

# PARTNER ACTIVATION



There is no better way to **build relationships** with Ravens fans than by activating at Ravens events throughout the year. Activating with the Ravens allows partners to **convey brand strategies** through interactive experiences such as product display/giveaways and/or service signups.



Join the Ravens Flock on the last day of the draft as we announce our 4th - 7th round picks LIVE on NFL Network. With current and former players in attendance, fans can play interactive games, participate in autograph sessions, and engage with dedicated partners of the team.



Join Ravens Legends, Cheerleaders, Playmakers, Poe, and talent from 98 Rock as we turn Ocean City, MD into Ravenstown for the weekend. Organized activities, live broadcasts and a ceremonial laser light show take over the town in this Ravens-filled weekend.



Grab a blanket and bring your family to a special night on the field at M&T Bank Stadium! This once-in-a-lifetime opportunity allows you to sit on the field where your favorite players play, and watch a movie on the giant Ultra HD RavensVision boards.



Training Camp allows fans to get closer to their favorite players and watch them prior to the season. Held at the Under Armour Performance Center and M&T Bank Stadium, fans get the chance to play interactive games, participate in kids autograph sessions and engage with partners.



Gearing up to start the season, the Ravens host a series of events throughout Kickoff Week, culminating with a Kickoff Party on Friday. Live broadcasts on WBAL, tailgate games, Ravens assets and live bands fill the evening for a night to remember prior to the Ravens regular season home opener.



RavensWalk, one of the most elite pregame experiences in the NFL, offers activities for fans of all ages leading up to kickoff. Team partners and vendors line RavensWalk to engage with the Flock, featuring live music, radio broadcasts, food and beverage, and more.



Every Friday throughout the season the Ravens paint the city purple, giving fans the ability to show their Ravens pride prior to the game. Fans are encouraged to visit participating Purple Friday locations while wearing purple to receive special offers and/or discounts.



A Purple Evening, a festival-oriented event held at the stadium each year to celebrate the female fan base, includes a variety of activities that will entertain everyone. Event highlights include giveaways, on-field activities, exclusive stadium access, player appearances, and autograph sessions.