



## NEW YORK JETS AND CARNIVAL CRUISE LINE ANNOUNCE PARTNERSHIP

October 13, 2023

*From Touchdowns to Tropical Getaways, Iconic Brands Aim to Elevate Fan Experience*

**MIAMI, Oct. 13, 2023** – Carnival Cruise Line and the New York Jets today announced a multi-year partnership. The agreement designates [Carnival](#) as a “Proud Partner of the New York Jets.”

“At Carnival, we create memorable vacation experiences filled with fun for our guests, and we see the excitement from football fans firsthand when their favorite sport is part of that fun – from our ‘sailgate’ parties to our special big game screenings at our Carnival Seaside Theater. This new partnership is a perfect way to create new opportunities to fuel that enthusiasm, since nothing is more fun to football fans than the game itself,” said Amy Martin Ziegenfuss, chief marketing officer at Carnival Cruise Line.

The partnership gives Carnival Cruise Line an opportunity to expand its brand presence in the bustling [New York](#) market, a major homeport for the company. This market holds particular significance as Carnival recently introduced [Carnival Venezia](#) earlier this year, the newest addition to the Carnival fleet that is homeported at the Manhattan Cruise Terminal, designed to immerse guests in an authentic Italian experience through all-new “Carnival Fun Italian Style” experiences.

Proudly known as America’s cruise line, [Carnival](#)’s new partnership with the New York Jets builds on its alignment with the most popular sport in America. New York Jets fans can expect to see an array of exciting opportunities and assets, including eye-catching stadium signage, a strategic presence in the digital and social realms through advertising on the Jets’ official website and the Jets Fan Network, and much more. The partnership will also feature a sweepstakes set to launch later this season providing fans with the chance to win a Carnival cruise vacation.

For additional information on [Carnival Cruise Line](#) and to book a cruise vacation on Carnival, call 1-800-CARNIVAL, visit <http://www.carnival.com>, or contact your favorite travel advisor or online travel site.

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### **ABOUT CARNIVAL CRUISE LINE**

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is the first cruise line to sail over 100 million guests and is proud to be known as America’s Cruise Line, for carrying more Americans and serving more U.S. homeports than any other. For over 50 years, Carnival has continually revolutionized the cruise industry and popularized the cruise vacation as an affordable and fun travel option. Carnival operates from 14 U.S. and two Australian homeports and employs more than 40,000 team members representing 120 nationalities. Carnival currently operates 25 ships and is in an exciting period of growth with the addition of two ships over the next year.

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### **ABOUT THE NEW YORK JETS**

The New York Jets were founded in 1959 as the New York Titans, an original member of the American Football League (AFL). The Jets won Super Bowl III, defeating the NFL’s Baltimore Colts in 1969. In 1970, the franchise joined the National Football League in the historic AFL–NFL merger that set the foundation for today’s league. As part of a commitment to its fan base through innovation and experiences, the team has created initiatives such as, its trailblazing Jets Rewards program, a state-of-the-art mobile app, and 1 JD Entertainment, a comprehensive content platform that gives fans greater access to the team across all digital and social platforms. The organization takes great pride in a long-standing, year-round commitment to their community. These programs are funded by the New York Jets Foundation and look to positively influence the lives of young men and women in the tri-state area, particularly in disadvantaged communities. The organization supports the efforts of the Lupus Research Alliance, youth football and numerous established charitable organizations and causes sponsored by the NFL. The New York Jets play in MetLife Stadium, which opened in 2010, and are headquartered at the Atlantic Health Jets Training Center in Florham Park, New Jersey. For more information about the New York Jets visit [newyorkjets.com](http://newyorkjets.com).