

# Southwest Airlines Hosts a Tailgate in the Sky to Celebrate Southeastern Conference (SEC) Championship Football Game

Southwest Airlines, the “Official Airline of the SEC,” surprised Customers with a “Tailgate in the Sky” celebrating the SEC Championship football game leading into the weekend. Lucky football fans traveling from Dallas to Atlanta on Thursday, December 5, were greeted with SEC hats, special swag, an SEC-inspired cocktail, gate games, and inflight entertainment.

One football fan onboard was surprised with a pair of tickets the SEC Championship game! When the flight touched down in Atlanta, the fanfare moved to the gate area, where Customers had the opportunity to take photos with a replica of the SEC championship trophy.

This “Tailgate in the Sky” surprise flight was planned to celebrate Southwest’s “first season” on the SEC roster as the airline of choice. Southwest continues to add new routes around big games for college football fans that are eager to cheer on their team and for those traveling during game time, SEC fans can watch select matchups via the Southwest Inflight Entertainment Portal, which offers Live TV channels\* including ESPN and ABC.

Though football season may be winding down, basketball season is ramping up and fans can enter to win the ultimate Basketball Tournament Experience with the Flex Your Fandom Sweepstakes – enter at [SouthwestSECSweepstakes.com](https://SouthwestSECSweepstakes.com).

\*Where available. Available only on WiFi-enabled aircraft. Limited-time offer.

## ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://SouthwestAirlines.com) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 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(fn. 1). By empowering its more than 73,000(fn. 2) 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](https://Southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

Media Contacts:

Visit the Southwest Newsroom at [atwamedia.com](https://atwamedia.com) for multimedia assets and other Company news.

###