

Topgolf Teams with Dallas Mavericks for Unmatched Fan Experiences

Sports entertainment powerhouses enter new partnership

DALLAS, March 3, 2020 /PRNewswire/ -- [Topgolf Entertainment Group](#), a global sports and entertainment community, has engaged its hometown NBA franchise, the [Dallas Mavericks](#), to create unmatched entertainment experiences for fans. The sports entertainment powerhouses will come together for promotional offers through game day activations, watch parties at Topgolf's four venues in the Dallas/Fort Worth Metroplex, exclusive fan experiences and more.

With a growing sports entertainment platform and global fanbase, Topgolf sought to expand its reach in the community even further by bringing the fun and excitement of its brand to a likeminded leader in sports. Partnering with the Mavericks was a perfect fit.

"Topgolf is all about providing fun experiences in a unique atmosphere," said Dallas Mavericks Owner Mark Cuban. "We provide 41 parties each season at the American Airlines Center for our fans and now Topgolf can help us bring a great experience for Club Maverick Members and our fans while we host Mavs watch parties at Topgolf venues."

Nationally, Topgolf partners with popular sports franchises across the NHL, MLB, collegiate sports, motor sports and more to reach a diverse audience of fans. When looking for its first NBA partner, Topgolf felt the Mavericks brought a shared vision and excitement.

"The Mavericks' influence in Dallas is undeniable – it's such a beloved brand in our community," said Topgolf Entertainment Group Chief Executive Officer Dolf Berle. "We were looking for an organization that puts the fans and community first, and the Mavs are a clear fit. By teaming up, Topgolf and Mavs fans will get new and exclusive experiences."

Topgolf will kick off the partnership with Dallas Mavericks watch parties on March 10 at Topgolf The Colony and April 13 at Topgolf Allen. Fans can enjoy Topgolf's chef-driven food and drinks while watching their favorite team on more than 200 HDTV screens throughout the venue.

In addition, fans will get a \$20 credit for Mavericks tickets with the purchase of a \$100 Topgolf gift card through the 2019-2020 Mavericks regular season. Take advantage of this limited time offer at topgolf.com/mavsp perks.

For the latest updates from Topgolf, visit topgolf.com and follow @Topgolf on Facebook, Twitter, Instagram and LinkedIn.

ABOUT THE DALLAS MAVERICKS

The Dallas Mavericks are a first-class global sports and entertainment organization providing memorable experiences for fans worldwide. The Mavs compete in the National Basketball Association as a member of the Western Conference and play at American Airlines Center under the direction of Coach Rick Carlisle, General Manager Donnie Nelson and Owner Mark Cuban. Since the inaugural season in 1980-81, the Mavs have won three division titles, two conference championships and one NBA championship in 2011. In addition to on-court success, the Mavs are committed to making a difference in North Texas through community programs and the Mavs Foundation. For more information on Dallas Mavericks players, staff, stats and tickets, visit mavs.com.

ABOUT TOPGOLF ENTERTAINMENT GROUP

Topgolf Entertainment Group is a technology-enabled global sports and entertainment community that connects people in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What began as a technology that enhanced the game of golf now encompasses a range of experiences

where communities can discover common ground at brand expressions including Topgolf venues, Lounge by Topgolf, Toptracer, Toptracer Range, Topgolf Swing Suite, Topgolf Studios, Topgolf Live, World Golf Tour (WGT) by Topgolf and Driving for Good.

ABOUT TOPGOLF VENUES

Topgolf venues, the first brand expression from Topgolf Entertainment Group, connect people in meaningful ways through technology, entertainment, food and beverage, and the belief that Topgolf is a place where one can discover common ground no matter the occasion. These venues feature high-tech gaming, climate-controlled hitting bays, a chef-driven menu, hand-crafted cocktails, music, corporate and social event spaces, and more. Topgolf venues entertain more than 23 million Guests annually at nearly 60 locations across the U.S. and internationally.

Media Contact:

Kara Barry
Head of Communications
Ph: 214-501-5028
E-mail: press@topgolf.com

SOURCE Topgolf Entertainment Group

Additional assets available online:  [Photos \(1\)](#)

<http://press.topgolf.com/2020-03-03-Topgolf-Teams-with-Dallas-Mavericks-for-Unmatched-Fan-Experiences>