



## **WHAT IS A RAVENS SCOUT?**

- The Ravens Scouts program is comprised of individuals acting as team ambassadors who facilitate the sale of Ravens ticketed products including, but not limited to, PSLs, hospitality tents and group tickets
- Based on sales activity, Scouts earn commissions and points that accumulate each season towards unique and special incentives
- Ravens Scouts are outside sales advocates who work remotely, on their own time schedule, to achieve results by leveraging a grassroots ticket sales approach through personal networking and passion for helping the Ravens succeed

## **WHY IS THE RAVENS SCOUTS PROGRAM IMPORTANT?**

- Protecting the ticket base: Tickets, especially season tickets, are the lifeblood of any sports organization
- Impact of the ticket re-sale market: The ticket resale market has changed how people purchase tickets. The new efficiency of the market has amplified the need for more PSL/season ticket buyers to ensure all games are sold out
- “The 90% rule”: to help ensure consistent sell-outs, at least 90% of stadium capacity should be sold as season tickets
- Baltimore is the 26th biggest media market in the NFL and is geographically challenged for growth
- Transitioning fan base: PSL Owners have gotten older, and we are in the midst of a transition to the next generation of Ravens fans
- Protecting an international asset for Baltimore: An NFL franchise is a worldwide asset that needs to be protected for the city
- Meeting and managing heightened fan expectations: Cultivating a new generation of fan loyalty that goes beyond wins and losses

## **GOALS & EXPECTATIONS**

- Represent the Ravens as an ambassador of the team for ticket sales, exhibiting a positive and enthusiastic demeanor with potential ticket buyers
- Successful Ravens Scouts work within their personal and professional networks using creative methods to promote the Ravens and identify potential leads
- Help maintain and grow the ticket base through season ticket sales, hospitality tent and group sales opportunities
- Communicate with Ravens Scouts program staff management at least every 1-2 weeks with updates on sales progress
- Produce commissionable and/or reward point earning results to maintain a good standing in the program

## **HOW TO SUCCEED AS A RAVENS SCOUT**

- Consistently identifying potential sales opportunities
- Identify qualified PSL/season ticket & other ticket-related leads who will actively engage in ticket purchase discussions
- Assist with outreach to potential buyers through Ravens ticket sales department
- Use fan prospecting events to invite & encourage potential buyers
- Recruit other potential Ravens Scouts to grow the program
- Assist in outreach to current & former PSL/season ticket holders
- Provide feedback on ways to encourage ticket buying or barriers that need to be addressed
- Identify and utilize connections with large businesses, industries, associations or similar target audiences
- Network with other Scouts to compare notes and help each other
- Utilize Ravens support via access to ticket sales staff and facilities to influence success

## **WHAT'S IN IT FOR YOU?**

- Earn commissions based on sales performance
- Point based Ravens incentive program
- Support from Ravens organization and program leadership contacts
- Access to digital program collateral and online portal
- Access to stadium and facilities as needed for prospecting
- Ravens Scouts apparel and business cards
- Networking with other Ravens Scouts
- Quarterly meetings at M&T Bank Stadium and/or Ravens Training Facility and an annual dinner
- You become a Ravens part-time, commissioned employee (employment status reviewed every 6 months)





## PROGRAM INCENTIVES

POINT TIERS	INCENTIVE
Acceptance	Business Cards, access to Ravens portal, staff support
First sale of 2021 (minimum of 2 PSLs)	Ravens Scouts jacket, lapel pin, club level pass (when applicable), guaranteed 2022 membership
75 Points	<b>Your Choice Of:</b> Replica Jersey Four (4) comped GA tickets to a tier 1-3 game Free parking at Ravens home games
150 Points	<b>Your Choice Of:</b> Pregame sideline experience for two Two (2) tickets to an away game of your choice Reduced season ticket price
250 Points	<b>Your Choice of:</b> Four (4) complimentary Club Level tickets to any home game Scout(s) Lunch with Team President, Dick Cass for you + 1 guest (date TBD) Scout(s) Lunch with Ravens Coach for you + 1 guest (date TBD)
350 Points	<b>Your Choice of:</b> Scout(s) Meet & greet with Ravens player for you + 1 guest (date TBD) Scout(s) Lunch with GM Eric DeCosta for you + 1 guest (date TBD)
400 Points (As of December 1, 2021)	Qualify for Scouts away game trip in December

## HOW TO EARN POINTS

ITEM SOLD/LEADS GENERATED	# POINTS
Qualified Lead	2 points / lead
Attend 3+ Ravens Scouts Meetings Annually	10
Recruit Another Ravens Scout	10
Lower Level PSL (License + 10 Games)	10
Upper Level PSL (License + 10 Games)	15
Club Level PSL (License + 10 Games)	20
Group Tickets	5 points / 15 tickets
Hospitality Tent	40

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