
Section 1: DEFA14A (DEFA14A)

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A INFORMATION
Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

Dick's Sporting Goods, Inc.

(Name of Registrant as Specified In Its Charter)

N/A

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

N/A

(2) Aggregate number of securities to which transaction applies:

N/A

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

N/A

(4) Proposed maximum aggregate value of transaction:

N/A

(5) Total fee paid:

N/A

- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was

paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

N/A

(2) Form, Schedule or Registration Statement No.:

N/A

(3) Filing Party:

N/A

(4) Date Filed:

N/A

*** Exercise Your *Right to Vote* ***
Important Notice Regarding the Availability of Proxy Materials for the
Annual Meeting of Stockholders to be held on June 13, 2018.

DICK'S SPORTING GOODS, INC.



DICK'S SPORTING GOODS, INC.
345 COURT STREET
CORAOPOLIS, PA 15108

Meeting Information

Meeting Type: Annual Meeting
For holders as of: April 16, 2018
Date: June 13, 2018 Time: 7:30 AM, Eastern Daylight Time
Location: Hyatt Regency
1111 Airport Boulevard
Pittsburgh, PA 15231

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com/dks, scan the QR Barcode on the reverse side of this notice, or request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

Before You Vote

How to Access the Proxy Materials

Proxy Materials Available to **VIEW** or **RECEIVE**:

NOTICE AND PROXY STATEMENT ANNUAL REPORT

How to View Online:

Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) and visit: www.proxyvote.com/dks, or scan the QR Barcode below.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com/dks
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before May 30, 2018 to facilitate timely delivery.

How To Vote

Please Choose One of the Following Voting Methods



SCAN TO
VIEW MATERIALS & VOTE



Vote In Person: Many stockholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: Go to www.proxyvote.com/dks or from a smartphone, scan the QR Barcode above. Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

The Board of Directors recommends you vote FOR the following Class A Directors.

1. Election of Directors, each for a term that expires in 2021:

Nominees:

- 1a. Vincent C. Byrd
- 1b. William J. Colombo
- 1c. Larry D. Stone

The Board of Directors recommends you vote FOR proposals 2 and 3.

2. Ratification of the appointment of Deloitte & Touche LLP as the Company's independent registered public accounting firm for fiscal 2018; and
3. Non-binding advisory vote to approve compensation of named executive officers, as disclosed in the Company's 2018 proxy statement.

NOTE: In their discretion, the proxies are authorized to act on such other business as may properly come before the meeting or any postponement or any adjournment thereof.

E47541-P08357





2018 Annual Meeting
June 13, 2018

Important proxy voting material is ready for your action.

This email represents the following share(s):

DICK'S SPORTING GOODS, INC. - COMMON	123,456,789,012.00000
DICK'S SPORTING GOODS, INC. - CLASS B	123,456,789,012.00000
DICK'S SPORTING GOODS, INC. - RESTRICTED	123,456,789,012.00000
DICK'S SPORTING GOODS, INC. - VESTED	123,456,789,012.00000
DICK'S SPORTING GOODS, INC. - TEST CLASS	123,456,789,012.00000
DICK'S SPORTING GOODS, INC.	123,456,789,012.00000
DICK'S SPORTING GOODS, INC.	123,456,789,012.00000
DICK'S SPORTING GOODS, INC.	123,456,789,012.00000
DICK'S SPORTING GOODS, INC.	123,456,789,012.00000
DICK'S SPORTING GOODS, INC.	123,456,789,012.00000

Three Ways to Vote

-  [Now via ProxyVote](#)
-  [At the Meeting](#)
-  [By Phone 1.800.690.6903](#)

 **Vote By**
June 11, 2018 11:59 P.M. ET

Control Number: 0123456789012345

You are receiving this email because you hold shares of DICK'S Sporting Goods stock. As a stockholder of the Company, you have the right to vote your shares on the proposals outlined below and attend the Company's Annual Meeting. The proposals to be considered at the meeting are:

- (1) Election of Class A Directors;
- (2) Ratification of the appointment of the independent registered public accounting firm for fiscal 2018, and
- (3) Non-binding, advisory vote to approve compensation of named executive officers, as disclosed in the Company's 2018 Proxy Statement.

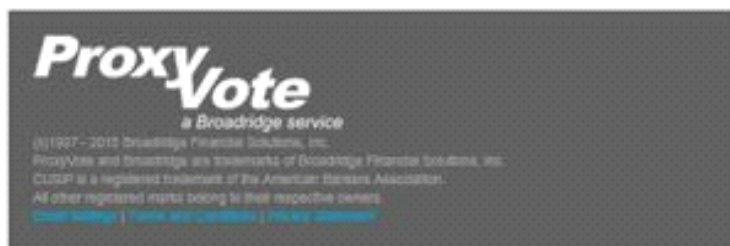
The Board of Directors of DICK'S Sporting Goods recommends that you vote "FOR" each proposal. It is easy to vote your shares!

Please refer to the 2018 Proxy Statement and the Annual Report for fiscal 2017 for detailed information about each of these proposals, the Annual Meeting of Stockholders, and additional information.

Important Materials

-  [Proxy Statement](#)
-  [Annual Report](#)

For holders as of April 16, 2018



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