



LIONS

2016 RENEWAL

WELCOME LIONS FAN

DEADLINE TO RENEW - FEB 24, 2016



2016 REGULAR SEASON HOME OPPONENTS

Thank you for your unwavering support throughout 2015. Our players are privileged to play for and represent Detroit and its football fans.

Though we finished better than we started, the end result still did not meet the standards the Ford family has set for this organization. In addition to aspirations of bringing Super Bowl championships to Detroit, they are committed to fielding a team that consistently performs at the level of its fans – specifically Lions season ticket members – who were exceptional this past season.

In recent weeks we have made some exciting additions to our front office, most notably, the hiring of Bob Quinn as Executive Vice President of Football Operations and General Manager. Beyond evaluating and refining our football staff, he is actively collaborating with Head Coach Jim Caldwell to begin shaping your 2016 Detroit Lions.

With the Senior Bowl this past week, the upcoming NFL Scouting Combine and start of free agency in March, we will be aggressive in improving our roster to compete and win this upcoming season.

On this website, you will find your season membership invoice for the 2016 season which includes a modest price increase. Season ticket members are locked into the lowest ticket price for their seating location for all games – including preseason games which are at the lowest price point in the NFL. Even with a slight increase, the Detroit Lions' average season ticket price ranks in the bottom third of all NFL teams and is one of the best values in the league.

Renewing membership is easy. Simply click on "Renew Now" along the top banner of this website to begin the renewal process.

We are always looking for ways to enhance your season ticket member experience and encourage your suggestions and input. Please feel free to contact our ticket sales customer service team by email at MyLions.Account@lions.nfl.net.

A handwritten signature in white ink, appearing to read "Rodney Wood".

Rodney P. Wood, PRESIDENT

PRICING CHART

100 LEVEL

SEAT LOCATION	SEASON TICKET PRICE	SINGLE GAME VALUE	TOTAL MEMBERSHIP SAVINGS	% SAVINGS VS SINGLE GAME
105 - 107, 126 - 128 (Rows 1-20)	\$1,383	\$1,742	\$359	26%
Lower Level Sideline	\$1,292	\$1,610	\$318	25%
Lower Level Sideline	\$1,168	\$1,342	\$174	15%
Lower Level Corner	\$858	\$1,030	\$172	20%
Lower Level End Zone (Rows 1-9)				
Lower Level End Zone (Rows 10+)	\$802	\$897	\$95	12%

200 LEVEL

206 - 208	\$2,238	\$2,506	\$268	12%
205, 209	\$2,050	\$2,361	\$311	15%
229 - 232	\$1,912	\$2,204	\$292	15%
202 - 204, 210 - 212	\$1,669	\$1,850	\$181	11%
228, 233				
200 - 201, 213 - 214	\$1,404	\$1,712	\$308	22%
226 - 227, 234 - 235				
Mezzanine	\$714	\$831	\$117	16%
Upper Level Sideline (Rows 1-5)				

300 LEVEL

330 - 332 (Rows 1-9)	\$2,238	\$2,506	\$268	25%
330 - 332 (Rows 10+)	\$1,345	\$1,660	\$315	23%
Upper Level Sideline (Sec 329,333)	\$837	\$965	\$128	15%
Upper Level Sideline (Sec 328,334)	\$678	\$866	\$188	28%
Upper Level Sideline (Rows 6+)	\$498	\$602	\$104	21%
Upper Level Corner				
Upper Level Endzone (Rows 1-9)				
Roar Zone (Rows 10+)	\$399	\$517	\$118	30%



BENEFITS AND SPECIAL OFFERS

TICKET ACCESS

Guaranteed playoff ticket purchase priority

Individual game presale access

Payment plan options available

Ford Field concert and event presale access

Opportunity to purchase premium parking

Guaranteed suite access to Ford Field events

SINGLE
GAME
BUYER

SEASON
TICKET
MEMBER

PREMIUM
CLUB
MEMBER

SUITE
HOLDER



BENEFITS AND SPECIAL OFFERS

AMENITIES

NFL Membership Club (Complimentary access to NFL Red Zone, NFL GamePass and discounts on NFLShop.com)

Personal Account Representative

Priority to secure 2016 single game suite rentals

Club Level Detroit-centric favorite restaurants

Comfortable plush leather seating

Most popular sightlines of the playing field

Private club lounges with premium full-service bars and extended service

Concierge service

HD flat screen televisions featuring NFL Sunday Ticket

Annual premium gift

Unlimited food and beverage packages available

Private entrance

Opportunity to use your suite for business meetings throughout the year

Opportunity to brand the interior of your suite to showcase your company

SINGLE
GAME
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SEASON
TICKET
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PREMIUM
CLUB
MEMBER

SUITE
HOLDER



BENEFITS AND SPECIAL OFFERS

EXPERIENCES

Exclusive membership events with Lions Executives and Coaches

Private day at training camp

VIP NFL Draft party invitation with complimentary food and beverage

Opportunity for one game-day experience – 2 spots per account

Annual Suiteholder Away Game Trip

Annual Suiteholder Junior Training Camp

SINGLE
GAME
BUYER

SEASON
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PREMIUM
CLUB
MEMBER

SUITE
HOLDER



BENEFITS AND SPECIAL OFFERS

DISCOUNTS

Savings of up to 30% vs single game ticket price

Shop.DetroitLions.com online store 20% discount

Ford Field pro shop discount (non-game days)

SINGLE
GAME
BUYER

SEASON
TICKET
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PREMIUM
CLUB
MEMBER

SUITE
HOLDER



BENEFITS AND SPECIAL OFFERS

DON'T MISS OUT ON A GREAT MATCH UP BETWEEN THE BIG TEN AND THE ACC

BIG



ACC

GREAT PRIME SIDELINE SEATS FOR JUST \$50 INCLUSIVE (NO FEES!) - REDUCED FROM \$89
SEATS BETWEEN THE 30 YARD LINES



TO BENEFIT EASTERN MARKET

Join the Detroit Lions at the 4th annual Taste of the Lions. Mingle with players while enjoying live music, a silent auction and food from trendy metro Detroit restaurants.

Save The Date

MAY 18, 2016 at FORD FIELD

Tickets will be available for purchase at Detroitlions.com in late March.



FANTASTIC FEBRUARY

PAY YOUR FULL ACCOUNT BALANCE NOW FOR CHANCES TO WIN THE INCREDIBLE PRIZES BELOW.

One great prize will be given away each week in February. The sooner you pay in full, the more prizes you will be eligible to win.



LIONS FRONT OFFICE FOR A DAY PAY IN FULL BY FEBRUARY 5TH

Meet one-on-one with Lions Executives. You'll also receive a private tour of the Lions Training Facility and Headquarters in Allen Park, Michigan.



NFL DRAFT EXPERIENCE PAY IN FULL BY FEBRUARY 19TH

Travel to Chicago for the 2016 NFL Draft
* Includes transportation, hotel and draft tickets for two



ROAR ON THE ROAD PAY IN FULL BY FEBRUARY 12TH

Join the Lions on the road for a mutually agreed upon 2016 away game.
* Includes airfare, hotel, and game tickets for two



SUPER BOWL 51 PAY IN FULL BY FEBRUARY 24TH

Travel to NRG Stadium in Houston for Super Bowl 51 on February 5, 2017
* Includes airfare, hotel, and game tickets for two

PRIZE DRAWING ELIGIBILITY

- PAY IN FULL BY FEBRUARY 5
- PAY IN FULL BY FEBRUARY 12
- PAY IN FULL BY FEBRUARY 19
- PAY IN FULL BY FEBRUARY 24

LIONS FRONT OFFICE FOR A DAY



ROAR ON THE ROAD



NFL DRAFT



SUPER BOWL 51



* only one winning experience per account holder

IMPORTANT DATE AND PAYMENT PLANS

FEB 2016

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DEPOSIT DEADLINE

A minimum 25% deposit per seat is required to maintain your Season Ticket Membership account. If this deposit is not received by February 24, 2016, your membership account status will be cancelled and your seats will be released.

PLEASE NOTE: Payment must be received by February 24, 2016. Bank items returned for any reason are subject to a \$100 fee and/or cancellation. For fastest service, please renew either by mail or by visiting www.mylionsaccount.com.

MAY 2016

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FINAL PAY-IN-FULL DEADLINE

Season Ticket Membership account must be paid-in-full to maintain your membership status and prevent cancellation of your account.

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PAYMENT PLAN ENROLLEMENT DEADLINE

Season ticket members have the option to pay in full, or break up their payments into four equal installments. When choosing the 4-installment payment plan, your credit or debit card will be securely stored and will be automatically charged according to the below schedule:

1st Installment of 25% - Charged at time of enrollment (Deadline to enroll is 2/24/16)
2nd Installment of 25% - Automatically charged on 3/24/16
3rd Installment of 25% - Automatically charged on 4/24/16
Final Installment of 25% - Automatically charged on 5/24/16

COMING
SPRING OF
2016

ONLINE SEAT RELOCATION AND ADDING SEATS PROCESS

This year all seat relocations will be executed through the Detroit Lions online virtual seat relocation tool. In order to participate in the seat relocation process, your account must have the minimum 25% per seat deposit paid by 2/24/16. All correspondence regarding the online seat upgrade process will be communicated via email. To assure timely and accurate delivery of this information, please verify that the Detroit Lions have your correct email address.

IMPORTANT SEAT RELOCATION DATES

March 1, 2016 – Qualified Accounts in good standing will receive an email inviting them to register for the online seat relocation process.
March 8, 2016 – Deadline for accounts to register for the online seat upgrade program.
Following the registration deadline, all registered accounts will be ranked according to seniority. Once accounts are ranked, time slots will be assigned to each account. Information regarding your time slot will be communicated via email in March.

FEB 2016

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PAY-IN-FULL FLASH SEATS INCENTIVE DEADLINE

Accounts that choose Flash Seats as their delivery method, and pay-in-full by 2/24/16, are eligible to receive \$100 in Ford Field Funds. Ford Field Funds may be used for concessions or merchandise purchases at any 2016 Detroit Lions home game. To receive this \$100 incentive, full payment must be received by 2/24/16. Accounts that choose hard stock ticket delivery are not eligible for this incentive.

COMING
SUMMER OF
2016

SEASON TICKET MEMBERS PRIORITY ONSALE FOR SINGLE/INDIVIDUAL GAME TICKETS

\$100 FLASH SEATS INCENTIVE

PAY-IN-FULL / FLASH SEATS \$100 INCENTIVE

All Lions Season Ticket Member accounts are eligible to qualify for a great incentive; \$100 in Ford Field Funds. Ford Field Funds can be used in-stadium for concessions and merchandise purchases at any 2016 Detroit Lions home game.

To qualify for this incentive, you must pay in your invoice in-full by 2/24/2016 AND you must choose Flash Seats as your delivery method. Full payment must be received by 2/24/2016 to qualify for this incentive. To opt-in for Flash Seats, click the "RENEW NOW" button above and answer "YES" to the Flash Seats opt-in question in during the payment process. Qualifying accounts will receive their Ford Field Funds via mail prior to the first 2016 Lions home game.

ABOUT FLASH SEATS

Flash Seats is the Lions digital ticketing system. When choosing Flash Seats as your delivery method, no paper tickets are issued. Patrons with Flash Seats enter the stadium via the Flash Seats mobile app on a smartphone, or through any ID registered to your Flash Seats account. Tickets can be easily transferred via email, and can be posted for resale on NFL Ticket Exchange. For more information about Flash Seats, please visit www.DetroitLions.com/Flash

SUITES AND PREMIUM SEATING

ENHANCE YOUR GAME DAY EXPERIENCE + ENTERTAIN IN STYLE WITH A FORD FIELD PREMIUM SUITE

Indulge in beautiful amenities, benefits and access that are unparalleled to any other Detroit Lions Game Day experience. Guests will enjoy a private Party Suite with intimate sightlines, oversized plush leather seating, gourmet food and beverage service, preferred parking, access to our private Club Lounges and more!

Single Game Suite packages are ideal for groups of 12-50 and include game tickets, VIP parking, and the All-You-Can-Eat catering package. Options: 12-person, 20-person, 25-person, 30-person and 50-person Suites.

SUITE FEATURES

- All-You-Can-Eat catering package includes Buffalo Chicken Wings, "Build-Your-Own" Nacho Bar, Stadium-Style Hot Dogs, Mustard Potato Salad, Coleslaw, Popcorn, Pretzel Twists, Chips, Bottled Pepsi, Diet Pepsi, and Aquafina Water
- Great sightlines
- Premium interior including oversized plush leather seating, granite countertops, bar area with additional seating, maple cabinets, bamboo hardwood floors and lavish lounge areas
- HD flat screen televisions equipped with Direct TV NFL Sunday Ticket Sports Package
- Kitchen with a full-size refrigerator
- Elegant Décor