

260+

Total sponsorship deals held by airlines in the U.S.

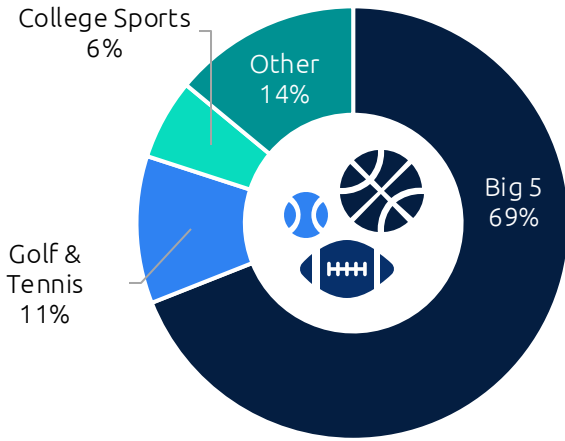
\$260M+

Spent on sponsorship rights fees by airlines annually in the U.S.

25

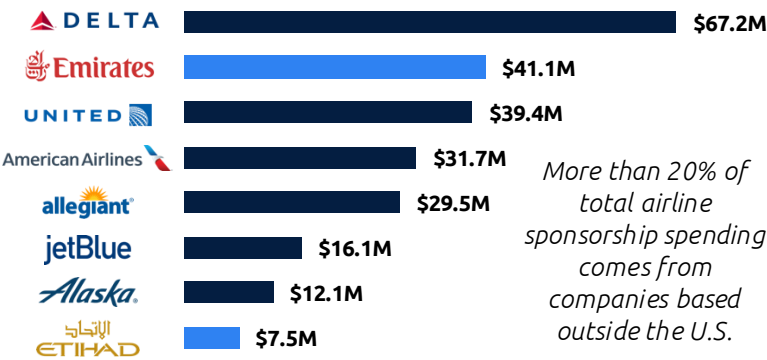
Airlines hold at least one active sponsorship deal in the U.S.

SPENDING BY PROPERTY TYPE



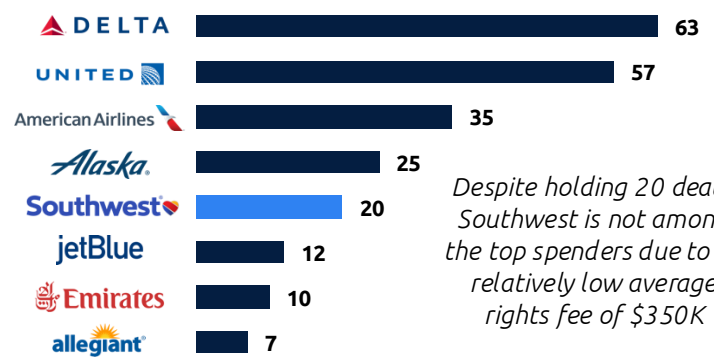
- Airlines spend **\$180M+** annually on Big 5 (MLB, MLS, NHL, NFL, NBA) sponsorships in the U.S.
- More than **56%** of U.S. Big 5 sports teams have at least one airline sponsor
- Airlines spend the most on the **NBA and NFL**, with \$68M on NBA and \$57M on NFL spent annually
- The industry's high NBA spend is driven by **Emirates' league-deal** and **three venue naming rights deals** (United Center, American Airlines Center, and Delta Center)

TOP BRANDS BY SPEND



More than 20% of total airline sponsorship spending comes from companies based outside the U.S.

TOP BRANDS BY ACTIVITY



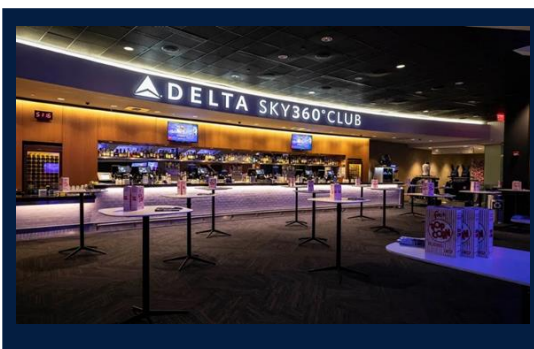
Despite holding 20 deals, Southwest is not among the top spenders due to its relatively low average rights fee of \$350K

TOP AIRLINE SPONSORSHIP DEALS

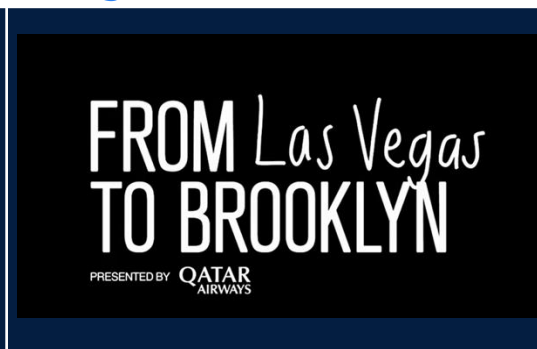


COMMON SPONSORSHIP ASSETS HELD BY AIRLINES

Named Areas



Digital & Social Content



Loyalty Programs



Airlines often brand high-end clubs or lounges within venues to showcase their customer experience or reward loyalty members. Delta has premium Sky360 Clubs at Madison Square Garden, Mercedes-Benz Stadium, and Crypto.com Arena, among other locations.

Sponsoring digital/social series allows airline brands to reach fans off-site and highlight premium content like what they offer on flights. Qatar Air sponsors a series called "From to Brooklyn" with the Nets, showcasing players' hometowns and their journeys to the NBA.

Airlines commonly use their sponsorships to reward loyalty program members. American Airlines and the Texas Rangers created the "Ranger Perks" program, which offers AAdvantage members player meet-and-greets, suite passes, and on-field experiences.