



DIRECTV | MVP

101 GUIDEBOOK

SUMMER 2026

DIRECTV
FOR BUSINESS



TABLE OF CONTENTS



2 DIRECTV MVP Marketing Program

3 Getting Started

4 MVP Credit Awards

5 The Custom Shop

6 Sports Bar Finder

WHAT IS THE DIRECTV MVP MARKETING PROGRAM



The DIRECTV MVP Marketing Program offers turnkey solutions to Bar and Restaurant customers to drive awareness and provides 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 kits are available with every qualifying sports subscription purchase, free of charge! Marketing kits are available for the following sports: *MLB EXTRA INNINGS*®, *NHL CENTER ICE*®, and *NBA League Pass*®.

- Public Viewing customers subscribing to select sports subscriptions will automatically receive their marketing kit(s) prior to the start of each sport's season.
- In addition to the marketing kit, Public Viewing customers will also receive DIRECTV MVP credits to order additional 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.

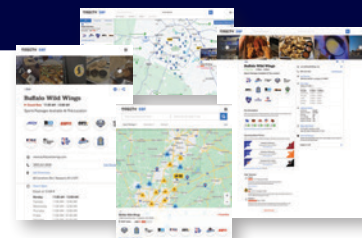
- Customers can view, download and print out the most up-to-date sports schedules.
- Tap into various Playbooks to stay up to speed on industry knowledge.
- Customers will have access to exclusive promotional merchandise and digital assets to display both in their establishment and on social sites.
- 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 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 or visit sports.directv.com.



GETTING STARTED



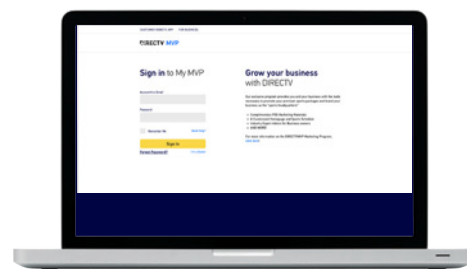
Our exclusive program provides you with the tools necessary to promote your business as the “Sports Headquarters.”

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

1 LOG IN—IT'S EASY!

Let's Get Started!

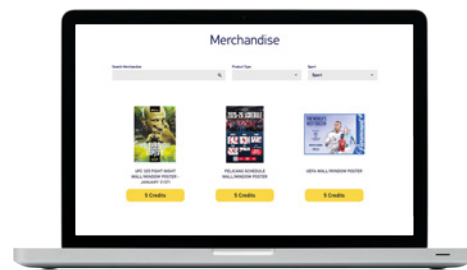
- We'll automatically enroll all public customers, so visit directvmvp.com now, and your account will already be set up.
- Your username will either be your DIRECTV account number or your email address on file.



2 ORDER YOUR MERCHANDISE

Start Promoting Today!

- Navigate to and hover over the Merchandise button at the top of the page.
- Select from the category that best suits you or select View All to see the full offering of materials.
- Check your credit balance available in the top right corner.



3 BUILD YOUR BUSINESS

More Sports = More Credits!

- To thank you for being a DIRECTV public customer, we'll start you off with **225** credits.
- We'll add another **150** credits for NHL® CENTER ICE®, NBA League Pass® and MLB EXTRA INNINGS®.
- Use your credits to order items such as coasters, posters, window clings and more!



DIRECTVMVP.COM CREDIT AWARDS



Earn DIRECTV MVP credits when you become a DIRECTV FOR BUSINESS® 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 ADDITIONAL SPORTS
PACKAGES, RECEIVE:



150
CREDITS

EARN UP TO AN ADDITIONAL **675 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.



**LOW
MINIMUMS**

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

DIRECTV
FOR BUSINESS

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.

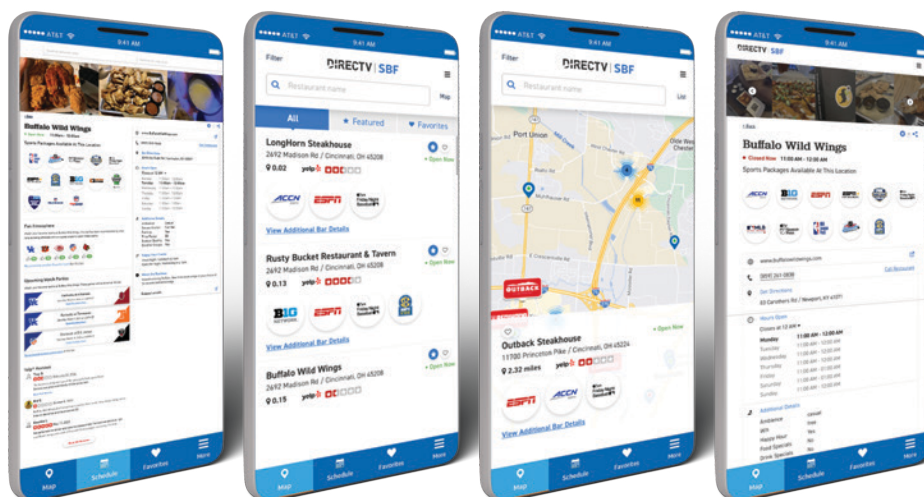
DETAILS

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

FEATURES

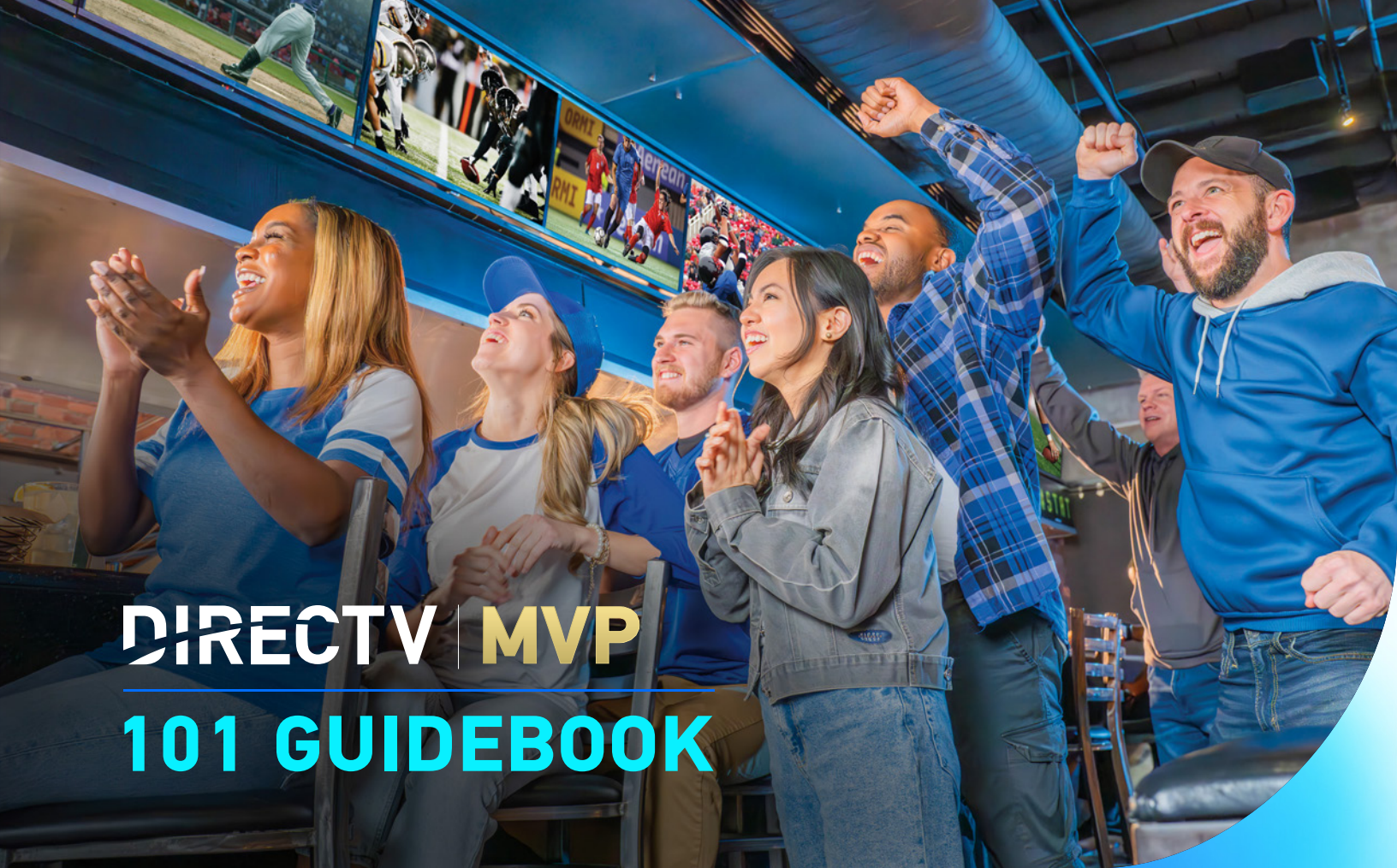
- Lists all information such as business name, address, phone number, hours of operation, star ratings, customer reviews, photos and more using, Yelp data.
- Showcases all premium sports packages and included subscriptions from *MLB EXTRA INNINGS*® to Thursday Night Football to F1 on Apple TV.
- Allows 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.
- Add photos and your favorite teams to enhance your profile.

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



To learn more, visit directvmvp.com

DIRECTV
FOR BUSINESS



DIRECTV | MVP

101 GUIDEBOOK

For assistance, contact the DIRECTV MVP Support Center at:

1.844.400.4588 or sales@directv-mvp.com

DIRECTV
FOR BUSINESS



Use of the DIRECTV mobile apps is licensed under DIRECTV's current End User License Agreement. Use of the DIRECTV mobile apps is also subject to DIRECTV's privacy policy and other legal policies, including DIRECTV's Customer Agreement for users who are DIRECTV customers. DIRECTV commercial customers are authorized to use the DIRECTV Tablet App only in business mode. Certain remote control functions require a standard DIRECTV Remote. Remote App only in business mode. Certain remote-control functions require a standard DIRECTV remote. Tablet remote control functionality requires an Internet or Wi-Fi connection and is limited to the range of network. Internet access and directv.com login required. Internet connections may vary. Only available on certain internet-connected receivers. Visit directv.com/apps for operating system details on compatible iOS and Android tablets only. Remote connections may vary. Charges may apply for an Internet Connection Kit and installation. Requires DIRECTV Plus HD DVR (models HR20, HR21, HR22, HR23, HR24) or DIRECTV HD Receiver (models H21, H23, H24, H25) connected to broadband. DIRECTV Receiver(s) and the tablet must be connected to the same network. iPhone® and iPad® are registered trademarks of Apple Inc. Android™ is a trademark of Google Inc. Use of this trademark is subject to Google Permissions. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. NFL and the NFL Shield design are registered trademarks of the NFL and its affiliates. NHL, the NHL Shield and Center Ice name and logo are registered trademarks and The Game Lives Where You Do is a trademark of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. ©2026 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners.