



MAVS FAN FOR LIFE 2016-17 RENEWALS





LIVING THE LIFE

THIS JANUARY MARKED 16 YEARS since I became part of the Mavericks family. During that time, I've discovered the key ingredient in what makes a true Mavs Fan For Life: a fierce, pure passion for this team and for each other. You can see it in the eyes of a young basketball fan but also in those who have come to games for 36 years. You can feel it in the atmosphere the minute you walk into the American Airlines Center. Our fans are rowdy, proud and loud, and each moment we experience — the joy, the smiles, and even the tears — we experience together as MFFLs.

I use that word, “family,” to describe my relationship with this organization for good reason. You, a season ticket holder, are also a member of that same family. We have shared countless unforgettable experiences together, all of which have brought us closer together. Our season ticket holders are an essential element to the success we have enjoyed with one another over the years, and will be integral to our future successes as well. Whether it's filling American Airlines Center every night and bringing unmatched energy or simply wearing Mavs blue around the metroplex, MFFLs are defined by an unrelenting passion and support for this family. We are honored to have you as a member of our family.

We humbly accept the privilege of providing you with more memories to last a lifetime. At every level of this organization, we have never been more committed to putting the Mavericks in a position to compete for another NBA championship. We are proud you have chosen to join us on this journey.

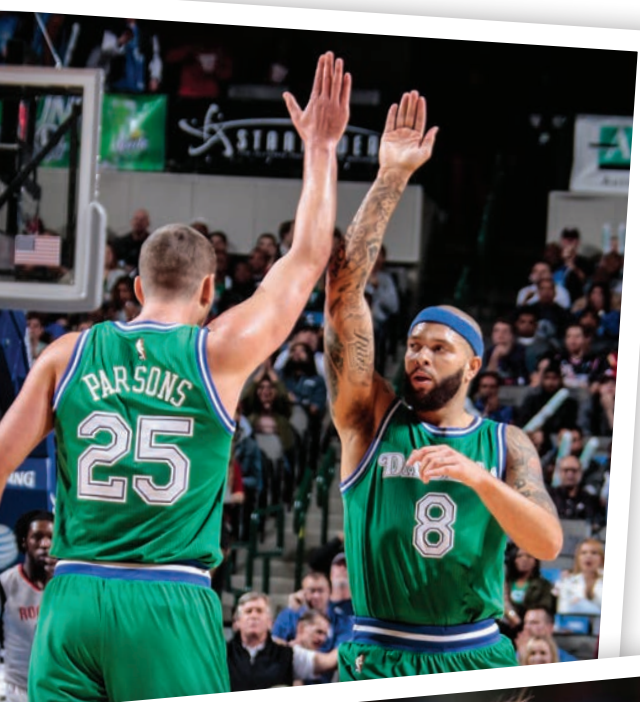
From one MFFL to another, thank you for your loyalty and support, and we look forward to the experiences to come.

Mark Cuban

MARK CUBAN
MFFL



THIS IS THE LIFE



"My wife and I originally dated in 2007 but lost touch with each other for about 2 years after that until we reunited with each other at a Mavs/Jazz game right there at the good old AAC. We got married 6 months later. Dirk autographed my jersey I was wearing that night which is now framed and hangs on the wall in our home. How's that for some MAVS Magic??"

**DAVE WAUSON, MVP
STH SINCE 2009**



"What I like best about the Dallas Mavericks centers around my relationship with my son. The Mavericks games became our bonding time, and that is why we continue to do it to this day. I enjoy the team of course, but it's more about us getting together to spend time with one another."

DAVID NIX, HALL OF FAME STH SINCE 1997



"The Mavs fans have always been great. The arena is rocking every night and it's just been an unbelievable place to play for 18 seasons. That ring in 2011 was as much for them as it was for us and they've always come to support us in the good and bad times."

DIRK NOWITZKI



LIFE AT YOUR PACE

THREE NEW PAYMENT PLAN OPTIONS WITH PREFERRED LOYALTY PRICING



THREE PAYMENT OPTIONS AVAILABLE

PAYMENT DISTRIBUTION TIMELINE

PAY-IN-FULL

Pay your renewal balance in full by March 15, 2016 and receive Loyalty Pricing, plus a 2% rebate in the form of an account credit good for purchases towards 2016-17 Mavs single game tickets, 2016 playoffs or Mavs Merchandise. Pay by check vs. credit card and receive an extra 1% rebate (rebates cannot be redeemed for cash). Playoffs will be billed once completed. *This rebate program does not apply to mini plans.*



3.15.16

4-MONTH PAYMENT PLAN

Make four equal payments starting with the first payment by March 15, 2016. You will receive our Loyalty Pricing and the three proceeding payments will be charged on April 15, May 16 and June 15. Playoffs will be charged round by round the week following the completion of a round. A credit card or bank draft is needed to participate in this option.



3.15.16



4.15.16



5.16.16



6.15.16

12-MONTH AUTO-RENEWAL PLAN

New for the 2016-17 season, we are offering a 12-month Auto-Renewal option. Opt into this plan and you will receive our Loyalty Pricing. Your payments are divided into twelve equal installments starting in March of 2016 and continuing through February of 2017. Your season tickets will automatically renew for the following season and payments will continue accordingly. Playoffs will be charged round by round the week following the completion of a round. *See separate insert for additional details.*



3.15.16



4.15.16



5.16.16



6.15.16



7.15.16



8.15.16



9.15.16



10.17.16



11.15.16



12.15.16



1.17.17



2.15.17



A REWARDING LIFE

ACT NOW FOR EARLY RENEWAL GIFT CARDS!

Make your first renewal payment by March 1, 2016 and receive *FREE BONUS GIFT CARDS*.

Renewals above \$2,000 receive the following card(s) for the 2016-17 season.

| VALUE OF TOTAL SEATS ON ACCOUNT | ALL-STAR 1-3 years STH since 2013 | MVP 4-10 years STH 2006-2012 | HALL OF FAME 11-19 years STH 1997- 2005 | LEGENDS 20+ years STH 1980-1996 |
|---------------------------------|---|------------------------------------|---|---------------------------------------|
| \$2,000 - \$9,999 | \$50 gift card | \$75 gift card | \$100 gift card | \$125 gift card |
| \$10,000 - \$19,999 | \$200 gift card | \$225 gift card | \$250 gift card | \$300 gift card |
| \$20,000 - \$29,999 | \$400 gift card | \$450 gift card | \$500 gift card | \$550 gift card |
| \$30,000 or above | \$600 gift card | \$650 gift card | \$700 gift card | \$750 gift card |

Initial renewal payment must be received prior to March 1, 2016 at 5:00 PM in order to qualify for the Early Renewal Gift Cards. No exceptions will be made for payments that cannot be processed prior to 5:00 PM on March 1, 2016. Gift card amounts are based on the season ticket seat value of an account and exclude parking and other items. Accounts cannot be combined to equal a greater amount. Gift card(s) will be valid for the 2016-17 season and can be used for food, beverage or Mavs merchandise at American Airlines Center during Dallas Mavericks home games.



WINNING AT LIFE

FIVE POTENTIAL PRIZES!

RENEW EARLY and you'll be entered into a drawing to win one of five great prizes. One winner will be drawn and announced at each of our home games on March 3, 7, 9, 12 and 18.

EARLY RENEWAL PRIZES:

- \$500 Mavs Gift Card
- Autographed Nowitzki Jersey
- Autographed Team Ball
- Autographed Parsons Jersey
- \$500 credit towards renewal



SEEK AN EXCLUSIVE LIFE

SEASON TICKET HOLDER BENEFITS

PRIMARY BENEFITS

- Season Ticket Holder Appreciation Event
- Priority seating, relocation and playoff options
- Pre-sale ticket offers
- Name on concourse STH recognition wall
- 15% merchandise discount at The Hangar fan shops

GAME DAY EXPERIENCES

- High Five Line
- The Courtside Experience
- Gentleman Jack Lounge
Pregame Dinner
- National Anthem Buddies
- Postgame Press Conferences
- Postgame Free Throw

SPECIAL EVENTS

- Locker Room Luncheons
- Pregame Mixers
- Watch Parties
- Chalk Talks

Game Day Experiences and Special Events are offered through a lottery system within specified MFFL loyalty groups and are subject to change.





"We have been invited to so many exciting events as season ticket holders. Six Flags, The Dallas Zoo, In the Paint at Fair Park, just to name a few. Those were all spectacular events but what we really like are the "behind the scenes" events. This year small groups of season ticket holders had private tours of the players practice court, locker room, and lunch INSIDE the locker room. Being a season ticket holder is a multi-layered, experience that we enjoy year round."

TROY & DEBRA WELCH, MVP STHs SINCE 2008



THIS IS OUR LIFE

"Our family uses our four season tickets as family time. We can come to a game, relax, talk, cheer, chant, laugh and overall just have some fun. It is a way to give us family time. I will be renewing my seats again for next year because the whole family has a great time. Go Mavs!"

JIM WIERNAS, ALL STAR STH SINCE 2014



"I recall one night when the weather was very bad. I was expecting the arena to be half-full, but it was completely full. You're never shocked because we have such great fans in Dallas, but you could tell the atmosphere that night energized our team. The fans were into it from start to finish, and they were a huge factor in the win."

HEAD COACH RICK CARLISLE

"WE ARE MFFLS. Having been season ticket holders since 1980 our daughters and now our grandchildren are MFFLS. We attended the first game ever at Reunion, have been through the expansion years, the excitement of the first playoff run, saw Moody Madness firsthand, experienced the down years of the 90s to the wild ride culminating in the NBA championship in 2011. We have watched Dirk as a rookie and have been courtside as he became one of the greatest ever to play in the NBA. We are MFFLS also because of the way the entire Mavs organization values its season ticket holders. They never miss a chance to let us know we are appreciated and over the years have provided the best customer experience and greatest entertainment value in the metroplex."

DAVID AND EILEEN LYNN, LEGENDS STHs SINCE 1980



MAVS.COM/RENEWALS

