

# NBA LEAGUE PASS®

2024-2025 PRICING



**DIRECTV**  
FOR BUSINESS

Get up to a  
**\$300**  
bill credit with  
purchase!\*

## HIGHLIGHT THE VALUE

### MOST GAMES AVAILABLE IN HD!

- HD quality!

### UP TO 40 OUT-OF-MARKET GAMES A WEEK!

- Get the games your customers want to watch!

### DIRECTVMVP.COM PROMOTIONAL CREDITS

- Get 150 credits to order coasters, serving trays, condiment caddies and more!

### DIRECTV® SPORTS BAR FINDER

- Patrons can find NBA LEAGUE PASS® establishments on the Sports Bar Finder.²

### DIGITAL ADVERTISING

- Customers can download NBA LEAGUE PASS® web banners to use on their social media sites located on DIRECTVMVP.COM.

BARS & RESTAURANTS	NEW CUSTOMER	
FCO (Fire Code Occupancy)	1-PAY	5-PAY
1 – 50	\$1,299.00	\$259.80
51 – 100	\$2,349.00	\$469.80
101 – 200	\$4,549.00	\$909.80
201 – 350	\$7,349.00	\$1,469.80
351 – 500	\$8,649.00	\$1,729.80
501 – 750	\$9,299.00	\$1,859.80
751 – 1,000	\$9,749.00	\$1,949.80
1,001 – 1,500	\$12,549.00	\$2,509.80
1,501 – 2,000	\$12,999.00	\$2,599.80
2,001 – 5,000	\$21,599.00	\$4,319.80
5,001 – 10,000	\$32,499.00	\$6,499.80
10,001+	\$51,299.00	\$10,259.80
SHOPS & SERVICES	1-PAY	5-PAY
Business Viewing	\$649.00	\$129.80
Private Viewing	\$649.00	\$129.80
Oil	\$649.00	\$129.80
Private Air	\$949.00	\$189.80
Private Air Additional Receiver	\$199.00	

**96%** of bars and restaurants that subscribe to NBA LEAGUE PASS agree that it has been a good decision for their business.³

(Based on an April/May 2024 national survey of 300 Bars & Restaurants)

## 2024-2025 NBA LEAGUE PASS PROMO ITEMS



\*To access DIRECTV HD programming, HD equipment and HD Access are required. Number of HD channels varies by package selection. \*\*Requires commercial base programming package with ESPN or any premium sports package to be listed on sportsbarfinder.com. †Based on an April, 2024 and May, 2024 national survey of 300 Bars & Restaurants (n = 100 NBA League Pass subscribers, n = 100 NHL Center Ice subscribers, n = 100 MLB Extra Inning subscribers) who expressed an opinion and that subscribed in 2023. **2024-25 NBA LEAGUE PASS ONE-TIME BILL CREDIT:** Offer ends 01/13/25. New NBA LEAGUE PASS customers who sign up for the 2024-25 NBA LEAGUE PASS programming are eligible for a one-time promotional credit of \$300 for Public Viewing or \$100 for Business/Private Viewing. The credit will be issued on or after 10/23/24 and may take up to two billing cycles to appear. Approval of the FCO validation certificate is required for Public Viewing, and NBA LEAGUE PASS activation is necessary. Additional terms and conditions apply. Offer not valid where prohibited or restricted. **2024-25 NBA LEAGUE PASS PROGRAMMING OFFER:** New NBA League Pass Subscribers. To receive NBA League Pass, a DIRECTV commercial subscription to a commercial base programming package is required. Customers must order by 1/13/25 and activate by 2/13/25 to be eligible for the 1-Pay option, and order by 11/13/24 and activate by 12/13/24 to be eligible for the 5-pay option. Pricing based on Fire Code Occupancy (FCO). IN THE EVENT NBA OF AN EARLY DISCONNECT, THE REMAINING BALANCE OF NBA LEAGUE PASS WILL BE CHARGED TO CUSTOMER'S ACCOUNT. LIMIT ONE NBA LEAGUE PASS OFFER PER ACCOUNT. **NBA LEAGUE PASS subscription will automatically continue in 2025 and each season thereafter at then prevailing rate unless customer calls 1-888-388-4249 to cancel prior to start of season.** Programming, pricing, terms and conditions subject to change at any time. NBA, the NBA logo and team identifications are the exclusive intellectual property of NBA Properties, Inc., and the respective member teams. Actual number of games varies by market. Blackout restrictions and other conditions apply. ©2024 DIRECTV, DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners.