

Southwest



INFINITE

America 250 Activation DRAFT 6/26/26



Opportunity:

Southwest Airlines® and Coca-Cola® have selected San Diego for their second A250 activation (first of 2 events was in Hawaii), targeting a September 2026 block party-style event, ideally at Balboa Park.



Vision:

*You're walking in Balboa Park.
You see an event that
immediately captures your
attention and invites you and
your family in for games,
giveaways, local entertainment,
and your favorite local food
vendors.*

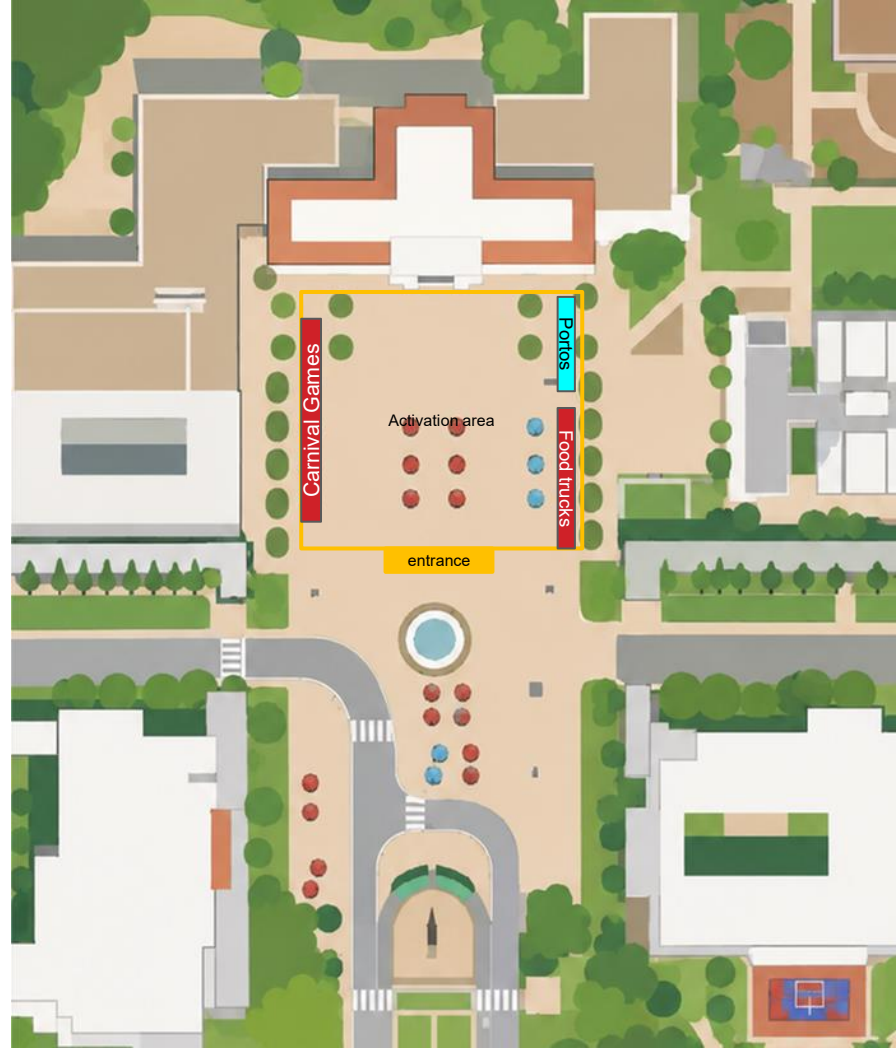
This is the feeling Southwest and Coca-Cola are hoping to invite locals to get excited about.

Coke San Diego Activation

Activation Overview

Activation Overview**Activation Map / Overview****Date:** September 26

The yellow box marks where the activation comes to life. The entrance faces the museum to welcome guests in, while food trucks add buzz and keep the area feeling active.



Activation Overview

Event Entrance

Create a “wow” moment as people enter each event with a photo-worthy entrance that incorporates Southwest, Coke, and of course, America250.

Co-branded arch moment near fountain with a bubble machine as guests enter.

Note: The following moodboard provides initial inspiration, but this will need to continue to be explored.



Engagement**Airbrush Tattoos & Hair Tinsel**

We'll invite guests to receive either an airbrushed tattoo or hair tinsel—all ages welcome!

Signage

Welcome! Wanna celebrate in style?

Step on up to get either an airbrushed tattoo or hair tinsel—all ages welcome!



Southwest

Coca-Cola

AMERICA
250**Welcome! Wanna
celebrate in style?**

Rep the red, white, & blue with
either an airbrushed tattoo or
hair tinsel—all ages welcome!



Engagement

Local Entertainment

Locally-sourced, roaming entertainment will provide surprise & delight moments for families, photo ops, and shareable moments.

Street Performers

- **Sandcastle Artist**
 - Complete the final touches on an A250 design
- **Chalk Artist**
 - Delight guests with temporary designs
- **Giant Bubble Artist**
 - The perfect family-friendly engagement moment
- **Balloon Artist**
 - Wearables and animals are perfect photo props
- **Juggler / Stunt Performer**
 - Draw in a crowd with eye-catching entertainment

Music: Local DJ

A local DJ will bring the energy throughout the event, making announcements as needed.



Engagement

Swing Photo Op

Bring in our swingset photo op from San Diego Food & Wine to engage attendees, inviting them to put the “soar” in “Sip, Soar, & Celebrate.”

Signage

Put the "soar" in Sip, Soar, & Celebrate!

Snap a photo on our America250 swing set and share it on social by tagging @SouthwestAir, @CocaCola, and @BalboaPark.



Southwest | Coca-Cola | AMERICA 250

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Engagement

Carnival-Style Games

A series of quick, co-branded carnival games inspired by Coca-Cola and Southwest. Guests can play up to three games, earning one ticket per game to redeem at the prize booth.

Carnival style games:

- **Let Freedom Ring!**
 - Ring toss using glass Coke bottles
- **Pop. Fizz. Plinko!**
 - Plinko style game with bottle caps
- **Stars, Stripes, and Strikes!**
 - Coke bowling – giant inflatable bowling ball
- **Let It Fly!**
 - Baseball throwing game for Padres (coke bottles)

Carnival Game A-Frame

Bring your A250 game to score a prize!

- 1) Play a game to receive a ticket
- 2) Redeem tickets at the prize booth
- 3) Select your prize, and join the celebration!



FPO

Southwest | Coca-Cola | AMERICA 250

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- 3 Select your prize, and join the celebration!



Engagement

Carnival Game Giveaways

At the prize booth merch will be earned in three tiers.
Tickets can be redeemed for the following items.

4 tickets

Southwest A250 Plane Plushy
Coke Polar Bear Plushy
Co-Branded Hat

3 Tickets

SWA Beach Tote
Coke Bottle Luggage Tag
A250 Branded Squish

1- 2 Tickets

Slap Bracelets
Stars & Stripes Patriotic Footbags
Co-branded Fans

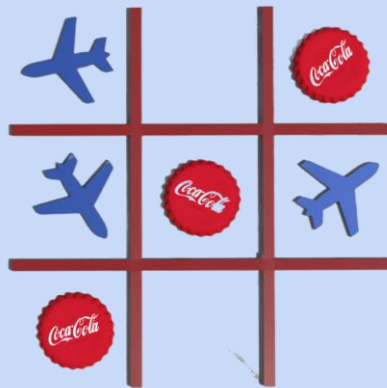
4 Tickets**3 Tickets****1-2 Tickets**

Engagement

Yard Games

Encourage guests to enjoy the weather and a bit of friendly competition with a patriotic yard game or two.

- SWA x Coke Cornhole
- Giant Jenga
- Tic-Tac-Toe



Coke San Diego Activation

Food & Beverage

Food & Beverage

Coke Sampling

Coca-Cola will partner with local ice cream vendor Stella Jeans to offer free Coke ice cream floats to Sip Soar and Celebrate attendees.

Coke Ice Cream Floats

- Serve floats in 20 oz red Coca-Cola aluminum cups
- Custom napkins that hero ice cream partner

A Frame Sign

- Welcome! Enjoy a free Coke® ice cream float from Coca-Cola®, brought to you in collaboration with Stella Jean's Ice Cream.



Food & Beverage

Beverage Concessions

For the event's beverages, Coca-Cola® will give away signature drinks and partner with food trucks to sell Coke products.

Opportunity for Coca-Cola to activate with a concessions station, where guests can receive signature A250-themed sodas.

- Liberty Cola Cream: Coke, coconut cream, vanilla syrup, cherry syrup, blue raspberry syrup
- Stars & Stripes Citrus Fizz: Sprite, coconut cream, lime juice, strawberry syrup, blue raspberry syrup

**Dependent on what Coca-Cola is able to provide, including product, setup, and staffing.*



Food & Beverage

Food Trucks

Support local by inviting fan-favorite, food trucks in San Diego to pop up as concessions at the event.

Food Trucks

- [Dirty Birds](#)
 - Serves Nashville-style hot chicken, crispy chicken sandwiches, tenders, wings, and loaded fries with customizable heat levels.
- [Dang Brothers Pizza](#)
 - Wood-fired artisan pizzas made fresh onsite, featuring classic and specialty pies with high-quality ingredients.
- [Churro Addict](#)
 - Specializes in freshly-made churros with a variety of flavored toppings, sauces, and dessert combinations for a sweet treat experience.
- [American Flavors](#)
 - Offers classic American comfort food including gourmet burgers, sandwiches, fries, and crowd-pleasing fair and festival favorites.
- [Tatas Tacos](#)
 - Authentic Mexican street food featuring tacos, tortas, quesadillas, and traditional fillings served with fresh toppings and salsas.



Dirty Birds



Churro Addict

Southwest  AMERICA 250

Local bites are taking flight!

Southwest[®] is now boarding for San Diego food truck favorites.




Dang Brother Pizza

Coke San Diego Activation

Partnerships

Partnerships

Community Partnerships

A large mural celebrating our community partners will double as a family-friendly coloring wall, inviting everyone to learn more about just how much color these local organizations bring to the community.

A-Frame

Our community partners help San Diego soar.

For over 40 years, Southwest Airlines has proudly served San Diego alongside local organizations.

Pick up a marker and help bring this mural to life as we celebrate the partners who bring color to San Diego every day.

Note: To update with full list of community partners



FPO

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OUR
COMMUNITY
partners!



The Bady Shell
at Jacobs Park
SAN DIEGO STRATEGY



FOREVER
BALBOA
PARK

Partnerships

Partner Programming

Activate community passion points as programming moments that garner excitement throughout the event.

San Diego Symphony

- Surprise pop-up performance

San Diego Padres Mascot, The Swinging Friar

- Meet & greet photo/autograph moment
- Participate in carnival game
- Roam and interact with fans, snapping instax photos along the way

Coke Polar Bear

- Meet & greet photo/autograph moment
- Participate in carnival game
- Roam and interact with fans, snapping instax photos along the way



Partnerships

Padres Sweepstakes

Celebrate America250 with a sweeps centered around America's pastime in collaboration with San Diego's home team—the Padres.

Sweepstakes

Display an A250xPadres baseball, drawing in attendees and inviting them to enter the sweeps with accompanying signage.

- Plus-up: Ask Padres players to sign the commemorative baseball

Signage

Wanna bring home a grand slam prize?

Enter for your chance to win an A250 baseball signed by San Diego Padres players, 40,000 Southwest® Rapid Rewards® bonus points, and two tickets to a Padres game.


QR CODE “Scan to enter”



Southwest | Coca-Cola | AMERICA 250

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 Scan to enter.

Thank you.

