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Attention New Jersey Licensed Beverage Association Members:

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Are you aware that Direct TV is no longer hosting the NFL Sunday Ticket?

NEW — NFL Sunday ticket / EverPass is the exclusive commercial home of NFL Sunday Ticket. **Sign up by June 30th to receive 15% off** at everpass.com or contact them at 1-888-726-1833.

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What is EverPass Media?



EverPass Media is a comprehensive media platform designed for commercial businesses like bars, restaurants, hotels, and other venues. They aggregate and distribute live sports and entertainment content, offering a seamless streaming experience that helps drive customer engagement and business growth. **Our offerings include exclusive access to NFL Sunday Ticket** (all out-of-market NFL games), **Peacock Sports Pass**, and partnerships with top providers like **Amazon Prime Video** and **Paramount+**. Founded in 2023 with backing from RedBird Capital Partners, 32 Equity (the NFL's strategic investment arm), and TKO Group Holdings, EverPass is your go-to solution for premium sports content.

The Future of NFL Sunday Ticket for Businesses Starts Now

The way premium live sports are delivered is changing rapidly, and for commercial venues, NFL Sunday Ticket is entering a modern era. Starting with the 2026 NFL season, **EverPass Media** will be the exclusive commercial home for NFL Sunday Ticket, as distribution transitions from satellite to streaming. As the commercial rightsholder since 2023, EverPass is the only platform authorized to deliver NFL Sunday Ticket to bars, restaurants, hotels, casinos, and other public venues. For businesses that rely on game day traffic, this is more than a change in delivery. It's a major step forward in how premium live sports are brought to fans. Sports bars aren't built around one game they're built around every fan in the room. That's why access to out-of-market games through NFL Sunday Ticket continues to be a key driver of traffic, dwell time, and overall game day revenue. We understand that transitioning to a streaming-based solution for NFL Sunday Ticket may require planning, from connectivity and hardware to overall venue readiness. That's why our team is committed to helping customers make the transition with confidence and be fully prepared before kickoff. Our goal is simple: make sure your venue is ready well before the first Sunday of the season, so you can focus on what matters most: delivering a great experience for every guest who walks through the door.

A subscription to **EverPass Core** is required to access NFL Sunday Ticket, ESPN+, Peacock Sports, YES and CHSN Pass. EverPass Core is our commercial-grade streaming platform, purpose-built for bars, restaurants, and other venues. It includes:

- **Smart scheduling and screen control** to automate game days
- **Apple TV Sports** (included at no extra cost):
 - **Major League Soccer (MLS)** – Every match live, including regular season, playoffs, Leagues Cup, MLS All-Star Game, and MLS Cup, with no blackouts
 - **Formula 1 (F1)** – Complete all-access coverage of every Grand Prix, including practice sessions, qualifying, Sprints, and full races
 - **Friday Night Baseball (FNB)** – Weekly MLB doubleheader games live every Friday, plus pre- and post-game coverage.
 - **Prime Video Sports:** Thursday Night Football, select NBA games, NASCAR, NWSL
 - **UEFA Champions League** matches from Paramount+
- **Peacock Sports Pass**
 - **Premier League** – 180+ exclusive matches each season

- **NBA** – Regular season and select playoff games available only on Peacock
- **Big Ten Sports** – Top football matchups plus 54 men's and 30 women's basketball games, including exclusive playoff coverage
- **College Basketball** – Select Big East and Atlantic 10 games, including exclusive conference tournament games
- **Additional marquee sports** – Golf majors, rugby, motorsports, and more, covering 35+ leagues and properties with over 2,000 hours of live sports coverage

ESPN+!

EverPass offers the ESPN+ package in bars, restaurants, and other commercial venues, bringing over 2,200 live events, including college football and basketball (ACC, SEC, Big East, Big 12), NHL (around 50 exclusive regular season games), PGA Tour Live events, select coverage of major tennis tournaments (US Open, Wimbledon). The deal also includes access to European soccer leagues like La Liga and Bundesliga, along with some cricket, lacrosse, and other niche sports. Here's a breakdown of the sports covered:

Key Sports & Leagues

- **College Sports:** Access to 6-12 games weekly college football and basketball games from major conferences like the ACC, SEC, Big 12, and Big East. 10-20 men's and women's games weekly plus conference tournaments
- **NHL:** Around 50 ESPN+ exclusive regular season games with 27+ teams.
- **PGA Tour Live:** Coverage of 30+ PGA Tour events.
- **European Soccer:** Top-tier international soccer from La Liga and the Bundesliga, FA Cup, Copa del Rey and German Cup
- **Tennis:** Select coverage of major tournaments, such as the U.S. Open and Wimbledon.

Other Sports & Events

- **Cricket:** Coverage of cricket tours in the West Indies and New Zealand.
- **Lacrosse:** NLL and PLL lacrosse games.
- **Other Niche Events:** Access to other niche sporting events.

Complimentary Amazon Prime Thursday Night Football and Paramount+

As part of our commitment to delivering exceptional value, EverPass customers can enjoy Thursday Night Football on Amazon Prime Video at no additional cost. This package includes an exclusive Wild Card Play-

off game, ensuring your venue can showcase some of the NFL's most exciting matchups. Additionally, we offer complimentary access to Paramount+, which includes CBS Sports' UEFA Champions League matches starting February 18, 2025. These premium offers are included with your EverPass subscription, making it easier to attract sports fans to your business.

Internet and Device Requirements

To ensure a smooth streaming experience, EverPass runs on internet-connected devices such as smart TVs, streaming media players, or tablets. We recommend a minimum internet download speed of 15 Mbps to support high-quality streaming, especially for 4K content or live events. For context, Amazon Prime Video's 4K streams typically use up to 18 Mbps, so a 15 Mbps connection provides a reliable baseline for single-device streaming. If multiple devices are streaming simultaneously, you may need higher speeds (e.g., 30-50 Mbps for two to three devices) to avoid buffering. Your existing Wi-Fi or wired internet setup can likely support EverPass, but we encourage you to test your speed or contact your internet provider to confirm.

Why Choose EverPass?

- **Unmatched Sports Content:** From NFL Sunday Ticket to Thursday Night Football and UEFA Champions League, we offer the sports your customers love.
- **Consumer Engagement Tools:** Our platform includes marketing tools to help promote your venue and keep customers coming back.
- **Easy Setup:** Stream directly through the EverPass platform using your existing internet-connected devices.
- To learn more or get started, visit everpass.com or reply to this email, and our team will guide you through the setup process.

Built for What's Next :

We appreciate the role DIRECTV has played in bringing NFL Sunday Ticket to commercial venues over the years. But the future of premium live sports in commercial venues is evolving quickly, and EverPass is built for that future. As NFL Sunday Ticket transitions to streaming, now is the time to make sure your venue is ready for the next era. If you'd like to review your current setup or learn more about the transition to EverPass, contact our team today.

For more info visit
EverPass.com

