



iconz
experience

GOTHIA CUP 2027

The World Youth Cup

18-25 July, 2027



A Quick Guide to What's Inside

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INTRODUCTION



Iconz Experience are registered FIFA Match Agents, meaning the company is authorized by FIFA to organize and facilitate international soccer matches, tournaments, and team tours. This designation ensures that Iconz Experience operates within FIFA's global regulations, maintaining high professional standards in coordinating matches between clubs, national teams, and other entities.

What It Means to Be a FIFA Match Agent

1. Legitimacy & Compliance – Being a FIFA-registered match agent means Iconz Experience is recognized as a trusted intermediary that adheres to FIFA's guidelines, ensuring fair play and ethical business practices.
2. International Match Arrangements – Iconz Experience can organize friendly matches, pre-season tours, and competitive fixtures between professional clubs, national teams, and academies worldwide.
3. High-Level Access – Registration as a FIFA Match Agent provides access to a global network of teams, federations, and stakeholders, allowing Iconz Experience to arrange elite-level fixtures and training camps.
4. Player & Team Logistics – Beyond just scheduling matches, Iconz Experience manages logistics such as travel, accommodation, stadium bookings, and compliance with FIFA regulations.
5. FIFA Oversight & Integrity – Only registered agents can legally facilitate certain international matches, ensuring that all arrangements are transparent and meet FIFA's sporting and commercial standards.

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**Your opportunity to
join the 2024 Youth
World Cup Finalists
and 2026 Semi-
Finalists!**

WHICH TEAMS WILL ICONZ BE TAKING TO THE GOTHIA CUP 2027?

- + 2012 Boys & Girls
- + 2013 Boys & Girls
- + 2014 Boys & Girls





ABOUT

Gothia Cup

The World's Largest Youth Soccer
Tournament

A STAGE FOR THE WORLDS BEST YOUTH PLAYERS!

18-25th July, 2027

Discover the Gothia Cup

Every summer, over 2,000 teams from 90+ countries gather in Gothenburg, Sweden, to compete in the Gothia Cup – the world's largest and most international youth soccer tournament. This is more than just a competition; it's a global celebration of football, where young players test their skills against teams from all corners of the world while embracing new cultures and friendships that last a lifetime.

The Ultimate Soccer Experience with Iconz

At Iconz, we provide a once-in-a-lifetime opportunity to compete at the Gothia Cup as part of a professionally organized squad. Train, travel, and compete like a pro, with expert coaching, high-level preparation, and full logistical support. This is your chance to showcase your talent on the world stage and create unforgettable memories with teammates from around the world.

Are You Ready to Take on the World?

Join Iconz at the Gothia Cup and experience a tournament that will inspire, challenge, and elevate you as a player and person whilst creating lifetime memories!

THE WORLD IS WATCHING – ARE YOU READY TO SHINE?





Unforgettable Moments, World-Class Experiences

A TOURNAMENT LIKE NO OTHER!

An Unforgettable Opening Ceremony:

Experience the electrifying atmosphere of a World Cup-style opening ceremony in front of over 50,000 fans, filled with music, fireworks, and national pride.

Elite-Level Competition: Play against top youth teams from across the world, facing different styles of play, tactics, and strategies that will push your game to new heights.

World-Class Facilities: Matches take place in state-of-the-art stadiums and pristine training grounds, giving you a professional-level experience at every step of the journey.

Beyond Football: Off the pitch, players and families enjoy a unique cultural exchange, with social events, excursions, and the chance to explore the beautiful city of Gothenburg.

2009 Girls

FINALISTS 2024





GOTHENBURG, SWEDEN

The Host City



The Host City

GOTHENBURG

The Heart of Scandinavian Soccer

Gothenburg, Sweden's second-largest city, is a vibrant coastal destination known for its rich cultural heritage, stunning waterfront views, and passionate football culture. Located on the west coast of Sweden, Gothenburg blends historic charm with modern innovation, making it an exciting destination for players, coaches, and families attending the Gothia Cup—the world's largest youth football tournament.

A City Built for Football

Gothenburg has a deep-rooted football tradition, home to top Swedish clubs like IFK Göteborg, Häcken, and Gais. The city's world-class stadiums, training facilities, and enthusiastic football culture make it the perfect setting for the Gothia Cup, where thousands of young athletes from across the globe compete on an unforgettable stage.

Unforgettable Experiences On and Off the Pitch

Beyond football, Gothenburg offers plenty to explore. Players and families can enjoy the famous Liseberg Amusement Park, discover the city's scenic archipelago, or stroll down the bustling Avenyn boulevard, filled with shops, restaurants, and cafés. The city's welcoming atmosphere and top-tier infrastructure ensure an enjoyable stay for all visitors.

A Global Football Festival

Each year, the Gothia Cup transforms Gothenburg into an international football hub, welcoming over 1,700 teams from more than 80 nations. With high-energy matches, cultural exchange, and unforgettable moments, Gothenburg provides the perfect backdrop for the ultimate youth football experience.

To do in Gothenburg

TOP THINGS

- **Liseberg Amusement Park:** Experience Scandinavia's largest amusement park, featuring thrilling rides, concerts, and seasonal events. A must-visit for families and thrill-seekers alike.
- **Explore the Gothenburg Archipelago:** Embark on a boat trip to discover over 20 picturesque islands, offering opportunities for sailing, kayaking, and island-hopping adventures. Easily accessible from the city center.
- **Stroll Through Haga District:** Wander the charming streets of Haga, one of Gothenburg's oldest neighborhoods, known for its well-preserved wooden houses, cozy cafés, and unique boutiques. Perfect for a traditional Swedish 'fika' break.
- **Visit the Gothenburg Museum of Art:** Home to impressive Nordic art collections dating from the 15th century, this museum offers a deep dive into the region's artistic heritage. Recognized with three stars in Michelin's Green Guide.
- **Relax in Slottsskogen Park:** One of Gothenburg's largest and most beloved parks, Slottsskogen offers lush greenery, a zoo, and tranquil ponds. Ideal for leisurely walks, picnics, and observing local wildlife.

UEFA.com

ACCOMMODATION

TO BE RELEASED APRIL 2027

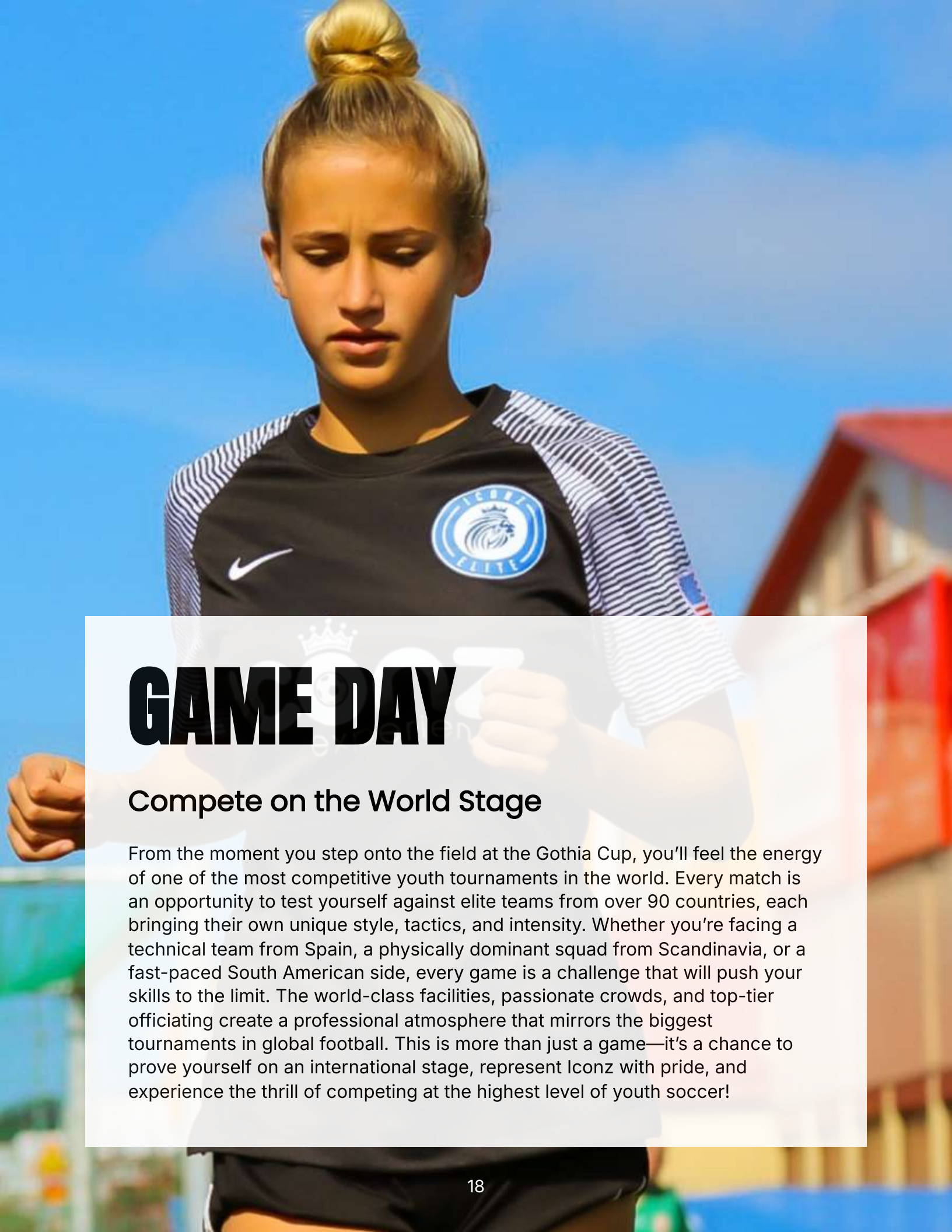

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FINALISTS

2010 Girls



GAME DAY

Compete on the World Stage

From the moment you step onto the field at the Gothia Cup, you'll feel the energy of one of the most competitive youth tournaments in the world. Every match is an opportunity to test yourself against elite teams from over 90 countries, each bringing their own unique style, tactics, and intensity. Whether you're facing a technical team from Spain, a physically dominant squad from Scandinavia, or a fast-paced South American side, every game is a challenge that will push your skills to the limit. The world-class facilities, passionate crowds, and top-tier officiating create a professional atmosphere that mirrors the biggest tournaments in global football. This is more than just a game—it's a chance to prove yourself on an international stage, represent Iconz with pride, and experience the thrill of competing at the highest level of youth soccer!

Reasons Why Gothia Cup is the Ultimate Experience

TOP 10

- 1. The Gothia Heden Center – The Heart of the Tournament:** Experience the bustling festival atmosphere at the Gothia Heden Center, where players, families, and fans come together to celebrate the beautiful game. Enjoy live entertainment, sponsor giveaways, interactive challenges, and a chance to meet teams from around the world.
- 2. Professional Scouting Opportunities:** The Gothia Cup is a hotspot for scouts and talent spotters from clubs and academies across Europe. If you dream of playing at a higher level, this is your chance to catch the eye of top coaches and prove your potential on an international stage.
- 3. The Gothia Card – Your All-Access Pass:** Every player receives a Gothia Card, unlocking free entry to matches, public transport in Gothenburg, and discounts at restaurants and attractions across the city. It's your ticket to an unforgettable experience both on and off the pitch!
- 4. The Special Guest Factor:** You never know who you might run into at the Gothia Cup! Over the years, football icons like Zlatan Ibrahimović, Pep Guardiola, and Xavi have made appearances, inspiring young players with their presence and support.
- 5. The Unique Penalty Shootout Atmosphere:** Knockout games at the Gothia Cup often lead to thrilling penalty shootouts, with thousands of spectators creating an atmosphere unlike any other youth tournament. The pressure, the noise, and the moment of glory make it an experience players will never forget.

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6. The Gothia Cup Coaches' Lounge: While players battle it out on the field, coaches and staff have access to an exclusive networking space where they can exchange ideas, discuss tactics, and connect with fellow professionals from around the world.
 7. Street Football and Freestyle Zones: When you're not on the field, sharpen your skills at the freestyle football zones, where trick-shot challenges and street-style games keep the energy levels high. Show off your best moves and compete against other top talents in between matches!
 8. Global Team Spirit – The Trading Culture: One of the coolest traditions at the Gothia Cup is team gear trading. Players swap jerseys, scarves, and even flags with opponents, creating friendships and lasting memories with teammates from across the globe.
 9. Gothia Cup TV – Be Part of the Action: With live-streamed matches, highlights, and player interviews, the Gothia Cup feels like a professional tournament. Watch your best moments back, share them with family and friends, and relive the action long after the final whistle.
 10. The Victory Parade & Celebration Party: Champions don't just lift a trophy—they celebrate in style! The Gothia Cup victory parade is an unforgettable moment, where winning teams are honored in front of thousands of fans before joining the ultimate celebration party to close out an incredible tournament.

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Gothia Cup
PRESENTED BY SKF

Gothia Cup
PRESENTED BY SKF





SCHEDULE

What to expect

SCHEDULE

Saturday 17th July, 2027

Overnight flight from the USA to Gothenburg

Sunday 18th July, 2027

Arrival in Gothenburg | Check in to Hotel | Team Meeting

Monday 19th July, 2027

Gothia Cup 2027 Game #1

Gothia Cup Opening Ceremony @ Ullevi Stadium

Tuesday 20th July, 2027

Gothia Cup 2027 Game #2 | Free Time

Wednesday 21st July, 2027

Gothia Cup 2027 Game #3 | Free Time

Thursday 22nd July, 2027

Gothia Cup 2027 Elimination Game | Free Time

Friday 23rd July, 2027

Gothia Cup 2027 Elimination Game (Subject to Qualification) | Free Time

Saturday 24th July, 2027

Gothia Cup 2027 Finals (Subject to Qualification) | Free Time

Sunday 25th July, 2027

Return Flight to the USA

TESTIMONIALS

What they said

“

As a parent, I can confidently say that the Gothia Cup is the most incredible soccer experience my child has ever had.

From the moment we arrived, everything was professionally organized, making us feel safe and welcome. The level of competition is truly world-class, with teams from all over the globe, giving our kids the chance to test themselves against the best.

Beyond the competition, the cultural exchange and friendships formed are just as valuable as the games themselves. The atmosphere is electric, and the entire event is run with the highest standards of safety, ensuring that both players and families can focus on enjoying the experience.

If you're looking for the ultimate international youth soccer tournament, the Gothia Cup is it. We can't wait to come back next year!

Parent | Iconz Elite





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COST

Beyond the game

WHAT'S INCLUDED?

- ✓ Tournament Entry – Full participation in the Gothia Cup, the world's largest and most prestigious international youth soccer tournament.
- ✓ Accommodation – High-quality hotel, based on twin occupancy rooms, for 7 nights, for the duration of the tournament.
- ✓ Meals – Daily breakfast. Team Dinner event at the end of the week (Date TBD)
- ✓ Transportation – All local transportation, with train, tram and bus access to tournament venues.
- ✓ Gothia Card – Official tournament pass providing access to:
 - Gothia Opening Ceremony at Ullevi Stadium (80,000+ spectators).
 - Public transport in Gothenburg during the tournament.
 - Entry to Gothia Cup Center and other activities.
- ✓ Team Support & Guidance – On-site Iconz Experience staff, including experienced tour managers, dedicated to ensuring a smooth and enjoyable experience.
- ✓ Cultural Excursions – Sightseeing opportunities in Gothenburg, including visits to famous landmarks and city attractions.
- ✓ Full Tournament Experience – Compete in a minimum of three group-stage matches, with opportunities to advance to the knockout rounds.

A background image of a soccer field with several players in light blue jerseys. One player with the number 17 is sitting on the grass in the foreground, facing away from the camera. Other players are running in the background. A blue banner with the word 'Gothia' is visible behind the players. The sky is blue with some clouds.

\$2250

per person

***Based on twin occupancy**

****Price does not include flights**

*****Please note that each participant needs at least one accompanying full paying adult to attend**

REGISTER HERE!

Case study

ARE YOU READY?

Finally, please see the official 'After Movie' of the Gothia Cup 2026 below. Hit play and get an insight into what Gothia Cup - The World Youth Cup is all about!





Gothia by Numbers

2000

International
Teams

95

Nations
Participate

142

Soccer Fields

5000+

Games Played

1975

First Year of
Gothia Cup

7

Gothia Cup
Players played in
2026 FIFA World
Cup!

1m+

Participants

21296

Goals Scored in
2026

2

Iconz Teams in
Finals!





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