



# FANTASY FOOTBALL IS SERIOUS BUSINESS



## SCORE MORE CUSTOMERS WITH THE FANTASY FOOTBALL PLAYBOOK





# THE NFL FANTASY SEASON STARTS NOW

## HOW IT WORKS

### FANTASY OWNERS

Each team is managed and coached by a single participant, the team's owner.

### FANTASY TEAMS

Made up of individually drafted quarterbacks, running backs, wide receivers, tight ends and kickers, plus a single team's defense/special teams unit.

### FANTASY LEAGUE

Normally consists of 8 to 14 teams who compete against one another **every week**.

### WEEKLY LINEUPS

Fantasy owners adjust their starting lineups each week of the season based on which teams their players are facing in actual NFL games. Their decisions may be informed by player availability, individual matchups, bye weeks and gut instincts about a player's performance.

### WEEKLY WINS

Owners win each week by scoring more total points than their opponent. Enough wins throughout the season can result in a playoff berth.

MAKE YOUR BUSINESS **THE FANTASY HEADQUARTERS**

# BUILD YOUR BUSINESS

## FANTASY FOOTBALL

### SCORE ALL SEASON LONG

Educate yourself and your staff on this amazing opportunity to create an atmosphere that fantasy football owners will love. It'll help you bring in faithful regulars and new customers alike. Plus, you'll establish your business as **FANTASY FRIENDLY**, and build relationships with customers for years to come.

As a partner with **DIRECTV FOR BUSINESS**,<sup>SM</sup> you'll have the power to provide what fantasy owners crave most: **the ability to watch every player on their teams, every week!** In partnership with **EverPass Media**, **NFL SUNDAY TICKET** brings your customers every live game, every Sunday, all in HD. This includes all **18 weeks of regular season action.**

NFL SUNDAY TICKET includes out-of-market Sunday afternoon games; it does not include (1) games available in-market on local channels (CBS, FOX) or on NFL Network and (2) national NFL games. Select digital-only and international games excluded. NFL SUNDAY TICKET via EverPass is only available for commercial establishments in the U.S., U.S.V.I. and P.R.

You'll also get real-time stats, highlights, projections and key player updates, so owners can dominate their fantasy league.

# BE PREPARED

GET IN THE ZONE!

## EXECUTE

Make sure to give your Fantasy Draft customers the draft board, sheets and stickers provided, so they can track their drafts.

## ANTICIPATE THE ACTION

Drafts can last 2–4 hours, and customers will be hungry and thirsty! Be sure to offer plenty of specials during this time.

## FANTASY FOOTBALL BY THE NUMBERS

**79%**

of all fantasy participants play fantasy football.

**84%**

of fantasy players have a draft party with an average spend of \$653.

**\$11B**

is spent annually on fantasy sports.

**38%**

of fantasy football participants are women.

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# SET THE STAGE

## THE EXPERIENCE

### CONTESTS

Everyone loves a good halftime show. A great way to engage your Fantasy Draft guests is to hold a trivia contest or drawing. This will get the fan base fired up and keep them coming back!

### CONTEST EXAMPLES

The first person to guess who led the league in rushing for the 2023 season gets a free drink. Visit [nfl.com/stats](https://nfl.com/stats) for more ideas like this.

Draw the name of an NFL team out of a hat. Those who are wearing that team's jersey or colors get coupons for free food or drinks to encourage their continued participation with the establishment.

### PREMIUM SEATING

No team wants to get caught with too few players on the field. Make sure each league has plenty of space and enough light to make the right choices.

### BRING DOWN THE NOISE

We all know noise can be distracting and plays a huge part in making poor decisions. Make sure the music is down so owners can concentrate.