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## PRESS RELEASE

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### **Visit Tulsa teams up with community partners for Dallas Mavericks takeover**

*Tulsa is on the offence for the Oct. 5<sup>th</sup> pre-season OKC Thunder game at BOK Center*

**Tulsa, OK** – Visit Tulsa today announced their role as the Presenting Sponsor of the Oct. 5 Dallas Mavericks vs. Oklahoma City Thunder livestream from downtown Tulsa’s BOK Center on [mavs.com](http://mavs.com), part of the NBA’s official website. The unique marketing effort to Mavericks fans will include 20 minutes of advertisements, multiple in-game announcements and promotional graphics, each designed to showcase the Tulsa experience and promote travel in the region to 2 million Mavs fans in the North Texas region.

“We’re thrilled to work as a team to highlight our diverse, multi-faceted city to the Dallas market and beyond,” said Renee McKenney, senior vice president of tourism for the Tulsa Regional Chamber and president of Tulsa Regional Tourism. “This pre-season game is already doing a fantastic job of bringing new visitors to experience Tulsa in action both on and off the court, but we look forward to generating some serious interest for the folks viewing the game remotely.”

The Wednesday matchup will be the OKC Thunder's 13th preseason game in the downtown Tulsa Arena District and the third time Oklahoma City and Dallas will face off there.

“This is such a great opportunity on top of the already exciting prospect of hosting an NBA pre-season game in Tulsa,” Tulsa Mayor G.T. Bynum said. “We are now able to provide a warm Tulsa welcome and showcase what our unique and dynamic city has to offer to thousands of Mavericks fans.”

Not only will Thunder and Mavericks fans attending the game have a chance to experience Tulsa in-person, but fans viewing the event remotely via [mavs.com](http://mavs.com) will see messaging highlighting Tulsa as a destination to live, work and visit throughout the game.

“Our mission at Tulsa Remote is to champion Tulsa’s incredible quality of life through diversity, inclusion and culture to those seeking a new home and community of remote workers,” said Justin Harlan, Managing Director of Tulsa Remote. “We’re excited to share this opportunity with countless Mavericks fans knowing this may inspire someone to make a game changing move to Tulsa.”

In conjunction with the takeover, Visit Tulsa and the Dallas Mavericks have another play up their sleeves in the form of the Tulsa Timeout Giveaway package, designed to both reward Mavericks fans *and* encourage travel to Tulsa. This includes four tickets to the Dallas Mavericks

Dallas Mavericks 2022/23 season opening home game along with a robust Tulsa getaway package slated for this December.

“This is a first for our organization; teaming up with another city to tell a genuine story and inspire economic impact through tourism,” said Dallas Mavericks SVP of Corporate Sponsorships Ryan Mackey. “Team Tulsa is in a distinct position to reach an adventurous audience, via our broadcast, many of whom live within driving distance of the city.”

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### **About Tulsa Regional Tourism**

Tulsa Regional Tourism is northeast Oklahoma’s premier accredited destination marketing organization. Housed at the Tulsa Regional Chamber, it includes Visit Tulsa for leisure travel, Tulsa Convention & Visitors Bureau for meetings & conventions, Tulsa Sports Commission for amateur & pro sports and the Tulsa Office of Film, Music, Arts & Culture (FMAC) for creative industries and an accredited film commission. Tulsa Regional Tourism leads the community’s bidding for and hosting of signature events like the NCAA men’s basketball tournament, the Big 12 Wrestling Championship, USA BMX Grand Nationals, the Arabian Horse Association’s U.S. Nationals and more. Learn more at [visittulsa.com](https://visittulsa.com).

### **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 Jason Kidd, General Manager Nico Harrison, CEO Cynt Marshall and Governor Mark Cuban. Since the inaugural season in 1980-81, the Mavs have won four 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](https://mavs.com).