



FANTASY TEAMS ARE MADE HERE



DIRECTV
FOR BUSINESS

SCORE MORE CUSTOMERS WITH
THE FANTASY FOOTBALL PLAYBOOK

THE NFL FANTASY SEASON STARTS HERE

Draft to win.

Here's how it works:

FANTASY OWNERS

Head coaches, general managers and owners all rolled into one.

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.

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. Varies according to player availability, bye weeks, individual matchups and gut feelings about a player's performance.

WEEKLY WINS

Win each week by scoring more points than your opponents. By getting enough wins, you can reach the fantasy postseason.



BUILD YOUR BUSINESS WITH 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 new customers. Plus, you'll establish your business as FANTASY FRIENDLY, and build relationships with both new and returning customers.

As a partner with DIRECTV for BUSINESSSM, you'll have the power to provide what fantasy owners crave most: the ability to watch every player on their teams! **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.**

With NFL SUNDAY TICKET for out-of-market Sunday afternoon games and DIRECTV Local Channels (CBS, FOX, NBC, NFL Network) for in-market and national NFL games. Select digital-only games and international games excluded.

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



BE PREPARED

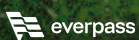


Execute

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.





INCENTIVES

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 2019 season gets a free drink. Visit 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.

THE EXPERIENCE

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.

