

DIRECTV
FOR BUSINESS



DIRECTV | MVP

101 GUIDEBOOK

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WHAT IS DIRECTV MVP?



The DIRECTV MVP Marketing Program offers turnkey solutions to build customer awareness and offers a variety of tools to help differentiate businesses by promoting the features and benefits of DIRECTV.

1 BAR AND RESTAURANT MARKETING MATERIALS

On-premise marketing materials are available with every qualifying sports subscription purchase, free of charge! Materials are available for the following sports: NFL SUNDAY TICKET, MLB EXTRA INNINGS, NHL CENTER ICE, NBA League Pass and more!

- » Public Viewing customers subscribing to select sports subscriptions will automatically receive DIRECTV MVP credits to order merchandise on DIRECTVMVP.com
- » Material options include: posters, window clings, banners and much more (varies by sport)



2 DIRECTVMVP.COM

DIRECTVMVP.com is an online tool that allows businesses to take advantage of all the marketing support that DIRECTV provides them for being loyal customers.

- » Customers can log in to DIRECTVMVP.com using their DIRECTV account number or their email address (if on file). The default password will be 'directv' and the customer will be required to change it following initial login.
- » Customers can view, download and print out the most up-to-date sports schedules
- » Look for helpful hints to help customers grow their businesses with DIRECTV Insights
- » Customers will have access to exclusive promotional merchandise and digital assets to display both in their establishment and on social sites
- » Use our sports profit calculators to see the true return on investment of premium sports packages
- » For questions, concerns or access issues, please call us at 1.877.846.7155



3 SPORTS BAR FINDER

DIRECTV's Sports Bar Finder allows patrons to search their current and future locations for bars and restaurants featuring a game or event they are looking for! Check it out at sportsbarfinder.com.

- » Customers can also see Yelp ratings, customer reviews, photos and more
- » Sports Bar customers who take ESPN or any premium sport package are automatically enrolled and listed in the Sports Bar Finder database



4 WEEKLY SPORTS SCHEDULES

Get the latest matchups and programming on DIRECTV so your customers can drive traffic with the most popular sporting events and shows.

- » See sports events up to 7 days in advance
- » Utilize your zip code to see local channels, events and times
- » Easy to print in black and white and distribute to staff
- » Available to receive via email, or by logging into DIRECTVMVP.com or going to sports.directv.com



To learn more, visit DIRECTVMVP.com

DIRECTV
FOR BUSINESS

GETTING STARTED WITH DIRECTVMVP.COM



Our exclusive program provides you with the tools necessary to promote your business as the “Sports Headquarters.”

IT'S AS EASY AS 1, 2, 3...

1 LOG IN—IT'S EASY!

Let's Get Started!

- » We'll automatically enroll all public customers, so visit DIRECTVMVP.com now and your account will already be set up
- » Your username will either be your DIRECTV account number or your email address on file
- » Your default password will be 'directv.' You will be asked to reset your password the first time you log in.



2 ORDER YOUR MERCHANDISE

Start Promoting Today!

- » Click on the [Merchandise](#) button
- » Then, check out your credit bank in the top right corner
- » Click [View All](#) to make sure you see it all!



3 BUILD YOUR BUSINESS

More Sports...More Credits!

- » Just for being a DIRECTV public customer, you will receive **225** reward credits
- » We'll add another **150** credits for NHL CENTER ICE®, NBA League Pass® and MLB EXTRA INNINGS®, and another **250** credits for NFL SUNDAY TICKET



- » Use your credits to order items like coasters, posters, window clings and more!

To learn more, visit DIRECTVMVP.com

DIRECTV
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DIRECTVMVP.COM CREDIT AWARDS



Earn DIRECTV MVP credits when you become a DIRECTV FOR BUSINESSSM customer, and order premium sports packages to help your business become a sports headquarters!

HERE'S HOW IT WORKS!

FOR ANY DIRECTV
COMMERCIAL BASE
PACKAGE, RECEIVE:

225
CREDITS



FOR NFL
SUNDAY TICKET,
RECEIVE:

250
CREDITS



FOR ADDITIONAL
SPORTS PACKAGES,
RECEIVE:



150
CREDITS



EARN UP TO AN ADDITIONAL **700 CREDITS!**

USE YOUR CREDITS TO ORDER THESE GREAT ITEMS AND MORE!



To learn more, visit DIRECTVMVP.com

DIRECTV
FOR BUSINESS

GIVE YOUR BUSINESS A BOOST

with THE CUSTOM SHOP on DIRECTVMVP.com



With a wide array of products and exclusive pricing for DIRECTV customers, THE CUSTOM SHOP is your one stop for all your promotional needs.



PRINT YOUR LOGO ON A VARIETY OF ITEMS AND CREATE A LONG-LASTING IMPRESSION.

- ✓ GARNISH TRAYS
- ✓ SHOT & PINT GLASSES
- ✓ STADIUM CUPS
- ✓ ACRYLIC TENT HOLDERS
- ✓ STAINLESS SHAKERS
- ✓ MATCHBOOKS
- ✓ GIVEAWAYS
- ✓ & MORE!



To learn more, visit DIRECTVMVP.com and [CLICK CUSTOM SHOP](#) to get started!

DIRECTV
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SOCIAL MEDIA STRATEGIES TO OPTIMIZE YOUR BUSINESS

Your marketing game changer.

Your ultimate social media playbook is now on DIRECTMVP.com.



LET US HELP YOU CREATE YOUR SOCIAL MEDIA STRATEGY!



» Promotional Ideas

Engaging contests, games and more that you can run on your social media channels.

» Attracting New Clientele

Learn to better target your posts toward sports fanatics in your area.

» Change Up Your Content

How-to-use videos and stories, designed to give your business a unique voice to stand out from the rest.

» Tips and Tricks

Strategies on how to make your investment in social media go further for less!

» Fresh Assets Monthly

Gain access to regularly updated content for every major sport.

SPORTS BAR **FINDER**

DIRECTV's Sports Bar Finder allows patrons to search their current or future locations for bars and restaurants showing the game they want to see! You can find your bar or restaurant by going to sportsbarfinder.com

BENEFITS

- » A public awareness tool that promotes your business to millions of patrons nationwide
- » Partnership with Yelp to provide real-time business information
- » All the advantages of a website to market your establishment without having to pay for its development, testing and implementation

DETAILS

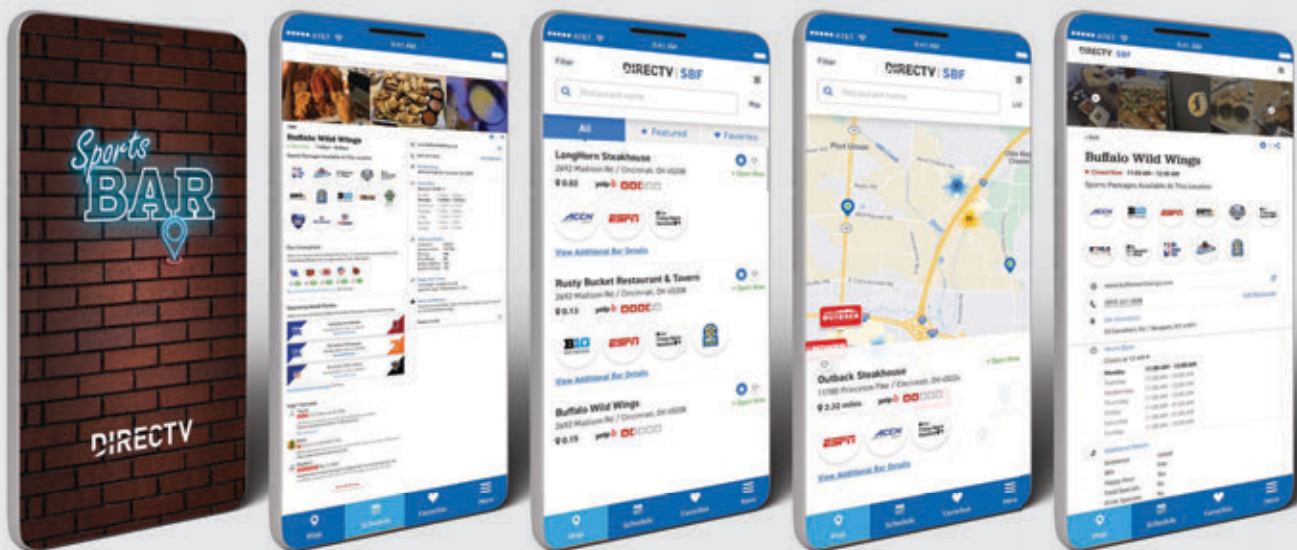
- » Any bar/restaurant customer who receives ESPN or subscribes to any premium sports package will be included!

FEATURES

- » Lists all information such as business name, address, phone, hours of operation, star ratings, customer reviews, photos and more using Yelp data
- » Showcases all premium sports packages that the bar subscribes to, from NFL SUNDAY TICKET to MLS Season Pass!
- » Sort locations by sports packages, hours of operation, etc., by using the filtering option
- » A premium sports schedule so patrons know what time and on what channel their game is on

Business customers can log on to DIRECTVMVP.com and visit the “MY PROFILE” section to control additional Sports Bar Finder content.

- » Add photos and your favorite teams to enhance your profile



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For assistance, contact the DIRECTV MVP Support Center at:
1.844.400.4588 or sales@directv-mvp.com

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