

Memphis Grizzlies “MVP 365” Program Overview

The Memphis Grizzlies MVP (Most Valuable Patron) season-ticket membership (“MVP 365”) is a comprehensive loyalty program for season-ticket holders. Official materials emphasize perks like priority ticket access, exclusive events and lounges, concierge services, in-seat ordering, merchandise discounts, and dedicated service representatives ¹ ². For example, MVP 365 members receive special event RSVPs and status badges via the Grizzlies mobile app ¹ ³, and top-tier seat holders get amenities such as an all-you-can-eat VIP lounge, free parking, and 25% off team-store merchandise ². These benefits – supported by sponsors (e.g. Pinnacle Financial Partners) ⁴ and partners – are designed to boost revenue and engagement across tickets, retail, concessions, digital channels, and fan loyalty.

Ticket Sales (Retention and Upsell)

Ticket revenue is the cornerstone of an NBA team’s business (typically ~60–65% of total revenue ⁵). The MVP 365 program protects this by locking in season-ticket holders with enhanced value. Members get **priority seat selection, guaranteed renewals and upgrade options**, and early/exclusive presales for high-demand games or the postseason. For example, the Grizzlies (like other teams) offer tiered loyalty levels (“Legend”, “All-Star”, etc.) that grant increasing privileges by tenure ⁶. In practice, strong loyalty programs help maintain exceptionally high renewal rates: for context, elite teams renew ~97–99% of full-season tickets ⁷. **Small retention gains have outsized impact – industry research shows a 5% increase in retention can raise profits 25–95%** ⁸. Thus, MVP perks (e.g. free upgrades ⁶, exclusive arenas clubs ⁶, and a dedicated account rep) translate into more predictable ticket revenue and higher lifetime value of fans.

Merchandise Revenue

MVP membership also drives merchandise sales. Members routinely receive **store discounts and rewards** (e.g. 25% off team-store items for top-tier seats ⁹) and early access to exclusive merch. By integrating loyalty in their app’s “Native Wallet”, the Grizzlies enable members to manage and redeem these perks ³. This encourages extra purchases: loyal customers generally spend significantly more – one study found reward-program **customers spend 15–25% more on average** ¹⁰, and loyal fans buy more frequently and pay higher prices ¹¹. Internally, the Grizzlies’ CRM (which pulls ticket and Fanatics merch data) uses MVP status to target marketing and offers to members ¹² ¹³. In short, MVP members become habitual shoppers – they visit the team store more often (aided by app discounts ³) and spend more per visit, boosting official merchandise revenue.

Concessions & In-Arena F&B

Improving the concessions experience is a key MVP focus. “Concessions have always been a hot button” for fans ¹⁴, and the Grizzlies address this with **MVP-only express lines and in-seat ordering**. For example, in 2008 the Grizzlies created dedicated “MVP Express” lanes at multiple food stands ¹⁴. Courtesy seats get private waiter service or mobile ordering ¹⁵, and floor-seat holders enjoy an all-inclusive lounge (free food

and drink) ¹⁶. These conveniences increase spending: data suggests fans will spend ~42% more on concessions if lines are cut or service is faster ¹⁷. In practice, easier access and faster service mean MVP members can make multiple concession purchases per game, raising per-fan F&B revenue. **Given typical NBA per-capita food/bev spend is on the order of \$14–\$30 per game ¹⁸ ¹⁷, even a small uplift yields a material gain.** (By contrast, a VIP lounge with all-you-can-eat shifts spend into the premium seating price but still enriches the high-end experience.) **Free perks** like complimentary parking also matter: members get reserved or free parking ¹⁹, which incentivizes earlier arrival and longer in-arena time, indirectly boosting concession and retail sales.

Digital Engagement

The MVP program is deeply integrated with the Grizzlies' digital platforms. Through the official app and CRM, members enjoy **personalized digital experiences**: they can RSVP to member-only events, redeem rewards in an app wallet, and even sport an MVP status badge in-app ³ ¹. Behind the scenes, the team's analytics platform (Ticketmaster+Fanatics data feeding Salesforce/KORE) tracks member activity ¹². This data-driven CRM allows the Grizzlies to tailor communications (e.g. push notifications, emails) to MVP members, driving up engagement. Indeed, modern loyalty programs are credited with raising app and media engagement: one overview notes that sophisticated loyalty systems can boost revenue (not just in-venue) by 5–15% through personalization ²⁰. By keeping MVPs connected via the app, exclusive content (Grind City Media behind-the-scenes features), and direct messaging from their service rep ²¹ ¹², the Grizzlies sustain frequent digital touchpoints. Engaged MVPs are more likely to click team emails, follow social channels, and consume owned media – raising digital reach and data collection.

Fan Retention and Acquisition

The MVP 365 program directly targets fan loyalty. By rewarding tenure and repeat purchases, it raises each fan's lifetime value. Loyal fans are intrinsically valuable: research shows repeat customers buy 64% more frequently and spend more per transaction ¹¹. Programs like MVP make fans feel appreciated (e.g. Legends perks, invitation-only hoops clinics ²²), which reduces churn. In practice, loyal season-ticket holders often renew multiple years in a row, and many upgrade to premium tickets or add-on games. The structure also creates word-of-mouth ambassadors: nearly half of devoted customers will recommend their team to friends ²³. Indeed, an MVP member who feels "in the inner circle" may drive new fan sign-ups by social proof or hosting new attendees. **Quantitatively, loyalty initiatives correlate with stronger CLV: McKinsey found top programs boost redeemers' spending by 15–25% ¹⁰, and Bain reports that modest retention gains translate into 25–95% higher profit ⁸.** In short, MVP membership increases the odds that fans stick around season after season (and tell others), expanding the fan base over time.

Sponsorship Value

Loyalty programs like MVP enhance sponsorship appeal. First, MVP 365 itself is co-branded by Pinnacle Financial Partners ⁴, giving the sponsor exclusive naming and visibility. Second, activated sponsors (e.g. Comcast with League Pass) have used the program to engage fans: in 2008 the Grizzlies arranged free NBA League Pass subscriptions for MVPs through a Comcast partnership ²⁴. More broadly, MVPs represent a **high-value audience** – these are the team's most devoted customers, attractive for sponsor marketing. Sponsors can target MVPs with exclusive promotions (e.g. partner discounts in the wallet, VIP hospitality tie-ins) that wouldn't reach casual attendees. The rich data from the loyalty program also helps sponsors: by

integrating with the Grizzlies’ CRM, sponsors can gauge which perks drive engagement. In industry terms, loyalty-centric fan identification is “the tip of the spear” for segmentation and revenue generation ²⁵ . In practice, the MVP program creates premium inventory (courtside clubs, VIP events) that carries sponsor branding. For example, the courtside club (currently branded the WKND Hang Suite ¹⁶) and premium lounges are sponsor-affiliated. All of this deepens sponsorship value: Oracle research estimates that personalized loyalty initiatives can raise overall team revenue 5–15% ²⁰ , implying sponsors get more exposure (and data) from these incremental fan dollars.

In-Arena Spending (Premium Experiences)

Beyond concessions and merch, MVP membership drives other in-arena spending. Premium seat holders often pay a hefty price for all-inclusive amenities – for instance, floor-seat patrons pay thousands per seat for unrestricted food/drink and VIP services ² . These ticket prices embed (and exceed) average per-game F&B revenue ¹⁸ , and loyalty perks like valet parking and exclusive entrances enhance the premium experience. By providing **all-inclusive benefits** (e.g. the Sissy’s Log Cabin lounge ¹⁶) and in-seat service, the Grizzlies encourage high spenders to consume more of the offering without frictions. In short, MVP tiers are engineered so that the highest-paying fans get commensurate service, which keeps the top-end revenue stream healthy. Even for non-floor members, conveniences like free parking and express entry translate into more time and comfort at the arena, which tends to increase incidental spending (on food, drink and souvenirs).

Summary

Overall, the Memphis Grizzlies MVP 365 loyalty program leverages official perks (concierge, lounges, discounts, early access, app integrations) to stimulate revenue in every category. It helps protect and grow **ticket income** (the team’s largest revenue bucket) by locking in renewals and enabling upgrades, while simultaneously boosting **merchandise and F&B sales** through discounts and better service. Digital engagement is heightened via app-driven rewards and data capture ³ ¹² . Crucially, the program amplifies **fan lifetime value and brand loyalty**: loyal members spend significantly more and last longer (studies show loyalty programs can raise spending 15–25% and retention-driven profits by 25–95% ¹⁰ ⁸). Finally, it enhances **sponsorship value** by supplying a captive, high-engagement audience and rich fan data (not to mention direct sponsor branding on MVP perks ⁴ ²⁴). In sum, MVP 365 not only deepens fan engagement with the Grizzlies, it measurably augments revenue and brand equity across the business. ²

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Table: Examples of MVP Program Benefits and Business Impact

MVP Benefit (Perk)	Affected Business Area	Impact/Metric Example
Early ticket presales & priority seating	Ticket Sales (Retention)	Maintains high renewal rates (NBA leaders ~97–99% renewals ⁷)
Exclusive lounges & in-seat service (concierge)	In-Arena Spending & F&B	Faster service, shorter lines → ~40% higher F&B spend ¹⁷ ; comfort increases per-fan spend

MVP Benefit (Perk)	Affected Business Area	Impact/Metric Example
Merchandise discounts (team store)	Merchandise Revenue	Loyal fans buy more (+64% frequency, +31% paid premium ¹¹); wallets drive 15–25% higher spend ¹⁰
MVP digital wallet & app events portal	Digital Engagement & Sales	Increases app use and online redemption of rewards ³ ; loyalty programs boost spend 15–25% ¹⁰
VIP events (e.g. Hoop School, meet-ups)	Fan Engagement / Retention	Deepens emotional loyalty; ~47% of fans recommend trusted teams ²³
Sponsor integrations (free League Pass, etc.)	Sponsorship Value	Strengthens sponsor ROI; e.g. Comcast/NBA League Pass deal for MVPs ²⁴
Complementary parking & express entry	In-Arena Experience	Reduces friction, increases time in arena; premium convenience = higher spend per fan

Sources: Official Grizzlies MVP materials and media reports ² ¹⁴ ¹; industry analyses of loyalty impact ¹⁰ ⁸ ¹⁷.

¹ Memphis Grizzlies on the App Store

<https://apps.apple.com/us/app/memphis-grizzlies/id787339433>

² ⁹ ¹⁵ ¹⁶ ¹⁹ ²² s3.grizzliesapp.com

https://s3.grizzliesapp.com/assets/custom_pages/mvprenewals/2023-24-Grizzlies-Season-Ticket-Renewal.pdf

³ ²¹ Grizzlies - Apps on Google Play

https://play.google.com/store/apps/details?id=com.yinzcam.nba.grizzlies&hl=en_US

⁴ s3.grizzliesapp.com

https://s3.grizzliesapp.com/assets/custom_pages/season-tickets/docs/MG_2526_NewSeasonTicketFlyer.pdf

⁵ ¹² ¹³ How the Memphis Grizzlies NBA team is engaging fans at away games and personalising the experience

<https://www.astn.com.au/insights/how-the-memphis-grizzlies-nba-team-is-engaging-fans-at-away-games-and-personalising-the-experience>

⁶ Grizzlies give most loyal fans a Pass

<https://www.sportsbusinessjournal.com/Journal/Issues/2008/08/18/This-Weeks-News/Grizzlies-Give-Most-Loyal-Fans-A-Pass/>

⁷ NBA Season-Ticket Sales Even With Last Year, But Renewals Down

<https://www.sportsbusinessjournal.com/Daily/Issues/2008/11/03/Leagues-Governing-Bodies/NBA-Season-Ticket-Sales-Even-With-Last-Year-But-Renewals-Down/>

⁸ ¹¹ ²³ 32 Customer Loyalty Statistics Your Business Needs to Know in 2025 | SAP Emarsys

<https://emarsys.com/learn/blog/customer-loyalty-statistics/>

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