



NEWS RELEASE

American Airlines named official airline Of U.S. Soccer in multiyear partnership to unlock exclusive matchday experiences for fans nationwide

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ATLANTA & FORT WORTH, Texas (May 7, 2025) – American Airlines is teaming up with U.S. Soccer on a multiyear partnership designed to enhance the travel experience for U.S. Soccer fans and member organizations across the country. As the Official Airline of U.S. Soccer, American brings a new level of energy, accessibility and connection to the game for soccer fans, U.S. Soccer members organizations and AAdvantage® members.

With an estimated 125 million U.S. Soccer fans and travelers from the 118 U.S. Soccer member organizations traversing the globe to support U.S. Soccer's 27 National Teams and the thousands of players across the soccer ecosystem, American will be at the forefront of creating unforgettable matchday moments for fans and players alike.

Together, U.S. Soccer and American will celebrate soccer's loyal communities through immersive storytelling content and **exclusive perks** for members of the airline's AAdvantage® loyalty program, as well as curated matchday moments for fans, including:

- Match ball presentations as part of Matchday Check-In
- Behind-the-scenes player access
- Flyaway trips for U.S. Soccer Insiders and AAdvantage® members
- Premium hospitality experiences at a number of marquee matches each year via the U.S. Soccer Insiders Lounge Delivered by American Airlines

"The numbers speak for themselves as we see soccer participation and fandom in the United States continue to soar. Whether you're an avid or casual follower of the sport, the gameday energy at any National Team match is something you'll never forget and, in becoming the Official Airline of U.S. Soccer, American is eager to take that energy to new heights for our customers across the country," said Caroline Clayton, Chief Marketing Officer, American Airlines. "We're looking forward to creating memories that last a lifetime for current and future fans, as well as players at every level of the game."

Beyond matchdays, American will provide exclusive opportunities for U.S. Soccer Insiders and AAdvantage® members with travel incentives and the chance to redeem miles for unforgettable soccer moments.

"American Airlines brings a powerful combination of global reach, innovation and shared values to the table," said David Wright, Chief Commercial Officer, U.S. Soccer. "As the fans that follow our teams and those who work in service to soccer travel the world, American Airlines will help them reach their destinations and elevate the fan experience. Their commitment to the matchday experience aligns perfectly with our vision for the future of soccer in the U.S. where we aim to ignite a national passion for the game, and we're excited to build something extraordinary together."

American's multi-faceted partnership will also include sponsorship of a digital content series that will showcase U.S. Soccer's most passionate fans and players through authentic, behind-the-scenes content— airing across U.S. Soccer's social platforms throughout the year. Programming will also include in-stadium takeover moments and activations at U.S. Soccer's tentpole matches, including a title match focused on community impact.

About the U.S. Soccer Federation

Founded in 1913, U.S. Soccer, a 501(c)(3) nonprofit, is the official governing body of the sport in the United States. Our vision is clear; we exist in service to soccer. Our ambition, working across the soccer ecosystem, is to ignite a national passion for the game. We believe soccer is more than a sport; it is a force for good. We are focused in three areas: Soccer Everywhere, ensuring everyone, everywhere experiences the joy of soccer; Soccer Success, our 27 National Teams and pro leagues winning on the world stage; and Soccer Investment, maximizing and diversifying investments to sustainably grow the game at all levels. For more information, visit ussoccer.com/ourvision.

About American Airlines Group

As a leading global airline, American Airlines offers thousands of flights per day to more than 350 destinations in more than 60 countries. The airline is a founding member of the oneworld® alliance, whose members serve more than 900 destinations around the globe. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL. Learn more about what's happening at American by visiting news.aa.com and connect with American [@AmericanAir](https://twitter.com/AmericanAir) and at [Facebook.com/AmericanAirlines](https://facebook.com/AmericanAirlines). To Care for People on Life's Journey®.