



MARKETING PLATFORMS

The Ravens manage various platforms to reach targeted fan segments and spread Ravens pride throughout the community. **Participating sponsorships** are available through the following marketing initiatives:



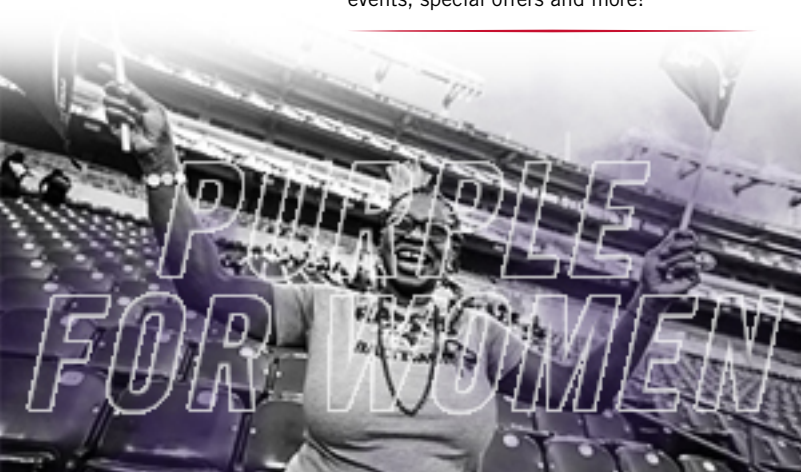
The Ravens are committed to developing football throughout the area with RISE, the Ravens football outreach program, presented by MedStar Health. With opportunities for all football players, coaches and team moms in the area, from youth to high school, Ravens RISE provides the opportunity to "Play Like A Raven" all year long.



Avid Ravens fans aren't just representing the purple and black in Baltimore but also outside of Maryland. Find A Flock is a way for you to find like-minded Ravens fans near you to watch games with! Whether you are traveling for work, vacation or relocating to a new city, you can find a little piece of home every Sunday.



Purple, presented by Safeway, is a celebration of our female fans in the Ravens Flock! Purple serves as an exclusive space for all female fans to connect over their love for the Ravens. Designed with them in mind, Purple provides a forum to stay involved with the team and each other through updates, events, special offers and more!



Ravens Tailgaters provides sponsors the opportunity to market consumer products to a loyal fanbase. Through the use of marketing assets and on-site activation elements both at M&T Bank Stadium and Safeway grocery stores, the Tailgaters Program enhances the fan experience, connecting Ravens fans with partners for products that are top of mind in their tailgating needs.

