



Greetings,

The Pan Am Museum Foundation cordially invites you to join its 2025 Pan Am Gala as a Contributing Sponsor. This historical tribute to Pan American World Airways will be held in Seattle on September 4, 2025. Sponsors will receive a wide array of publicity and advertising exposure and will have access to a valuable network of discriminating travelers and consumers at the Gala.

The Pan Am brand is hot! Once the second most popular brand in the world next to Coca-Cola, Pan Am is having an incredible resurgence. "Tracing the Atlantic," a Pan Am commemorative flight scheduled for this summer, launched ticket sales in July 2024 and sold out in two weeks with a price of \$60,000! Forbes.com just featured the Pan Am Museum Online Store in its "Great Holiday Gifts for Aviation and Travel Lovers," and a recent article in Vogue magazine declared, "Forget your Prada, Gucci, and Chanel, the Pan Am Innovator Travel Bag is the new It Bag." After the 2011 TV show, Pan Am, the brand's visibility skyrocketed, and with an ever growing presence in pop culture, Pan Am is everywhere!

Each year, 300-400 people attend the Pan Am Gala to celebrate the airline that epitomizes the luxury and glamour of international travel and remains a cultural icon of the 21st century. The Gala also raises money to operate the Pan Am Museum, sponsor educational events, maintain a vibrant online presence, and inspire present and future generations to preserve the iconic history of Pan Am.

The theme of the 2025 Pan Am Gala is *Across the Pacific – Celebrating the 90th Anniversary of the First Trans-Pacific Flight*. As the first airline to navigate the Pacific, it became the first to offer commercial passenger service to Asia and the South Pacific $\frac{3}{4}$ a feat at the time comparable to flying to the moon! In 1935, tens of thousands of people gathered to watch this historic flight take off from San Francisco flying under the soon-to-be-completed Golden Gate Bridge. Pan Am remained the U.S. flag carrier to the world throughout its 64 years in existence, and to this day, it is remembered for its landmark aviation achievements and for bringing diverse cultures of the world together.

We invite you to join us at the 2025 Pan Am Gala, where you will rub elbows with new prospective clients while celebrating Pan Am's nostalgic past, exciting present, and expanding future. Enclosed you will find our Gala Sponsorship Package.

Please reach out to me regarding any additional information you may need.

Warm Regards,

Pat Smith

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