

The National Soccer Hall of Fame at Toyota Stadium will be an experience that honors the past while fully incorporating modern technology of the present and future. It will feature personalized interactive exhibits, virtually reality, iconic soccer memorabilia and serve as the home for Hall of Fame induction ceremonies beginning in October 2018. It will be located in Toyota Stadium's south end zone, making it the first major league sports hall of fame to be built within a stadium.

Part of a \$55 million renovation at Toyota Stadium, the National Soccer Hall of Fame is a public-private partnership among FC Dallas, the City of Frisco, Frisco Independent School District and U.S. Soccer Federation.

### PROJECT HIGHLIGHTS

- **3,355** new seats in the south end zone which spell "FC Dallas"
- A **24,750** square-foot roof structure that covers south end seats
- More than **200** sold-out Hall of Fame Club level seats that offer unparalleled views of the Toyota Stadium pitch and feature an upscale private dining experience on match day
- Two new locker rooms that accommodate up to **100** people in each space and feature training rooms and coaches' offices
- The Lamar Hunt U.S. Open Cup Club – a space with casual food and beverage options that overlooks locker room exit tunnels
- A glass-enclosed postgame press conference room, which will serve as a STEAM lab educational center on non-event days
- Banquet space in the Hall of Fame club area, which provides an upscale food and beverage experience that can accommodate seated events up to **700** guests and will be open throughout the year, including non-event days
- **3,000** square-foot soccer specialty store
- **1,389** square feet of additional video boards, including two in-stadium boards, which will increase the Toyota Stadium video board footprint to approximately **7,512** square feet or slightly larger than two NBA-regulation basketball courts

### ESTIMATED CONSTRUCTION COMPLETION TIMELINE

**2018**



### ABOUT THE NATIONAL SOCCER HALL OF FAME

The National Soccer Hall of Fame was first located in Oneonta, NY and known as the National Soccer Museum from 1979-2010. It became known as the National Soccer Hall of Fame in 1983. The facility closed in February of 2010.

In 2013, FC Dallas owners Clark and Dan Hunt launched a campaign to bring the Hall of Fame to Frisco, Texas. Their father, Lamar Hunt, was inducted in the National Soccer Hall of Fame in 1982. In 1999, he received the Hall's highest honor, the Medal of Honor. He remains one of only three individuals to have won the award.