



World Cup 2026

Secure your interactive football experience
for the World Cup season



KOLISEUM

The World Cup Opportunity

A global moment to engage audiences and create impact

We know that the World Cup is one of the rare global events that creates sustained attention over several weeks. Suddenly, audiences well beyond regular fans engage with the competition, creating shared interest far beyond match days.

Throughout the tournament, people actively seek shared experiences around football, making the World Cup not just a moment to watch, but an opportunity to engage.



While many will rely on standard activities during the tournament, you can use this period as a unique chance to stand out with a more original experience, and to test audience receptivity over an extended timeframe.



A brand of KYNOA SA – Swiss design and manufacturing

Why KOLISEUM NOVA™

A solution built for the World Cup season

As the world's only VR foosball table, the **KOLISEUM NOVA™** offers a distinctive way to activate football excitement beyond standard World Cup activities.

Key advantages in a World Cup context

A truly unique football experience

An attraction people don't see everywhere, designed to differentiate your location during a highly competitive period.

Universal and family-friendly

Easy to understand, with immediate gameplay that works for families, groups and casual football fans alike.

Social and competitive by design

Ideal for challenges, tournaments and repeat play, encouraging ongoing engagement throughout the tournament.

Built for continuous operation

Short game sessions and multi-player formats make it suitable for intensive use over several weeks.

Easy to deploy and operate

A turnkey solution with simple setup and full support, allowing teams to focus on activation rather than technical constraints.

Brand-ready and activation-focused

The physical table and in-game elements can be customized to reflect a brand, sponsor or dedicated World Cup campaign, with full customization included in the whole season package.



How the KOLISEUM NOVA™ is used during the World Cup

Designed to perform throughout the World Cup season

You are probably not only looking to attract attention during the World Cup, but looking to generate activity, engagement and measurable returns over several consecutive weeks.

KOLISEUM NOVA™ was designed to operate continuously throughout the tournament, allowing venues to monetize peak moments while also activating quieter days.

How the KOLISEUM NOVA™ is used during the World Cup

On match days

The **Koliseum NOVA™** naturally fits before and after matches, creating warm-up moments, social challenges and shared experiences that extend time spent on site.

On non-match days

When attention is harder to capture, the **KOLISEUM NOVA™** becomes a central attraction through tournaments, mini-competitions and repeat play, helping maintain traffic and engagement.

Who it's designed for

This approach is particularly relevant for partners who bring people together and want to fully leverage the World Cup period.

Leisure & entertainment operators

Arcades and FECs looking to drive repeat play, tournaments and direct engagement.

Bars, sports bars and gaming bars

A way to go beyond broadcasting and keep customers engaged before and after matches.

Hotels & resorts

A family-friendly, social attraction that enhances the guest experience and reinforces a premium brand image.

Shopping malls & retail destinations

A central activation designed to increase foot traffic, dwell time and overall engagement.

Event & experiential agencies

A turnkey, brand-ready platform adaptable to multiple audiences, environments and activation formats.

Fan zones & pop-up activations

A visible, interactive experience for temporary installations during key World Cup moments.

World Cup packages

Rental packages designed to drive business impact

For the World Cup 2026, Koliseum offers turnkey rental packages designed to help venues and partners capitalize on the exceptional football momentum generated by the tournament.

These solutions are built for locations that attract large audiences and want to convert World Cup attention into measurable engagement, activity and revenue throughout the competition.

A. WHOLE SEASON WORLD CUP PACKAGE

This package is designed for partners who want to fully leverage the World Cup over several weeks, from pre-tournament build-up to post-final engagement.

By allowing early installation and a smooth onboarding phase, it gives teams time to prepare communication, activate audiences ahead of the first matches and operate the attraction confidently throughout the tournament, with continued use after the final for closing tournaments, family play and extended engagement.

Duration:

- 8 weeks
- Start: beginning of June
- End: End of July

What's included:

- **Koliseum NDVa™** rental with arch (full period)
- Transport coordination and transport costs included (round trip)
- Remote control tablet for flexible operation
- World Cup Branding Pack
 - Table hardware branding
 - In-game banners
- Spare parts kit
- Documentation & support materials
 - Setup & operation guide
 - Tournament guide
 - Marketing starter kit (ready-to-use visuals)
- Remote technical support & onboarding if needed

Rental packages designed to drive business impact

(continued)

Pricing overview:

Region	Package price	Caution	Total paid
Europe	EUR 15,400	EUR 6,600	EUR 22,000
Outside Europe (USA / LATAM / Middle East)	USD 22,100	USD 7,800	USD 29,900

Prices are indicative and may be adjusted in case of significant currency exchange rate variations.

To guarantee the availability of a machine during the World Cup period, orders must be confirmed by **1 March 2026** at the latest and will be honoured on a first-ordered, first-served basis. After this date, availability will depend on remaining stock.

Buy-out option (end of rental)

At the end of the World Cup rental period, partners have the option to purchase the **Koliseum NOVa™** used during the activation.

This buy-out option allows operators to extend their investment beyond the World Cup, keep a machine already installed and tested in real conditions. The deposit already paid is retained as a down payment on the sale price, making this option a simple and cost-efficient way to transition from rental to ownership.

Region	Buy-out price	Deposit retained	Balance to be paid
Europe	EUR 8,800	- EUR 6,600	EUR 2,200
Outside Europe (USA / LATAM / Middle East)	USD 10,400	- USD 7,800	USD 2,600

Prices are indicative and may be adjusted in case of significant currency exchange rate variations.

B. SHORT-TERM PACKAGE

This package is designed for partners who want to activate the World Cup during its most intense phase, focusing on peak audience moments around the knockout stages and the final.

By concentrating deployment on a shorter period, it allows venues to benefit from World Cup momentum quickly and efficiently, with a turnkey setup and minimal preparation time, while still offering a strong, engaging football experience on site.

Availability

- Europe only
- Other regions possible if a local distribution partner

Duration:

- 3 weeks
- **Start:** Around June 29th
- **End:** Around July 20th

What's included:

- **KOLISEUM NOVA™** rental with arch (short period)
- Transport coordination and transport costs (round trip)
- Remote control tablet for flexible operation
- **No World Cup or brand customization**
- Spare parts kit
- Documentation & support materials
 - Setup & operation guide
 - Tournament / World Cup guide
 - Marketing starter kit (ready-to-use visuals)
- Remote technical support & onboarding if needed

Pricing overview:

Region	Package price	Caution	Total paid
Europe	EUR 13,200	EUR 8,800	EUR 22,000

Prices are indicative and may be adjusted in case of significant currency exchange rate variations.

Buy-out option (end of rental)

At the end of the short-term activation, partners may also choose to purchase the **KOLISEUM NOVA™** used during the World Cup.

As with the long-term package, the deposit already paid is retained as a down payment on the sale price, allowing operators to keep a machine that has already been installed and tested in real operating conditions.

Region	Buy-out price	Deposit retained	Balance to be paid
Europe	EUR 11,000	- EUR 8,800	EUR 2,200

Prices are indicative and may be adjusted in case of significant currency exchange rate variations.



Ready to activate the World Cup 2026?

Get in touch with our team

To discuss your project and explore the best setup for your venue.

THANK YOU

KOLISEUM by Kynoa SA

59 Route des Jeunes
1212 Grand-Lancy / Geneva,
Switzerland

contact@koliseum.com

+41 22 558 88 98

www.koliseum.com

