

## HOW TO EARN POINTS

Item Sold/Leads Generated	# Points
Qualified Lead	1/lead
Bring a qualified candidate to prospect events	5
Attend Ravens Scouts Meeting	5
Recruit Another Ravens Scout	10
PSL (License + 10 Games)	10
Club Level PSL (License + 10 Games)	20
Host a prospect event with multiple qualified leads	25
Group*/Hospitality Tent for One Game	20/40
Start a Ravens Flock in Your Area	50

### PROGRAM INCENTIVES\*

Entry (10 Point Minimum)

#### 50 Points Your Choice Of:

- Personalized Replica Jersey
- GA Seats (4)
- Free parking at Ravens Home Games

#### 100 Points Your Choice Of:

- Pregame Sideline Experience
- Club Seats (4)
- Autographed Football
- Private Practice Viewing
- Pair of Away Game Tickets

#### 150 Points Your Choice Of:

- Lunch with the Team President
- Meet & Greet with Ravens player
- Pair of Away Game Tickets

#### 200 Points Your Choice of:

- Trip for two to a Ravens Away Game (airfare, hotel, game tickets)
- Lunch with GM Eric DeCosta

#### 250 Points Your Choice of:

- Reduced Season Ticket Price
- Opportunity to Purchase Super Bowl Tickets at Face Value

Highest Seller as of January 15th, 2020 (minimum of 300 points)

**A Trip to the 2020 Super Bowl in Miami, FL**

\*Subject to change, last updated: 10/2/19



### APPLY HERE:

[BALTIMORERAVENS.COM/RAVENSSCOUTS](http://BALTIMORERAVENS.COM/RAVENSSCOUTS)

### RAVENS SCOUTS SUPPORT STAFF:

Dick Cass, Team President

Baker Koppelman, Ticket Sales & Operations Sr. Vice President

Brad Downs, Marketing Vice President

Dennis Fryer, Ticket Sales Director

Ciara Kavanagh, Ticket Programs Manager

Adam Blenckstone, Ticket Sales Representative

Corey Chwazik, Ticket Sales Representative

Lucas Grabbe, Ticket Sales Representative

Gwen Sieck, Ticket Sales Representative

Elizabeth Mearman, Human Relations

Julie Tambussi, Human Relations

Lindsay Pinckney, Human Relations



## WHAT IS A RAVENS SCOUT?

- The Ravens Scouts program is comprised of individuals acting as team ambassadors who are willing and able to facilitate the sale of Ravens ticketed products including, but not limited to, PSLs, hospitality tents, groups and individual game tickets
- Based on activity, Scouts earn commissions and points that accumulate each season towards unique and special incentives
- All Ravens Scouts are outside sales representatives who work remotely, generally on their own time schedule, to achieve results by leveraging a grassroots ticket sales approach through personal experience 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 ticket buyers to ensure all games are sold out
- The 85% rule: to help ensure consistent sell-outs, at least 85% of inventory should be sold as season tickets
- Small market size with no natural secondary market: Baltimore is the 26<sup>th</sup> 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 expectation: cultivating a generation of fan loyalty that goes beyond wins and losses

## GOALS & EXPECTATIONS

- Represent the Ravens as an ambassador of the team, conducting calls or face-to-face meetings, representing a positive and enthusiastic demeanor with potential ticket buyers
- Successful Ravens Scouts work within their social networks (friends, co-workers, family members, etc.) using creative methods to promote the Ravens and identify potential leads
- Help build the ticket base through season ticket sales, premium seating, hospitality tent and group sales opportunities
- Communicate with Ravens Scouts program staff management at least every 2-3 weeks with updates on sales progress
- Produce commissionable and/or reward point earning results at least once per month to maintain a good standing in the program

## HOW TO SUCCEED AS A RAVENS SCOUT

- Consistently keeping your eyes open for potential sales opportunities through your network
- Identify qualified 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 strongest candidates
- Recruit other potential Ravens Scouts to build the network
- Help lead a Ravens Flock in your area that generate lead sources
- Assist in outreach to current & former season ticket holders
- Provide feedback on ways to encourage ticket buying or barriers that need to be addressed
- Identify large businesses, industries or target audiences
- Network with other Scouts to compare notes and help each other
- Utilize Ravens support via 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 program collateral (business cards, marketing materials, etc.)
- Access to stadium and facilities as needed for prospecting
- Ravens Scouts apparel
- Ravens Scouts gameday credential with Club Level access & Club guest passes for prospects
- Networking with other program members
- Quarterly meetings and an annual dinner
- You become a Ravens commissioned employee (employment status reviewed every 6 months, based on activity)

 <b>MEMBER</b> CLUB LEVEL ACCESS 2019 SEASON	 <b>CLUB LEVEL GUEST</b> GAME: _____ DATE: _____
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