

Cowboys Kicker Brandon Aubrey Invests in New Soccer Entertainment Venue in Dallas Ahead of 2026 FIFA World Cup

Aubrey to Appear at the TOCA Social Ribbon Cutting Ceremony on March 4 at Grandscape in The Colony

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DALLAS (February 26, 2026) - Dallas Cowboys star placekicker Brandon Aubrey is investing in the launch of TOCA Social Dallas, a new soccer-driven entertainment venue opening March 6 at Grandscape in The Colony and marking the concepts first U.S. location.

The move connects one of the Cowboys' most recognizable players to a high-energy sports and nightlife concept arriving in North Texas just as Dallas prepares to host nine matches during the 2026 FIFA World Cup.

Before becoming one of the NFL's most accurate kickers, Aubrey was a professional soccer player. He starred at Notre Dame and was selected by Toronto FC in the MLS SuperDraft before ultimately transitioning to football. His involvement with TOCA Social brings him back to the sport that launched his athletic career, this time as an investor in a venue designed to bring soccer fans together.

"Soccer is where my professional journey began," Aubrey said. "When I saw what TOCA Social built overseas, combining competition, technology, soccer and a great night out, it immediately felt like something Dallas would embrace. With the World Cup coming to North America this summer and soccer growing rapidly in North Texas, the timing couldn't be better."

TOCA Social blends interactive soccer-based games powered by proprietary ball-delivery and tracking technology with chef-driven food, craft cocktails, and vibrant social spaces. Guests compete in immersive soccer challenges inside private game boxes while enjoying a full dining and entertainment experience. The venue is designed to appeal across the DFW market — from corporate events and team-building outings to watch parties, birthdays, and weekend nightlife.

With AT&T Stadium branded as Dallas Stadium for the World Cup, North Texas is expected to become one of the epicentres of global soccer. TOCA Social Dallas aims to serve as a gathering place for fans during the tournament and beyond.

"Dallas is one of the premier sports markets in the country and home to one of the fastest-growing soccer communities," said TOCA Global CEO Yoshi Maruyama. "Launching our first U.S TOCA Social here — alongside an athlete like Brandon who is beloved locally and passionate about the global game — makes this a natural fit."

Aubrey will attend the March 4 press opening and ribbon cutting at Grandscape, where he will participate in interviews and opening festivities.

TOCA Social currently operates venues in London and Birmingham, with expansion planned in Paris and Mexico. Dallas represents the company's official entry into the U.S. market as global soccer momentum builds toward 2026.

About TOCA Football

TOCA Football is a tech-enabled soccer experiences company that combines innovative training technology, world-class coaching, and immersive entertainment venues to grow the game globally. Through its training centers and TOCA Social locations, the company aims to make soccer more engaging, measurable, and accessible for players and fans of all levels.

With the addition of Brandon Aubrey as a stakeholder, TOCA continues to accelerate its mission of redefining how the world trains, plays, and connects through soccer.

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