

# HEART & HUSTLE



2018-19 RENEWALS



# HEART OF AN OWNER

First and foremost, thank you! As a Season Ticket Holder, you are part of the Mavs family. As the owner, I can't thank you enough for your support.

With the 2nd best record in the NBA over the past 18 years, 15 playoff appearances, 12 seasons with 50 plus wins and a Championship, the culture and focus of the Dallas Mavericks has always been about winning on the court for our Season Ticket Holders.

The turnaround has begun... and next season will be very different from this year and last.

You've watched Dennis Smith Jr. emerge as one of the most exciting young players in the NBA, while Harrison Barnes continues to improve all aspects of his game. The fearless Yogi Ferrell has become a relentless defender and knock-down 3-point shooter and he still hasn't been in the NBA for a full year! All of these players are great building blocks for our future.

And of course, Dirk has continued to show Hall of Fame numbers that place him among the top 3-point shooters in the NBA... **this year**. Dirk has told us he expects to be back for his 21st season with the Mavs. Between all of us in the Mavericks family, it's going to be fun to watch him break even more records each and every game.

You have felt the energy in the arena. You have experienced the fun, the dancing, and the cheering. You have watched our Mavs play their hearts out, never giving up throughout the entire game. In fact, the Mavs lead the NBA in close games of 5 points or less. We haven't won as many of those as we would have liked, but with another year of experience, a high pick in a great draft year, free agency and trades, Donnie, Rick and I are confident the best is yet to come.

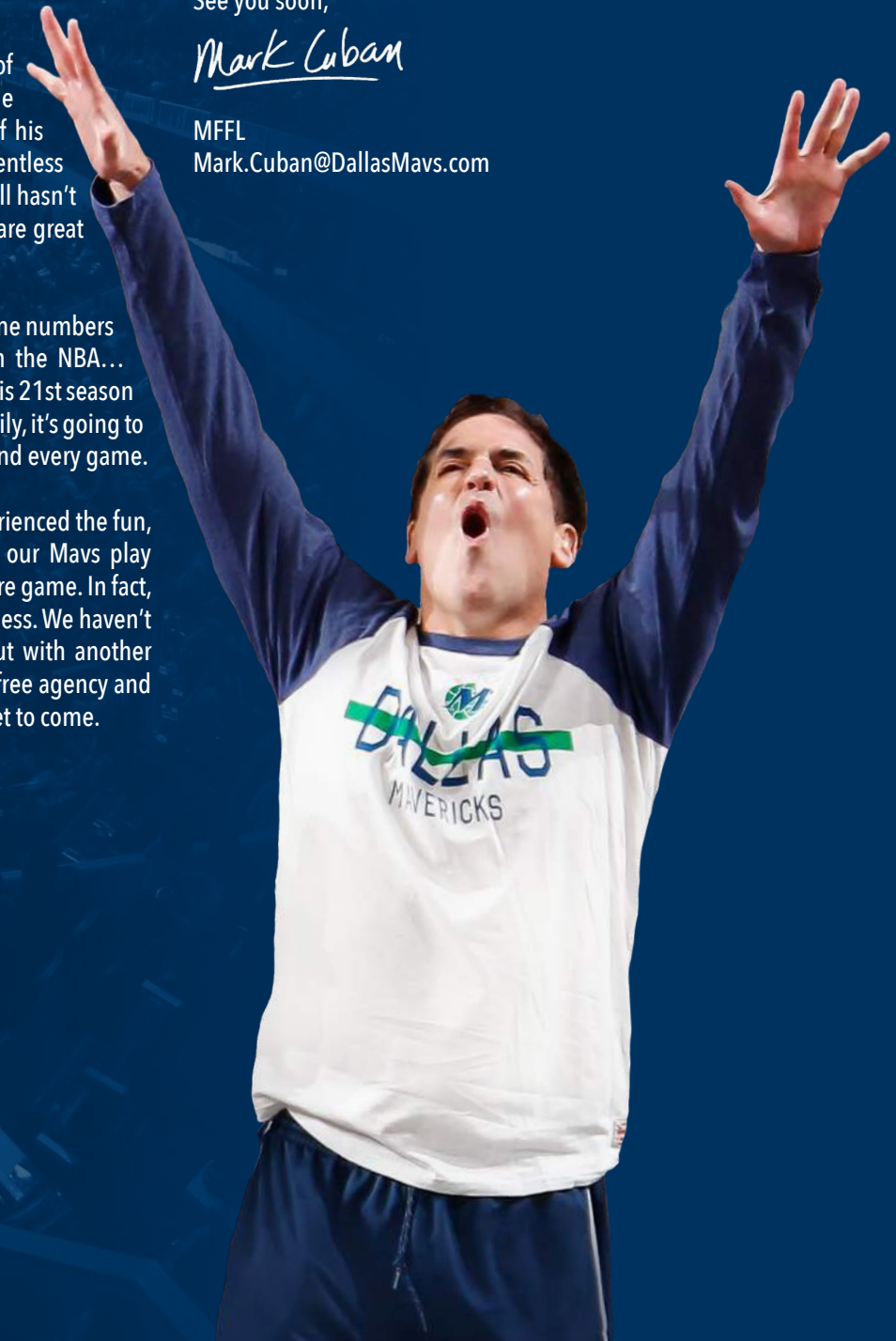
As owner of the Mavs, my promise to you is to always put a team on the court that plays with **Heart** and with **Hustle**. To provide you an organization that not only does everything possible to win, but also makes sure that you have a fun and memorable experience as a Season Ticket Holder.

As an MFFL, thank you for your dedication, your support, your **Heart** and your **Hustle**. You are appreciated every day by those of us within the Mavs organization, both on and off the court.

See you soon,

*Mark Cuban*

MFFL  
Mark.Cuban@DallasMavs.com



# HEART OF THE ACTION

The Mavs Season Ticket Holder experience is like no other. Throughout the season, it is our goal to provide unique and exclusive perks that keep your Mavs heart content.

## FIRST-CLASS CORE BENEFITS

- Lowest Price on Tickets • Pre-Sale Ticket Offers
- Priority Seating, Relocation and Playoff Options
- 15% Merchandise Discount at The Hangar Fan Shops
- Name on STH Recognition Wall

## AMAZING EXPERIENCES

- Gentleman Jack Lounge Pregame Dinner
- High Five Line • National Anthem Buddies
- Courtside Experience • Halftime Tunnel
- Postgame Press Conference • Postgame Free Throw

## MEMORABLE EVENTS

- Exclusive Season Ticket Holder Appreciation Events
- Locker Room Luncheons • Pregame Mixers
- Watch Parties • Chalk Talks

\*Experiences and events are offered through a lottery system and are subject to change.



"Mavs games by themselves are a fantastic combination of sports and entertainment, but being a Season Ticket Holder has brought that experience to the next level for us. Season Ticket Holder events have been a big part of it and the perks keep getting better every year! Thanks to the Mavs for maintaining a great organization year after year and making us feel a part of it."

– Murray Conarty, Hall of Fame STH Since 2005



"I'm an MFFL because of the atmosphere that I get to experience every time I come into the American Airlines Center. All of the fans are always engaged and it really makes you feel like you are a part of one giant family!"

– Trevor Moy, All-Star STH Since 2017

"The Mavericks have been a memorable part of my life for more than 35 years! The Mavericks have been an amazing source of entertainment for my family and me. From the Reunion Rowdy days, Moody Madness to the AAC, the Mavericks, Dirk, Mavs Dancers, ManiAACs and Drumline have entertained us for decades with great family fun that will be cherished for a lifetime!"

– Scott Hawkins, Legend STH Since 1982

"Being a Mavs Season Ticket Holder has gone far beyond all the action of seeing over 40 live home games with the inclusion of several VIP event invitations. These special experiences are numerous: 'Courtside Experience' where we're able to watch the players warmup before the doors open to the public, exclusive private events and concerts just for us, a 'Chalk Talk' and 'Locker Room Luncheon' with former Mavs All-Star Rolando Blackman."

– Allan Rhodes, MVP STH Since 2013



# CUSTOMIZE YOUR GAME PLAN

## Renew Now and Receive Discounted Loyalty Pricing & Rebates

RENEW BY  
MARCH 1  
FOR MAXIMUM  
REBATE!

Renewal payment must be made by 5pm on MARCH 1, 2018 to receive the following rebate\*

RENEWAL PAYMENT OPTIONS				
PLAN TYPE	Pay in Full by Check	Pay in Full by Card	4 - Month Plan	12 - Month Plan
FULL	11%	10%	5%	2%
HALF	11%	10%	5%	2%
MINI	5%	5%	5%	2%

OR

RENEW BY  
MARCH 15!

Renewal payment must be made between MARCH 2, 2018 and MARCH 15, 2018 to receive the following rebate\*

RENEWAL PAYMENT OPTIONS					
PLAN TYPE	Pay in Full by Check	Pay in Full by Card	4 - Month Plan	12 - Month Plan †	
				NEW	CONTINUING
FULL	6%	5%	0%	0%	2%
HALF	6%	5%	0%	0%	2%
MINI	0%	0%	0%	0%	2%

Don't miss out! Accounts not renewed by March 15, 2018 will relinquish all rights to current seats and tenure.

### RENEWAL REBATE USAGE\*

Use the grid above to determine your rebate by identifying your Plan Type and Renewal Payment Option. Rebates can be used towards:

- Individual game tickets for the 2018-19 season and beyond
- Future playoff tickets
- Gift cards valid for food, beverage or Mavs merchandise in the 2018-19 season
- Your 2019-20 season ticket renewal

## Flexible Payment Options For Your Lifestyle:

### PAY IN FULL

Pay your renewal balance in full to receive maximum benefits and rebates.

### 4-MONTH PAYMENT PLAN

Pay your renewal balance in 4 equal installments with your first payment prior to March 15, 2018 and the following payments on April 16, May 15 and June 15. A credit card or bank draft is needed to participate.

### 12-MONTH AUTO-RENEWAL

Pay your renewal balance in 12 equal installments with your first payment prior to March 15, 2018. Your season tickets will automatically renew for the following season. A credit card or bank draft is needed to participate. See enclosed Terms & Conditions for additional details.

\* 2018-19 renewal rebates stand-alone and do not compound. Rebates cannot be redeemed for cash or used towards parking, nightly suite rentals or your 2018-19 renewal. Rebates only apply to accounts in good standing and are calculated on the loyalty price of tickets and exclude parking and other products. Accounts with multiple credit card declines or that become 30 days delinquent during the course of the payment plan will forfeit all rebates.

† 12-Month Auto Renewal accounts from the 2017-18 season will receive a 2% rebate for continuing on the same plan. All new 12-Month Auto-Renewal accounts that pay by 5pm on 3/1/18 will receive a 2% rebate.

# REWARD YOUR HUSTLE



"We appreciate your continued support. Can't wait to see you next season."

- **Dennis Smith Jr. #1**

Renew early and you'll be entered into a drawing to win one of six great prizes. One winner will be announced at each of our home games on February 26 and 28, and March 4, 6, 10 and 11.

- \$500 Renewal Credit
- \$500 Mavs Gift Card
- Autographed Dirk Nowitzki Jersey
- Autographed Dennis Smith Jr. Jersey
- Autographed Team Ball
- Two Front Row Seats for a 2018-19 Season Game

"Thank you for your support. Throughout my 20 years it has been an amazing ride, so keep coming out to support us."

- **Dirk Nowitzki #41**

"To all Season Ticket Holders, thank you so much for your continued support. As players we appreciate it so much, thank you for coming out every single night and making this a special place to be."

- **Harrison Barnes #40**

"All of our Season Ticket Holders are our support system. They're the people in the seats at the game, they make the noise, they show up every night. They are who we play for."

- **Coach Rick Carlisle**

# THANK YOU FROM THE HEART



WE NEED YOU  
ON OUR TEAM



[MAVS.COM/RENEWALS](https://www.mavs.com/renewals)

