



Holland America Line partners with University of Washington Athletics as the Official Cruise Line of Washington Athletics

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SEATTLE – In a multi-year sponsorship agreement that coincides with the 2022-2023 football season, Holland America Line will serve as the "Official Cruise Line of Husky Athletics" for University of Washington Athletics. This marks Holland America Line's first foray into college sports and establishes an ideal relationship for two of Seattle's iconic brands.

As Seattle's Hometown Cruise Line, the new relationship pairs Holland America Line with Seattle's hometown college team to celebrate a shared passion for the community and engage Husky fans with unique experiences including in-game activations, promotions and on-site branding.

"We're proud to launch this new partnership with University of Washington Athletics and give fans more ways to create memorable moments," said Gus Antorcha, Holland America Line president. "We have many team members in our organization who are UW alum, and we're looking forward to wearing our purple and gold in support of the Huskies."

As the Official Cruise Line of Husky Athletics, fans will see Holland America Line's presence throughout Husky Stadium at UW football games and across UW Athletics media channels.

In addition to its official sponsorship designation, Holland America Line will be integrated into traditional Husky football game-day experiences like the "Wave". Much like the cruise line's 150-year history filled with many "firsts," on Oct. 31, 1981, the first wave was created at a University of Washington football game against Stanford at Husky Stadium.

"Sailgating" at the greatest setting in college football is also a long-standing tradition at Husky Harbor, and Holland America Line's nautical spirit will be put on display during the UW Football season. As the sponsor, Holland America Line will aim to elevate the fan experience on the water with new dock branding and special experiences for sailgaters on game days.

"We are proud to partner with Holland America Line, the leading premium cruise line in the travel industry," said Chief Revenue Officer [Heath Bennett](#). "We both take great pride in representing Seattle with excellence and working toward greatness, so we are thankful for the partnership and look forward to future collaboration."

In addition to having its headquarters in Seattle, Holland America Line currently operates 43 cruises aboard three ships from the Port of Seattle to Alaska, Asia, Australia and the Panama Canal. Holland America Line ships have been sailing from the Port of Seattle since the 1970s, and in May 2002, Holland America Line began using Seattle as a home port for Alaska cruises.

The new relationship with the cruise line was secured by LEARFIELD's [Huskies Sports Properties](#) – the university's multimedia rightsholder that aligns with the athletics administration in management of the comprehensive rights relationship and corporate partner program.

For more information about Holland America Line, consult a travel advisor, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

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Find Holland America Line on [Instagram](#), [Facebook](#), [Twitter](#) and the [Holland America Blog](#). Access all social media outlets via the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]
Holland America Line has been exploring the world for 150 years with expertly crafted itineraries, extraordinary service and genuine connections to the destinations. Offering an ideal mid-sized ship experience, its fleet visits nearly 400 ports in 114 countries around the world and has shared the thrill of Alaska for 75 years — longer than any other cruise line. Holland America Line's 11 vessels feature a diverse range of enriching activities and amenities focused on destination immersion and personalized travel. The best live music at sea fills each evening at Music Walk, and dining venues feature exclusive selections from a Culinary Council of world-famous chefs.

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