



State of California
Office of the Attorney General

ROB BONTA
ATTORNEY GENERAL

May 13, 2026

Submitted Via Overnight Mail and E-Mail

Emilio García Silvero
Chief Legal & Compliance Officer
FIFA Legal & Compliance Division
396 Alhambra Circle, 6th Floor
Miami, FL 33134

RE: World Cup 2026 Ticketing Practices

Dear Mr. García Silvero:

California, along with the rest of the country, eagerly awaits this summer's historic edition of the World Cup. However, as you are likely aware, FIFA has drawn scrutiny for its approach to World Cup 2026 ticketing and the frustrations it has caused for soccer fans in California and around the world.

My office is particularly concerned about recent reports that FIFA sold tickets by categories based on seating zones depicted on stadium maps but then changed those seat categorizations before assigning precise seat locations. Some consumers have reported feeling deceived because the seats they were ultimately assigned belonged to a lower-tiered category based on the seating map available to them at the time of purchase.

California law affords consumers important and robust protections in such circumstances, including strict prohibitions on marketing practices that are likely to mislead them. (*See* Cal. Bus. & Prof. Code, §§ 17200 et seq., 17500 et seq.) Moreover, businesses and organizations cannot defend such practices by relying upon fine print or terms disclosed elsewhere that a reasonable consumer would not have reviewed or understood. (*See, e.g., Brady v. Bayer Corp.* (2018) 26 Cal.App.5th 1156.)

To assess whether California law may have been violated here, I ask that you please provide the following information regarding the World Cup 2026 games to be held in California:

1. Representative copies of each stadium seating map displayed during the ticket purchase process since tickets first went on sale in or around October 2025. For each map, please indicate the dates during which FIFA displayed that map to ticket buyers, and the point during the ticketing process in which that map was displayed.
2. Representative copies of each page displayed during the ticket purchase process for each sale that offered tickets by category rather than by specific seat. For each page, please indicate the dates during which FIFA displayed that page to ticket buyers, and the point during the ticketing process in which that page was displayed.
3. The number of ticket buyers, if any, who were ultimately assigned seats that would have been designated in a lower category based on the seating map available at the time they purchased their tickets.
4. For any ticket buyers identified in response to Question 3, please provide a full explanation of what, if any, efforts were made to assign these buyers to seats that were “comparable to or better than” seats that, at the time of their purchase, corresponded to the category they selected. More specifically, for example, provide an explanation of what, if any, efforts were made to ensure that buyers who paid for Category 1 tickets, but received seats in a section categorized at the time as Category 2, were assigned seats “comparable to or better than” seats categorized at the time of purchase as Category 1.
5. All disclosures, if any, that FIFA provided to consumers that FIFA could change the boundaries of ticket categories after ticket purchases for those categories were made, including the content of such disclosures, as well as when and in what format such disclosures were provided.
6. Please describe what, if any, refunds, discounts, or other remedial efforts FIFA has provided or plans to provide to ticket buyers who were assigned seats that were categorized differently at the time they purchased their tickets.

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Please provide the above-listed items to my office at the email listed below or the office address above by May 29, 2026. If you should have any questions or would like to discuss this inquiry, please do not hesitate to contact [REDACTED]. I appreciate your cooperation.

Sincerely,



ROB BONTA
Attorney General