



PSL

OWNER REWARDS NEWS



LOOKING BACK & LOOKING FORWARD



Now that we have turned the corner into 2021, we are all crossing our fingers for a much more “normal” football season this fall. There is no question that we missed you this year and can’t wait to experience a full M&T Bank Stadium together again soon...imagine what that will feel like!

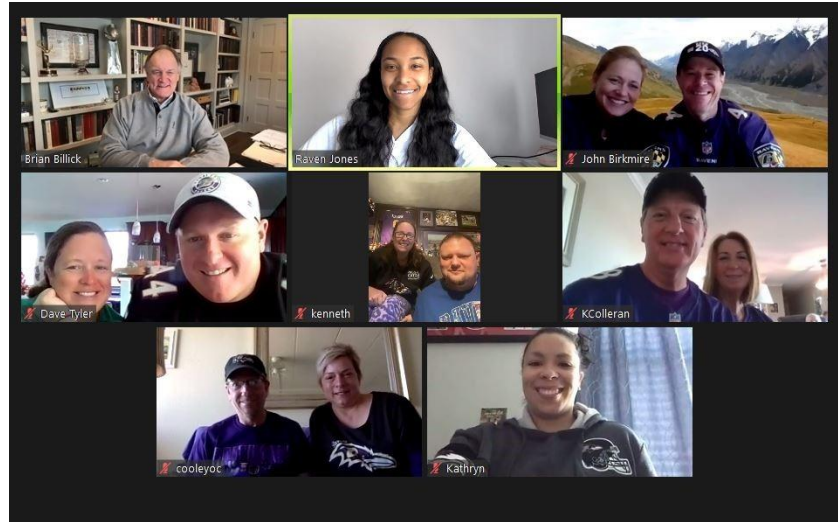
With the uncertain and constantly changing circumstances of the last twelve months, it’s impressive that the NFL was able to play all 256 regular season and 13 playoff games throughout the 2020-2021 season (although a few were on some unusual days of the week). Just one to go...a pretty incredible feat!

We were disappointed not to execute all of the PSL Owner Rewards prizes and experiences that would normally take place throughout the year, but there were still exciting opportunities to reward PSL Owners, albeit virtually. This month, we take a look back at some of our favorite inaugural prizes from the very extraordinary season. Check out the stories below in this month’s edition of the **PSL Owner Rewards News**.

TALKING SHOP WITH RAVENS LEGENDS

PSL Owners Selected for Virtual Ravens Legend of the Game Meet & Greet Before Home Games

For the past few years, prior to each home game, a select group of PSL Owners have had the opportunity to meet with a Ravens Legend in the Ravens Post-Game Press room just outside the Ravens locker room. We couldn’t let a pandemic stop us from executing one of our favorite experiences, right? This year, the Legend of the Game Meet & Greet experience went virtual, with a small group of PSL Owners and a Ravens Legend participating in an exclusive video call before each home game.



Our fabulous PSL Rewards coordinator **Raven Jones** played host and some of the Ravens Legends that graced the screen this year included RB **Jamal Lewis**, G **Marshal Yanda**, WR **Mark Clayton**, WR **Torrey Smith**, K **Matt Stover**, DE **Michael McCrary**, and former Head Coach **Brian Billick**. A grand assortment of topics came up during these video calls, including what it's like to be in a Super Bowl, playing alongside Hall of Famers **Ray Lewis** and **Ed Reed**, what life is like after football and more. One thing all of our Legends agreed upon, however, was how much they loved being part of the Ravens family. We look forward to bringing these meet & greets back during the 2021 season, whether it's behind the screen or behind the podium at M&T Bank Stadium...or hey, why not both?!

NFL FAN OF THE YEAR: WRAP UP

Lisa Abrams, Ravens' NFL Fan of the Year, Participated in Series of NFL Virtual Experiences Throughout the 2020 Season

At the start of last season, the NFL launched its inaugural **NFL Fan of the Year** program, a contest to shine a light on extraordinary fans who have been a rallying force of their family, friends and/or community and inspire others through their love of football. Nominated by her sons, the Ravens selection to represent Baltimore was **Lisa Abrams**, section 100 from Baltimore, MD, who was surprised with the announcement at the Ravens-Steelers game in November, otherwise known as the only game in which we were able to have more than 250 fans in the stands!



Throughout the season, Lisa was able to participate in a series of virtual activations with the other 31 Fan of the Year representatives from around the league. Some of these experiences included a virtual call with Hall of Famer **Cris Carter**, a "You Make the Call" chalk talk with NFL SVP of Officiating, **Al Riveron**, a roundtable with NFL veterans **Usama Young**, **Darrell Young** and **Kevin Boothe** and a video call with NFL Commissioner **Roger Goodell**. The contest has now been narrowed down to three finalists – from Miami, Buffalo & Tennessee...boo - and the final winner will be announced at Super Bowl LV in Tampa next weekend. Lisa represented Baltimore fabulously and we look forward to executing this experience again next season!

FAN MOSAIC

PSL Owners Represented Ravens as Part Of Fan Mosaic During Primetime Games

We can all agree that in 2020, we all probably spent a lot of time on our couches. In September, it was a welcome relief to have regularly programed football back in our lives, even if watching in person wasn't an option. Without fans in the stands, we had to get creative with how to showcase Baltimore fandom, even from the comfort of the couch. For each of our Primetime games, we were fortunate that the networks made it possible for the Ravens to be represented by PSL Owners on national TV as part of a "Fan Mosaic" graphic featured at key points of the broadcast.



During the Week 3 Monday Night Football game vs. Kansas City, Week 10 Sunday Night Football game vs. New England, Week 14 Tuesday Night Football vs. Cleveland (yes...remember when we had a Tuesday night game?) and the Wild Card playoff game vs. Tennessee, Ravens PSL Owners were loud and proud representing Charm City on the big screen. We won't be surprised if this is a feature we see again this fall!

Want to see what you could win? Check out www.baltimoreravens.com/pslowerrewards for an updated list of winners, a photo gallery, a list of prizes and more. Be sure to keep an eye out for the next **PSL Owner Rewards News** next month!

Sincerely,

Ciara Kavanagh

Ciara Kavanagh
PSL Owner Rewards Manager