



AMERICAN AIRLINES
CR SMITH MUSEUM



PARTNERS in Flight

Community impact through corporate philanthropy



Douglas DC-7 in flight.



Corporate Benefits 2021

Annual Investment Tax deductible	Departure \$500 \$410	Runway \$1,000 \$820	Takeoff \$2,500 \$2,130	Cruising \$5,000 \$4,140	Arrival \$10,000 \$8,550
ACCESS					
Admission passes (single use)	10	20	30	40	50
Early access to ticketed programs	✓	✓	✓	✓	✓
Private rental space 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
Email footer inclusion				Logo	Logo
Website footer inclusion					Logo
Additional recognition	As negotiated prior to payment.				

¹ Subject to availability. One (1) per agreement year. Any additional costs 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 New HQ, Guided Tour of Training and Conference Center or Guided Tour of 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.*