

At-a-glance

EVENT

Major global soccer event

INDUSTRY

Events & venues

MARKETS

11 U.S. host cities

ASSOCIATES STAFFED

673

JOB TYPE(S)

**General laborers,
forklift operators,
crew leads,
warehouse &
logistics workers**



CUSTOMER SUCCESS STORY

Soccer staffing at scale: How PeopleReady supported a complex operation across 11 cities

CHALLENGE

Bringing a global sporting event to life takes more than what happens on the field. The tournament spanned 11 U.S. host cities and drew millions of fans, with countless events and moving parts running at once. The customer needed event staffing for official fan celebrations, concerts and logistics, plus stadium staffing support around match days. Behind the scenes, crews moved equipment and team uniforms from offsite warehouses on tight timelines.

Staffing needs evolved as the tournament approached and operations shifted from city to city. The customer needed temp workers who could adapt to changing roles and clear a full accreditation process before working on-site.

SOLUTION

PeopleReady began planning in late 2025. By mid-March, crews were already staffing logistics, three months before kickoff. As the event drew closer, worker counts flexed up and down as procedures evolved. Local branch teams, national account teams and sister companies worked together to keep every market moving.

A centralized team site and live chat connected field and central teams, creating a direct channel to flag and resolve issues quickly. Remote teams handled onboarding and administrative work, allowing field teams to focus on staffing.

One PeopleReady team member personally managed accreditation, manually tracking thousands of associates through clearance from start to finish.

RESULTS

PeopleReady provided four months of support, from mid-March warehouse work through the final matches.

- 673 associates placed
- 11 U.S. cities serviced
- 12 off-site support locations
- 70,000 total hours worked
- 20 PeopleReady branches involved
- 4 months of staffing support

Across the broader operation, PeopleReady supported 28 branches, 1,150 associates, 63 jobsites and nearly 90,000 hours across all 11 host cities.

From a single staffing need to a multi-city operation, PeopleReady has the temp workers and event staffing solutions to scale with the work.

Visit peoplerready.com/major-events to learn more.