

## HOW TO EARN POINTS

Item Sold/Leads Generated	# Points
Qualified Lead	1/lead
Attend 3+ Ravens Scouts Meetings in 2020	10
Recruit Another Ravens Scout (new scout must meet minimum sales requirements before earning points)	10
1 PSL + season tickets	10
1 Club Level PSL + season tickets	20
Group Tickets for one game (15+)	5 points/ every 15 tickets
Hospitality Tent for One Game Hospitality Tent for One Game	30

## PROGRAM INCENTIVES\*

### Acceptance:

Business cards, access to Ravens portal, staff support

### First sale of 2020 (2+ PSLs):

Ravens Scouts jacket, lapel pin, club level pass, club level guest passes, guaranteed 2021 membership

### 100 Points— Your Choice Of:

- Replica jersey
- Four (4) comped GA tickets to a 1-3 tier game
- Free parking at remaining Ravens home games

### 300 Points— Your Choice Of:

- Pregame sideline experience for two
- Two (2) tickets to an away game of your choice
- Reduced season ticket price

### 500 Points— Your Choice of:

- Four (4) complimentary club tickets to the game of your choice
- Lunch with Team President Dick Cass (you + 1 guest)
- Lunch with a Ravens Coach (mutually determined)

### 600 Points— Your Choice of:

- Meet & greet with a Ravens player (you + 1 guest)
- Lunch with GM Eric DeCosta (you + 1 guest)

### 700 Points (as of December 1st, 2020)— Your Choice of:

- Qualify for Scouts away game trip (first 10 people)

\*Subject to change, last updated: 02/07/20



**APPLY HERE:**  
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
- 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)

