

A large, faint, light blue watermark of the Dallas Mavericks logo is centered on the page. The logo features a stylized, abstract shape resembling a star or a flame, with sharp points and curved edges, set against a dark blue background.

# Dallas Mavericks Sports Sponsorship Overview





1987-88 reached the Western Conference Finals



1995 Jason Kidd named NBA Rookie of the Year



1998 Dallas Mavericks acquire Dirk Nowitzki from Milwaukee moments after being drafted



January 2000 Mark Cuban purchased the Dallas Mavericks



2001-02 inaugural season at the American Airlines Center, 57 regular season wins



2005-06 won the Western Conference Championship and reached the NBA Finals for the first time in franchise history



2006-07 Dirk Nowitzki becomes the first Dallas Maverick and first European-born player to win the NBA Most Valuable Player award

February, 2008 - Jason Kidd returns to Dallas in a blockbuster trade with New Jersey



May, 2008 - Rick Carlisle hired as the Dallas Mavericks Head Coach



As one of the premier franchises in the NBA, the Dallas Mavericks not only produce success on the court, but also produce success for our corporate partners. Mavericks games are a total entertainment experience. Companies utilize this environment to connect with target consumers and to develop new revenue opportunities. With traditional media vehicles and hospitality also available, a partnership with the Mavericks may provide your company a new and distinctive avenue to reach consumers.

The Mavericks franchise has sold out 341 consecutive home games with the streak beginning on December 15, 2001 and continuing over the last seven seasons.



CONTENT	
American Airlines Center.....	2
Hospitality.....	3
Local Television & Radio Broadcast.....	4
Mavs.com.....	5
Game Day Signage.....	6
Game Day Promotions & Giveaways.....	8
AT&T Plaza.....	9
Print.....	10
Retail Promotions.....	11
Entertainment.....	12
Camps & Special Events.....	13
Community Programs.....	14
Building Signage.....	15
Best Practices.....	16
2010 All-Star Game.....	20



## 2 AMERICAN AIRLINES CENTER



Photograph by Steve Lee



Opened in 2001, American Airlines Center is the home of the Dallas Mavericks. With the capacity seating of 19,200 for basketball, American Airlines Center becomes a fan frenzy during the Mavericks season.

- 19,200 seating capacity for basketball
- 144 Luxury Suites
- 1,900 Platinum seats
- AT&T Plaza
- The Platinum Club
- Jack Daniels Old No.7 Club
- Chili's Grill & Bar
- Dr Pepper Bottling Plant
- el Jimador Tequila Bar
- The Dump Lounge
- Johnnie Walker VIP Lounge
- 40 Concession Stands
- 7 Fan Shops
- Meeting Facilities

## HOSPITALITY 3



Season Tickets allow you to experience the game from your own personal seats. Season ticket holders receive special benefits including savings on single game ticket prices, first priority on Playoff tickets and the opportunity to purchase tickets to All-Star 2010 in February at the Cowboys Stadium.

Lease a Luxury Suite at American Airlines Center and enjoy 12 tickets with the option to purchase six more to all preseason and regular season Mavericks and Dallas Stars home games. Lessees also have the option to purchase tickets to third party events such as concerts, family shows and special events.

Purchase a Party Suite for 18, 22, 32 or 50 people for a Mavericks game while enjoying food and beverages. The Party Suite package also includes parking in the Platinum garage.

Purchase a Platinum Dinner Package to any Dallas Mavericks home game and enjoy a pre-game dinner and drinks in The Platinum Club before watching the Mavs from your seats on the Platinum Level.

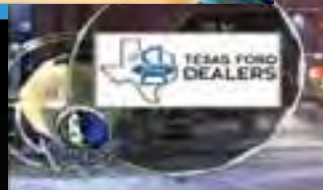




## 4 LOCAL TELEVISION & RADIO BROADCAST

**FSSOUTHWEST**

Fox Sports Southwest broadcasts a minimum of 40 regular season Mavericks games. A limited number of (0:30) second spots are available on FSS.



**TXA 21**

TXA 21 broadcasts 30 Mavericks games during the regular season. Branding opportunities on TXA 21 include:

- 0:30 spots
- Opening and Closing Billboards
- Special Features
- Elevators and Live Mentions
- Interactive Fan Features: live blogging, text-to-screen or pix-to-screen



**1270AM**  
**LA VOZ DEL PUEBLO**

Spanish speaking audiences can tune in to listen to the Mavs on KFLC 1270 AM La Voz Del Pueblo. KFLC airs all pre-season, regular season and post-season games for a total of at least 90 games. A weekly Dallas Mavericks show runs on KFLC during the season. Branding opportunities on KFLC include:

- 0:30 spots and 0:60 spots
- Opening and Closing Billboards
- Special Features
- Live Mentions

**103.3 FM**  
**ESPN**

Mavs fans can hear every game on KESN 103.3 FM ESPN Radio. All pre-season, regular season and post-season games are aired on 103.3 FM for a total of at least 90 games. Branding opportunities on ESPN Radio include:

- 0:30 spots and 0:60 spots
- Opening and Closing Billboards
- Special Features
- Live Mentions
- Pre-game and Half-time Show Sponsorship

Sponsors can reach sports fans outside of Mavs games on ESPN Radio. Billboards, promos and 0:30 spots available in the following ESPN programming:

- Mavericks Magazine
- Mavs Minute during the morning drive
- Rick Carlisle Show
- Player Show
- NBA on ESPN Radio - Approximately 35 regular season and playoff games including Conference Finals and NBA Finals Sponsorship
- All-Star Weekend on ESPN Radio

nba.com/mavericks/

OFFICIAL SITE OF THE DALLAS MAVERICKS



MAVS.COM 5



Mavs.com is the place for Mavs fans to gain all access to everything Mavericks. Mavs.com registered over 4.6 million unique visits to the home page during the 2008-09 season.

- Mavs.com Presenting Sponsor
- Web Ads
- Page Sponsorship (Team page, Tickets, Calendar, etc.)
- Online Polls
- All Access Fan Zone
- Video Player
- Online Sweepstakes

Sponsors can take advantage of the Mavericks 70,000 member email database by sending e-messages to fans wanting to know more about special offers from our partners.

The Mavericks official social networking site, friends.mavs.com, connects Mavs fans from around the globe and contains user generated content as well as official Mavs blogs and marketing announcements. With over 3,800 registered users, friends.mavs.com allows sponsors to reach the most loyal Mavericks fans.



CLICK HERE TO ORDER



@knairell Yes stay locked in...we want everyone updated.

Let us know what you think about Mavs trade: <http://tinyurl.com/nf3r10>

RT @mcuban we traded the Mavs #22



## 6 GAME DAY SIGNAGE



A



B



C



D



H

The Mavericks work with our partners to find the most successful way to get the message across to fans through signage at Mavs games.

- A. Pole Pad & Basket Signage
- B. Courtside Signage
- C. Game Blimp
- D. Usher Stop Signs
- E. Team & VIP Seatback Covers
- F. Matrix Board Signage
- G. Ball Carts
- H. Scoreboard Logo Placement\*

\*For the 2009-2010 season, American Airlines Center will boast the only 1080 HD Video Scoreboards in the NBA or NHL. The new center-hung scoreboard is four panels of HD video boards measuring 18' x 30'. Two 24' x 72' 1080 HD video walls will be located in the North and South ends of the arena.



E



F



G

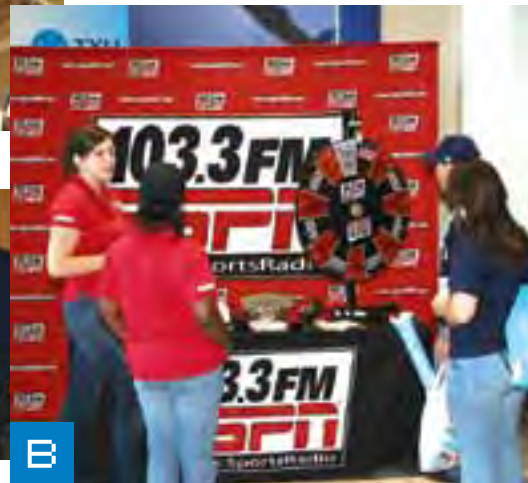
7





From the moment Mavs fans arrive at American Airlines Center, they are treated to quality entertainment not only from the product on the court, but also off the court. Mavs sponsors have the opportunity to incorporate their brand into the fun and excitement of our game presentations!

- A. Premium Item Giveaways
- B. Concourse Displays
- C. Fan Zones
- D. On Court Promotions and Contests



Also available:

- Terrace Level Branding
- Exit Sampling
- Premium Seat and Suite Drops
- Video Sponsorship
- Text-to-Win Sweepstakes
- Scoreboard Promotions and Spots



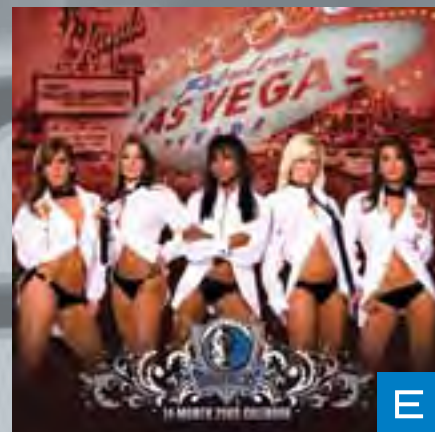
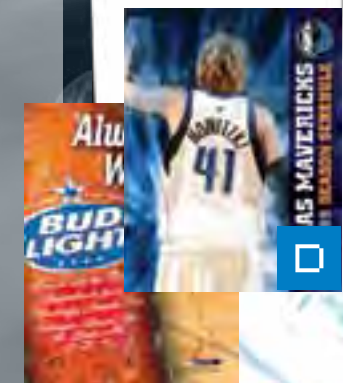
Photograph by Jason Wynn

For a majority of Mavs home games, fans congregate at the Party on the AT&T Plaza to get ready for the game. This carnival-like scene allows sponsors to interact with Mavs fans in a new and unique way.

- Party on the AT&T Plaza Presenting Sponsorship available
- Booths and Interactive Displays
- Concert Series
- Pep Rallies
- Game Watch Parties





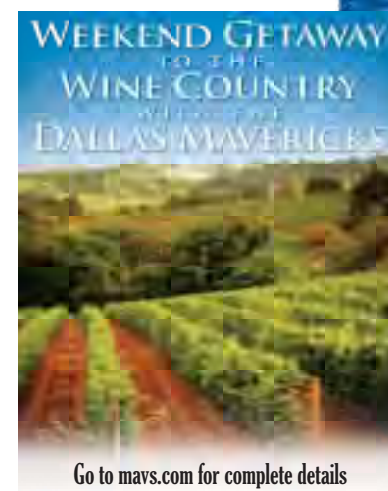


Partners can attach their name and logo to the Mavericks by placing ads in any Mavericks publication or on Mavericks marketing materials.

- A. Tipoff - free fan guide with circulation of 10,000 each home game
- B. Mavericks Ticket Backs - circulation 12,800 each home game
- C. FanClappers - circulation 10,000 each home game
- D. Pocket Schedules available in English and Spanish
- E. Mavericks Dancer Calendar
- F. Mavericks Yearbook delivered to season ticket holders and available to purchase in the fan shops - circulation 12,500 each season
- G. Mavericks Media Guide - available online and on Flash Drive
- H. GameTime game program - circulation 34,000 each season

The Mavericks are able to take a partner's message beyond the game. With retail promotions, partners can connect to Mavs fans at any time, anywhere.

- Logo Rights\*
- On-site Events
- Player and Entertainment Appearances
- Commemorative Items
- Point-of-Purchase Displays
- Retail Sweepstakes



Go to mavs.com for complete details



\*Sponsors may have the opportunity to use the Dallas Mavericks logos and player likenesses for retail promotion. Terms and conditions apply.





The Mavs mascots and performance groups provide on-court entertainment for fans at 45 games each season. Off the court, they act as Team Ambassadors at hundreds of appearances throughout the Dallas/Ft. Worth area year round.

#### Mavericks Dancers

- Presenting Sponsorship
- Assoc. Sponsorship w/ Barter Opportunities
- Dancer Page on Mavs.com
- Mavericks Dancer Calendar
- Appearances

#### Mascots Mavs Man and Champ

- Associate Sponsorship
- Mascots Page on Mavs.com
- Appearances and Performances

#### Mavs ManiAACs

- Presenting Sponsorship
- Associate Sponsorship
- ManiAACs Page on Mavs.com
- Appearances and Performances



The Mavericks organization prides itself on its commitment to our fans. The organization is continually ranked high among professional sports teams in fan relations and the ease of access to players, coaches and team management. The Mavericks fulfill this commitment through grassroots events throughout the year.

- Hoop Camp - Over 3,000 kids ages 8-18 participate in 17 different camps across North Texas

- NBA 101 - Between 200 and 250 women learn the basics of NBA basketball from Mavs coaches and staff

- Festival de los Mavs - This spring event draws close to 2,000 people to AT&T Plaza and allows sponsors to reach some of the Mavericks most loyal fans, the Hispanic fan base

- Spirit Week - A week-long series of special events, appearances and watch parties held annually in Ft. Worth or around the Metroplex

- Pep Rallies - Fans start off the season or the post-season with a Mavs Pep Rally at a partner's store location or on the AT&T Plaza

- Game Watch Parties - For road games, fans can cheer on the Mavs while they are on the road at game watching parties



## 14 COMMUNITY PROGRAMS

The Mavericks make it a top priority to give back to the Dallas/Ft. Worth community. Through several community programs, the team is able to assist fans that need it the most.

**Reading Challenge** – The Mavericks host a Reading Challenge every year which encourages literacy for students in grades 2-5. The students are rewarded with prizes for the different levels that they achieve and the ultimate prize for the school that reads the most minutes is a pep rally from a Mavs player.

**Coat/Blanket Drive** – The Mavs hold a coat/blanket drive to collect new or gently used coats and/or blankets which are donated to local shelters during the winter months.

**Holiday Parties** – The Mavs host two parties for local Metroplex organizations during the holidays. The annual Turkey Dunk is held in November, with the entire team putting on a basketball clinic for disadvantaged children. The Holiday Party takes place in December and the kids in attendance have a chance to challenge the players to their favorite video games or activities.

**Black History Month** – The Mavs host a Black History Month Challenge for middle and high school students in the Metroplex. Students write an essay about which influential black leader from American History inspires them and how they made an impact in their lives.



## BUILDING SIGNAGE 15



There are countless opportunities to promote your brand at American Airlines Center from inside the bowl, to the concourse, to the arena.

Signage examples shown:

- HD Spectacular on AT&T Plaza
- Pole Signs
- Scoreboard Underbelly
- Restaurant and Lounge Branding
- Concourse Signage

Also available:

- Back-lit bowl Signage
- 360 LED Logo Placement
- Parking Garage Signage





# 16 BEST PRACTICES

DECODER PIECE



SWEEPSTAKES PAGE AND DECODER BOX

**ACUVUE**  
Objective  
Stimulate trial sampling

## Strategy

Executed a multidimensional promotion, including an online sweepstakes offering a chance to win playoff tickets, merchandise, locker room tours and a meet & greet with a Mavericks player. Every registrant received a certificate for a free trial pair of contact lenses, which allowed fans the opportunity to determine if Acuvue lenses were right for them.

## Promotional Tactics

- Interactive displays on concourse and AT&T Plaza to encourage fans to sign up for a free trial and register for the sweepstakes
- Mavs.com banner and skyscraper advertising
- Mentions in television and radio broadcasts
- Promotional messaging in Mavs e-mail blasts
- In-arena placard giveaways to all fans
- In-arena decode-to-win promotion (Could also take decoder piece home and use at Mavs.com)

## Results

Acuvue was able to increase sales in the Dallas market by 10% after receiving an estimated 100% in added value

# GET YOUR EYES CHECKED!



AT&T PLAZA INTERACTIVE DISPLAY



ONLINE SKYSCRAPER AD

# BEST PRACTICES 17



ON-COURT PROMOTION



LED SIGNAGE



IN-ARENA TV NETWORK



PLAYOFF POLE BANNERS

**COMMUNITY COFFEE**  
Objective

- Grow awareness, brand preference, and trial of Community Coffee in Dallas
- Establish Community Coffee as the Premium Coffee Brand involved in the local community

## Strategy

- Leverage arena/sports sponsorship as a primary equity building vehicle in Dallas
- Distribute Community Coffee product to consumer and remind them of the brand through various in-arena touch- points

## Product Inclusion, Product Designation & Product Distribution

- Sponsor named "Official Coffee of American Airlines Center"
- Sponsor product is exclusively served at American Airlines Center
- Distributed 9,000 bags of coffee to consumers at the conclusion of (2) regular season home games
- Distributed 7,500 bags of coffee to consumers at the beginning of (1) playoff home game
- Distributed 9,000 travel mugs with coupons to consumers at the beginning of (4) regular season home games

## Results

- Increased dollar market share in Dallas + 3.5% vs. previous year
- Exceeded FY09 Revenue Plan by 30%



## 18 BEST PRACTICES



STACK SPEAKS TO WINNER'S SCHOOL



CHECK PRESENTATION



NEWS COVERAGE



IN STORE POP ARTWORK (SHELF TALKER & DANGLER)

WINNER AND STACKHOUSE

## Dannon and Dairy MAX Objective

Increase awareness of healthy living alternatives for children ages six through twelve

### Strategy

Executed an essay contest and encouraged children to write about how they get their "Three A Day" on gameday and why they love the Mavs. Forms were located at a local grocer near Dannon products. The winner was able to take Jerry Stackhouse to school, received tickets to a home game and participated in a halftime check presentation.

### Promotional Tactics

- Information page on Mavs.com directing fans to visit the Dannon display at a local grocer to pick up the entry form
- Live mentions in television broadcasts on TX421
- ESPN Radio commercials recorded by Jerry Stackhouse
- Live mentions on radio broadcasts on ESPN Radio
- Live mentions in Spanish broadcast on KFLC
- Mentions in-arena during Mavs home games

### Results

Over 500 essays were submitted and Dairy MAX and Dannon received added value through coverage on multiple television and print outlets throughout the Dallas/Ft. Worth area

## BEST PRACTICES 19



## Coors Light Objective

Position Coors Light in the DFW Hispanic market as the beer of choice of the Dallas Mavericks

### Strategy

- Integrated Los Mavs branding to convey an emotional connection to Hispanic Mavs fans
- Executed a "Mavs for a Day" text-2-win sweepstakes targeting the Hispanic community while taking advantage of the Los Mavs branding
- Presenting sponsor of Festival De Los Mavs

### Mavs for a Day Marketing and Activation

- Billboards placed in high-density Hispanic areas
- In-store POS/POP elements utilizing Los Mavs branding
- Distributed jersey koozies at bars, retailers and Mavs games and special events

### Festival De Los Mavs Marketing and Activation

- Television spots on Univision and Telefutera
- Radio mentions and autograph-pass giveaway promotion across four (4) Univision radio stations
- Print Ads in Spanish publications (Mercado Bilingue, EnCasa and Buena Guía)
- In-Game PA's and scoreboard graphics announcing event
- Top Story and informational page on Mavs.com
- Coors was the primary beer being served on site
- Signage on stage, around exterior of plaza and HD screen
- Interactive booth with JJ Barea autograph signing, Koozie giveaways, etc

### Results

Grew market share in Hispanic segment during the promotional period



20 2010 All-Star Game



February 10th - 14th, 2010

NBA All-Star is a showcase of the world's greatest players. Filled with a variety of exciting competitions, private hospitality opportunities and social responsibility initiatives, this marquee event provides the ideal opportunity to leverage your relationship with the world's most dynamic sports league. With events stretching across three cities in North Texas over five days there are numerous opportunities for your company to be a part of this unprecedented event.

- NBA Jam Session
- Private Events
- NBA Cares
- Hospitality
- Tickets and Suites to all events



