

# Delta Air Lines Named Official Airline Partner of Sphere

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## Delta Air Lines Will Entitle Sphere's First Branded Hospitality Space – The Delta SKY360° Club At Sphere

LAS VEGAS--(BUSINESS WIRE)-- Sphere Entertainment Co. (NYSE: **SPHR**) today announced Delta Air Lines as the Official Airline of Sphere. As part of a multi-faceted partnership, the Delta SKY360° Club also becomes the first branded hospitality space in the immersive entertainment venue.

"Delta and Sphere share a commitment to innovation, technology and connecting people through world-class experiences," said Marcus Ellington, Executive Vice President, Ad Sales and Sponsorships, Sphere. "We are proud to welcome Delta as our partner on two firsts for Sphere – our first official airline and first branded hospitality space – and we look forward to building on this collaboration, offering guests an elevated experience, and showcasing the best of each of our brands."

"At Delta, our mission is to make every journey matter, and that extends beyond the flight," said Alicia Tillman, Chief Marketing Officer at Delta Air Lines. "Just as we connect people to the places and experiences that matter most, this partnership allows us to bring that same spirit of connection and innovation to one of the most iconic venues in the world."

The Delta SKY360° Club, which is now open on the event level, offers guests an intimate lounge experience during live music acts, Sphere Experiences including The Wizard of Oz at Sphere, and special events at the venue. Also, through the SkyMiles Experiences platform, members will gain access to unforgettable packages and events at Sphere throughout 2026 and beyond.

Additionally, as part of this multi-year partnership, Delta will be featured in custom branded content on the

Exosphere – the largest LED screen in the world. And, as the Official Airline of Sphere, Delta will be integrated across the venue's onsite signage and digital platforms.

The partnership announcement comes nearly a year to the date after Delta Air Lines' CES Keynote at Sphere – which marked the first-ever CES keynote to be delivered at the venue. From the Sphere stage, and with visuals and immersive 4D effects developed by Sphere Studios, Delta CEO Ed Bastian ushered in Delta's 100th anniversary by honoring the airline's legacy of innovation and sharing the company's forward-looking vision for using technology to enrich human experiences.

For photos of the Delta SKY360° Club at Sphere, please click [here](#).

### About Sphere Entertainment Co.

Sphere Entertainment Co. is a leader in immersive entertainment, technology and media. The Company includes Sphere, an experiential medium powered by advanced technologies to redefine the future of entertainment. The first Sphere opened in Las Vegas, with a second venue planned for Abu Dhabi. In addition, the Company includes MSG Networks, which operates two regional sports and entertainment networks, MSG Network and MSG Sportsnet, as well as a direct-to-consumer and authenticated streaming product, MSG+, delivering a wide range of live sports content and other programming. More information is available at [www.sphereentertainmentco.com](http://www.sphereentertainmentco.com).

### About Delta Air Lines

Through exceptional service and the power of innovation, Delta Air Lines (NYSE: DAL) never stops looking for ways to make every trip feel tailored to every customer.

There are 100,000 Delta people leading the way to deliver a world-class customer experience on up to 5,000 daily Delta and Delta Connection flights to more than 300 destinations on six continents, connecting people to places and to each other.

Delta served more than 200 million customers in 2024 – safely, reliably and with industry-leading customer service innovation – and was recognized by J.D. Power this year for being No. 1 in Premium Economy Passenger Satisfaction. The airline also was recognized as the top U.S. airline by the Wall Street Journal and as North America's most on-time airline in 2024 and our people earned the Platinum Award for Operational Excellence from Cirium.

We remain committed to ensuring that the future of travel is connected, personalized and enjoyable. Our people's genuine, enduring motivation is to make every customer feel welcomed and cared for across every point of their journey with us.

Headquartered in Atlanta, Delta operates significant hubs and key markets in Amsterdam, Atlanta, Bogota, Boston,

Detroit, Lima, London-Heathrow, Los Angeles, Mexico City, Minneapolis-St. Paul, New York-JFK and LaGuardia, Paris-Charles de Gaulle, Salt Lake City, Santiago (Chile), Sao Paulo, Seattle, Seoul-Incheon and Tokyo.

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