

HIT THE MARK

Immerse yourself in the action of the stateside FIFA World Cup with this NYC package curated around the final

Words by JOSEPH FURNESS



TO BORROW A PHRASE FROM DANI ROJAS — the boundless engine of optimism from Ted Lasso’s A.F.C. Richmond — “Football is life”. This summer, that life is taking over America. (But you already knew that, didn’t you?) What you might not know is that Manhattan’s iconic, 99-year-old Upper East Side institution, The Mark, is transforming into the ultimate base camp for the FIFA World Cup 2026 final.

For one all-important long weekend (Thursday, July 16 to Tuesday, July 21), the hotel is romanticising the beautiful game with a champion-level US \$1,000,000 *World Cup Extravaganza* package. It’s a concept that brilliantly bookends the match with unmatched VIP glamour. Designed to feel like your own private, ultra-luxury home in the city, the experience accommodates up to six guests in serious style. Better yet, the package includes an additional two guest rooms so your entourage

can travel with you in total comfort. Plus, a dedicated butler and on-call massage therapist ensure you won’t have to lift a finger (football is a hands-free game, after all).

Leading up to the global event’s grand conclusion, The Mark Penthouse — one of the largest hotel suites in the US, spanning two palatial floors — will morph into a soccer-centric ‘headquarters’. Here, oversized screens will broadcast every match in front of “impossibly comfortable” lounge seating — a viewing experience complemented by curated entertainment and instant, yet entirely invisible, service.

When the big day arrives, the ordinary logistics of stadium travel are utterly obliterated. Guests will rise above the city’s match-day congestion, boarding a private helicopter for a scenic flight over Manhattan straight to MetLife Stadium in East Rutherford, New Jersey.

After a team-captain-worthy arrival through a dedicated VIP entrance, the group will enjoy exclusive lounge access before taking their places in the ultimate viewing spots: midfield, pitch-side, completely immersed in the action. Naturally, world-class hospitality flows throughout the game, capped off with commemorative gifts to ensure the memory remains as permanent as the history made on the field.

The post-match buzz follows guests back to The Mark, where a grand finale awaits high above Madison Avenue. Chilled martinis and Caviar Kaspia facilitate a sophisticated end to a weekend revolving around football at its most spectacular. By the time the last whistle blows on this million-dollar weekend, Dani Rojas’ three simple words will sound less like a television catchphrase and more like an understatement.

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