



AMERICAN AIRLINES
CR SMITH MUSEUM



PARTNERS in Flight

Community impact through corporate philanthropy



Douglas DC-7 in flight.



Corporate Benefits 2020

Annual Investment	Departure \$500-\$999	Runway \$1,000-\$2,499	Takeoff \$2,500-\$4,999	Cruising \$5,000-\$9,999	Arrival \$10,000+
ACCESS					
Admission passes (single use)	10	20	30	40	50
Early access to ticketed programs	✓	✓	✓	✓	✓
Event rental discount ¹			10%	50%	100%
EXPERIENCE					
Invitation to exclusive events	✓	✓	✓	✓	✓
Curated Museum tour ² (max. 10 guests)		✓	✓	✓	✓
VIP experience ² (max. 6 guests)				Premier	Elite
REACH					
Website sponsor page	Name	Name	Logo	Logo	Logo
Lobby banner		Name	Name	Logo	Logo
Dedicated social posts per year		1	2	2	4
Permanent exhibition recognition			Tier I	Tier II	Tier III
Special exhibition recognition			Name	Logo	Logo
Email footer inclusion				Logo	Logo
Website footer inclusion					Logo

¹ Subject to availability. One (1) per agreement year. Any additional cost to be paid by client.

² Subject to availability. One (1) per agreement year. Advance security clearance may be required. Museum will confirm prior to experience.

VIP Experience

Premier – Guided Tour of DFW Reservations Center, Guided Tour of the Integrated Operations Center or Lunch with Museum Team Members and American Airlines representatives.

Elite – Guided Tour of Skyview 8 (New HQ), Guided Tour of Skyview 5 (Training and Conference Center) or Guided Tour of Skyview 4 (Flight Academy).

Permanent Exhibition Recognition

Tier I – Flight Attendant Uniforms cases, Legacy Logos or Your Voice, Your Story.

Tier II – Flight Tracker, Baggage Loader or Flight Sims.

Tier III – MD-80 Cockpit, Airline Command Center or American Airlines Theatre.