



FOR IMMEDIATE RELEASE
Tuesday, July 8, 2025

SEATTLE REIGN FC ANNOUNCES PARTNERSHIP WITH ALASKA AIRLINES

The partnership between Reign FC and Seattle's Hometown Airline strengthens fan engagement and elevates Seattle's global presence in women's soccer

RENTON, WASH. (July 8, 2025) – Seattle Reign FC and Alaska Airlines announced today a new partnership, naming Seattle's hometown airline the Official and Exclusive Airline of the club. This homegrown collaboration unites two iconic Seattle organizations with a shared commitment to community, equity and growing the global game.

"We are thrilled to bring our two Seattle-based brands together in this partnership between Seattle Reign FC and Alaska Airlines, especially at a time when both organizations are entering exciting new eras," said Seattle Reign FC Chief Business Officer **Maya Mendoza-Exstrom**. "Alaska Airlines and its employees across Washington state have a long-standing commitment to making a positive impact in our communities, from environmental stewardship to advancing opportunities for women in aviation. Together, our shared dedication to serving our community, supporting our team and players, and growing women's sports creates an incredible opportunity to build something truly special here in Seattle."

Alaska Airlines will serve as the presenting sponsor of international call-ups, highlighting Reign players representing their countries on the world stage. The partnership will launch with storytelling and content campaigns celebrating these international achievements.

Fans can also look forward to surprise experiences during Reign FC home matches throughout the remainder of the season, including exclusive seat upgrades, giveaways and chances to win travel rewards to explore Alaska's list of growing global destinations. Additionally, new programs launched by Alaska Airlines later this season will offer exciting ways for supporters to get rewarded.

As part of the partnership, Reign FC's home match against San Diego Wave FC on August 29 will be presented by Alaska Airlines, showcasing the collaboration to fans and celebrating the shared commitment to growing the game and engaging the Seattle community.

Reflecting both organizations' commitment to community impact, Reign FC and Alaska Airlines will also launch a new community program when Reign FC returns to league play in August. For every Reign goal scored at home through the rest of the season, Alaska



Airlines will donate miles to benefit Reign FC's RISE Purpose Platform community partners.

Additional partnership highlights include:

- **The 85ers™ at The Queen's Match** – Alaska Airlines will fly members of the 1985 U.S. Women's National Team to Seattle for a historic celebration at Lumen Field on Monday, August 18 during The Queen's Match.
- **Player Arrivals** – Alaska Airlines will be the presenting partner for player arrivals on Reign FC matchdays, tapping into social content to reinforce the connection between world-class players and the hometown airline.
- **Expanded Visibility** – Alaska Airlines will receive exclusive use of Reign FC's club marks, along with extensive in-stadium, digital and broadcast visibility throughout the partnership and during the remaining home matches at Lumen Field.

“As Seattle's hometown airline, we are thrilled to partner with Reign FC, a beloved local team and one of the most storied franchises in the NWSL,” said **Eric Edge**, vice president of brand and marketing at Alaska Airlines. “This partnership offers new opportunities to provide exciting new experiences to the Seattle community, while highlighting the importance of women's sports.”

As the No. 1 airline in Seattle with the most daily flights, Alaska offers over 100 nonstop destinations and more than 370 peak-day departures, including new flights to Tokyo and upcoming service to Seoul and Rome. This is in addition to Alaska's combination with Hawaiian Airlines that is enabling an expanded network with optimal connections on 150 daily flights.

Seattle Reign FC and Alaska Airlines look forward to launching this partnership and delivering unforgettable experiences to fans across the Pacific Northwest and beyond.

ABOUT SEATTLE REIGN FC

Seattle Reign FC was established in 2012 as a founding member of the National Women's Soccer League. The fourteen-team NWSL is widely considered to be the most competitive women's professional soccer league in the world. Over its first 11 seasons, the club captured the NWSL Shield three times, while making three appearances in the NWSL Championship and seven appearances in the NWSL postseason. Reign FC plays its home matches at Lumen Field in Seattle, Washington and trains at Starfire Sports Complex in Tukwila, Washington. The club can be found on the web at www.reignfc.com and on social platforms @ReignFC.



ABOUT ALASKA AIR GROUP

Alaska Airlines, Hawaiian Airlines and Horizon Air are subsidiaries of Alaska Air Group, with McGee Air Services a subsidiary of Alaska Airlines. With hubs in Seattle, Honolulu, Portland, Anchorage, Los Angeles, San Diego and San Francisco, we deliver remarkable care as we fly our guests to more than 140 destinations throughout North America, Latin America, Asia and the Pacific. Alaska is a member of the **oneworld** Alliance with Hawaiian scheduled to join in 2026. With **oneworld** and our additional global partners, guests can earn and redeem miles for travel to over 1,000 worldwide destinations. Guests can book travel at alaskaair.com and hawaiianairlines.com. Learn more about what's happening at [Alaska](#) and [Hawaiian](#). Alaska Air Group is traded on the New York Stock Exchange (NYSE) as "ALK."

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