026
Downtown Culver City, California**

COLLABORATION OPPORTUNITY FOR CULVER CITY

Marketing Intent Statement

Afro Village + Bahati House Sports Lab proposes to collaborate with the City of Culver City and utilize the FIFA World Cup Fan Zone as a strategic platform to introduce the public to the Afro Village and Bahati House Sports Lab concepts planned for the LA28 Olympic and Paralympic Games period.

This activation is designed as an early, market-facing moment, offering residents, visitors, and global football fans a preview of the cultural, sports, and community-driven experiences that Afro Village will bring to Culver City in 2028. Through curated programming, interactive sports activities, and branded environments, the Fan Zone will showcase, along with Culver City, how Afro Village and the Bahati House Sports Lab will integrate sport, culture, youth engagement, and innovation into a unified, world-class destination.

The intent is to build awareness, generate excitement, and establish Culver City as a central hub for inclusive global engagement, positioning Afro Village + Bahati House Sports Lab as a signature cultural and economic platform leading into LA28.



AFRO VILLAGE + BAHATI HOUSE SPORTS LAB

Added Value Statement

Afro Village + Bahati House Sports Lab aim to enhance the Culver City FIFA Fan Zone by introducing a **Community Festival experience** centered on family-friendly sports activities and youth programming. This added layer of activation is designed to transform the Fan Zone from a viewing event into an interactive, inclusive community gathering.

Through curated programming, we will provide engaging opportunities for youth and families to participate in sport-based activities, skill-building games, and wellness-focused experiences that promote movement, health, and connection. These activations will create a welcoming environment where residents, visitors, and fans of all ages can actively engage—not just spectate.

By integrating this Community Festival approach, Afro Village + Bahati House Sports Lab will contribute meaningful social value to the Fan Zone, supporting Culver City's goals around community engagement, youth development, and culturally vibrant public experiences while building early momentum toward LA28.

FIFA CUP FAN ZONE

LIVE MATCH VIEWING

Large outdoor screen broadcasting **FIFA World Cup matches** (CULVER CITY)

GLOBAL SOCCER CULTURE

Music, food vendors, and an international fan celebration. (CULVER CITY)

COMMUNITY FESTIVAL

Family-friendly sports activities and youth programming (CULVER CITY X AFRO VILLAGE + BAHATI HOUSE SPORTS LAB)



AFRO VILLAGE + SPORTS LAB POWERED BY BAHATI HOUSE ACTIVATION

Community Sports Zone

Afro Village + Bahati House Sports Lab will actively pursue a strategic partnership with underwriters and other aligned partners to assist in the creation of a series of dynamic, community-focused activations during the Community event.

We would create a branded interactive sports experience for fans and families.

Soccer Skills Challenge

Kids and fans compete in fun challenges

Cycling or Kids Balance Bike Zone

Family-friendly cycling activities

Movement + Fitness Challenges

Active games and sports contests

Retail & Giveaway Activation

Promotions, gear demos, and coupons

Together, Afro Village + Bahati House, Sports Lab, and its partners aim to create an inclusive, high-energy environment that brings sport, wellness, and community engagement to life.



AFRO VILLAGE + SPORTS LAB POWERED BY BAHATI HOUSE

A sports, culture, and innovation platform that creates community activations tied to major global sporting events such as the **FIFA World Cup, Super Bowl 2027, and the LA28 Olympic period**, connecting international sports culture with local communities. Partner of Culver City.

CONTACT

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