

## **SOUTHWEST AIRLINES NAMED OFFICIAL AND EXCLUSIVE AIRLINE SPONSOR OF THE SAN DIEGO SYMPHONY**

*Three-year partnership will expand community access to live symphonic music, elevate on-site experiences, and support the Symphony's inclusive programming across San Diego*

SAN DIEGO and DALLAS — March 1, 2026 — [Southwest Airlines Co.](#) (NYSE: LUV) and the San Diego Symphony (SDS) announce today a new three-year partnership: Southwest Airlines becomes the Symphony's Official and Exclusive Airline Sponsor through 2028. This partnership reflects Southwest's continued investment in the San Diego community and supports the San Diego Symphony, one of the region's most trusted cultural institutions, supporting its mission to present high-quality performances, foster music education, and serve diverse audiences at The Rady Shell at Jacobs Park and Jacobs Music Center.

The partnership kicks off today at Picnic in the Park Presented by Southwest, a free, public event announcing the Symphony's 2026 season at The Rady Shell at Jacobs Park and officially launching the collaboration. Guests will experience Southwest's hospitality through on-site activations and audience experiences featuring giveaways, games, and fun.

"San Diego has been part of Southwest Airlines' story for more than 40 years, and we're proud to build lasting relationships in this extraordinary community," said Laura Nieto, Managing Director of Community Engagement and Partnerships at Southwest Airlines. "The San Diego Symphony is a treasured cultural institution, and we're honored to partner with them in welcoming visitors to experience San Diego and its vibrant arts community."

Throughout the partnership, Southwest will serve as Presenting Sponsor of 16 concerts across The Rady Shell and Jacobs Music Center, creating elevated experiences for all audiences and meaningful engagement opportunities for the community.

A centerpiece of the partnership is the Music Connects community engagement program, Presented by Southwest, which will provide more than 10,000 free tickets to community members and support inclusion and outreach through free concerts and events across San Diego.

"We're excited to announce a multi-year partnership with Southwest Airlines as the official airline of the San Diego Symphony. Their commitment to San Diego and dedication to customer service make them the ideal partner to welcome guests from near and far to our world-class venues," said Casey Patterson, San Diego Symphony Director of Corporate Partnerships.

Southwest Airlines has proudly served San Diego since 1982. For more than four decades, the airline has demonstrated a long-term commitment to the San Diego market, building lasting relationships, investing in the region, and supporting the local community, because connection and community are at the Heart of what brings us together.

For more information about the San Diego Symphony and upcoming performances, visit [sandiegosymphony.org](#) and [theshell.org](#).

## **ABOUT SOUTHWEST AIRLINES CO.**

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 118 airports across 11 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline<sup>1</sup>. By empowering its more than 72,000<sup>2</sup> People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](#).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q2 2025
2. Fulltime-equivalent active Employees as of Dec. 31, 2025

Media Contacts: Visit the Southwest Newsroom at [swamedia.com](#) for multimedia assets and other Company news.

## **ABOUT THE SAN DIEGO SYMPHONY**

The San Diego Symphony stands among the nation's leading Tier 1 orchestras and serves as a dynamic cultural ambassador for the United States and the San Diego region. Led by President and Chief Executive Officer Martha Gilmer and Music and Artistic Director Rafael Payare, its 82 internationally distinguished musicians bring artistry of the highest caliber to audiences at home and abroad. Globally connected and firmly grounded in its community, the Symphony's artistic life is anchored by two iconic venues: The Rady Shell at Jacobs Park, a striking open air performance space on the San Diego waterfront, and Jacobs Music Center, a historic theater renovated to become a premiere concert hall and architectural landmark. Together, these halls have transformed the cultural landscape of downtown San Diego and established distinctive homes for the Symphony's year-round work. Guided by its mission of Changing Lives Through Music, the Symphony serves more than 65,000 students, families, educators, military service members, and nonprofit partners each year. For more information, visit [sandiegosymphony.org](#).

###

### **Media Contacts:**

Southwest Airlines: Anthea Danby | [anthea@minervaco.com](mailto:anthea@minervaco.com) | 214-205-8062

San Diego Symphony: Cathy Strauss | [cstrauss@sandiegosymphony.org](mailto:cstrauss@sandiegosymphony.org) | 619-615-3944