



# DIRECTV | MVP

# 101 GUIDEBOOK

**DIRECTV**  
FOR BUSINESS

**DIRECTV** MARKETING  
**MVP** PROGRAM

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# WHAT IS DIRECTV MVP?



The DIRECTV MVP Marketing Program offers turnkey solutions to build customer awareness and 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](http://directvmvp.com).
- Material options include: posters, window clings, banners and much more (varies by sport).



## 2 DIRECTVMVP.COM

[Directvmvp.com](http://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.

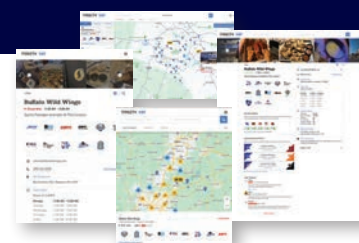
- Customers can log in to [directvmvp.com](http://directvmvp.com) using their DIRECTV account number or their email address (if on file). The default password will be "directv," and the customer will be required to change it following initial login.
- Customers can view, download and print out the most 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](http://sportsbarfinder.com).

- Customers can also see Yelp ratings, customer reviews, photos and more.
- Sports Bar customers who receive 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 seven days in advance.
- Utilize your zip code to see local channels, events and times.
- Easily print events in black and white and distribute to staff.
- Receive events via email, or log in to [directvmvp.com](http://directvmvp.com) or visit [sports.directv.com](http://sports.directv.com).



To learn more, visit [directvmvp.com](http://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](http://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 **50** credits for MLS Season Pass, **150** credits for NHL CENTER ICE®, NBA League Pass® and MLB EXTRA INNINGS® and another **275** credits for NFL SUNDAY TICKET.
- Use your credits to order items such as coasters, posters, window clings and more!



To learn more, visit [directvmvp.com](http://directvmvp.com)

**DIRECTV**  
FOR BUSINESS

# DIRECTVMVP.COM CREDIT AWARDS



Earn DIRECTV MVP credits when you become a DIRECTV FOR BUSINESS<sup>SM</sup> 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:

**275**  
CREDITS



FOR ADDITIONAL  
SPORTS PACKAGES,  
RECEIVE:

**150**  
CREDITS



FOR MLS  
SEASON PASS,  
RECEIVE:

**50**  
CREDITS

EARN UP TO AN ADDITIONAL **775 CREDITS!**

## USE YOUR CREDITS TO ORDER **THESE GREAT ITEMS AND MORE!**



To learn more, visit [directvmvp.com](http://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!

QUICK TURNAROUND TIMES



To learn more, visit [directvmvp.com](http://directvmvp.com)

**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.

To learn more, visit [directmvp.com](http://directmvp.com)

**DIRECTV**  
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# 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](http://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

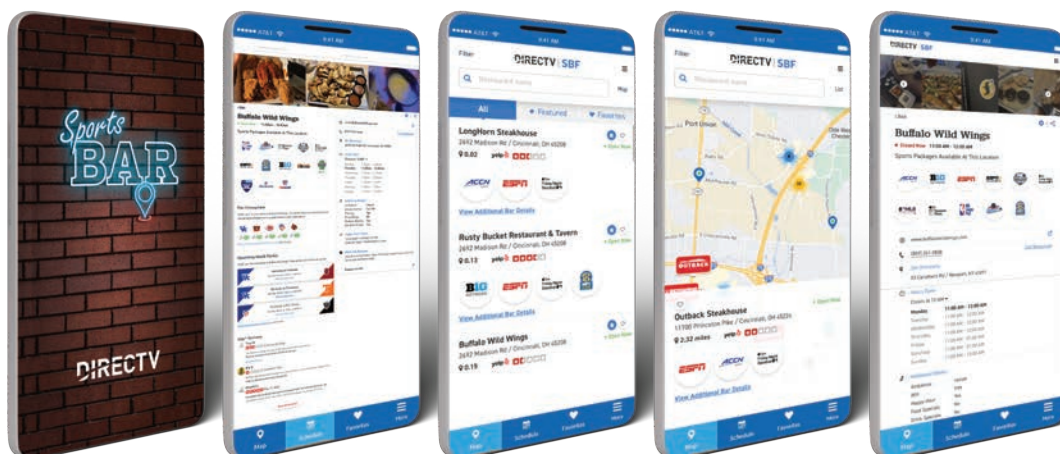
- Any bar/restaurant customer who receives ESPN or subscribes to any premium sports package will be included!

## FEATURES

- Lists all information such as business name, address, phone number, 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
- Allows you to sort locations by sports packages, hours of operation, etc., by using the filtering option
- Includes a premium sports schedule so patrons know what time and on what channel their game is on

**Business customers can log in to [DIRECTVMVP.com](http://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.



To learn more, visit [directvmvp.com](http://directvmvp.com)

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## 101 GUIDEBOOK

For assistance, contact the DIRECTV MVP Support Center at:  
**1.844.400.4588** or [sales@directv-mvp.com](mailto:sales@directv-mvp.com)

**DIRECTV**  
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