



## YOUR OFFICIAL PSL OWNER REWARDS RECAP

May 2022

### The Scoop of the Day or Should We Say May?

Have you ever heard of the "Rule of Three"? It's a rule based on the idea that a trio of events is likely to be more humorous, satisfying or effective. This was certainly the case for PSL Owner Rewards in the month of May!



In this month's edition of PSL Owner Rewards News, we will recap a one-of-a-kind experience celebrating our Super Bowl XXXV championship season, along with two rewards that made highly anticipated returns. The best part is that we are simply jumpstarting a summer filled with even more events!



### A Championship Celebration!

A special tribute to the Ravens' first Super Bowl Championship...

Monday, May 23rd was a very special night for Ravens Flock! To honor the magical 2000 season, **Brian Billick, Ray Lewis, Shannon Sharpe, Rod Woodson, Tony Siragusa, Trent Dilfer, Jamal**

**Lewis, Marvin Lewis and Jack del Rio** appeared together on stage for a "Championship

Celebration” at the Joseph Meyerhoff Symphony Hall in Baltimore. The tribute featured unseen footage from the Super Bowl season, personal, yet hilarious stories, and special guests both, in the audience and on stage.

To jumpstart the evening, PSL Owner Rewards hosted **36 PSL Owners with a guest** for a private happy hour before the doors opened to the public! The happy hour included an open bar, light refreshments, special visits from our Ravens Cheerleaders and of course first dibs on photo opportunities with the Super Bowl XXXV trophy. It was later disclosed that the special evening will be part of an upcoming ESPN Films’ project...so stay tuned for the official release to catch all the ins and outs of the celebration!



## Welcoming Back OTAs

PSL Owners invited to watch Ravens private practice...

Wednesday, May 25th kicked off our first official day of PSL Owners attending **OTAs** (Organized Team Activities), where all our veterans and rookies begin the process of prepping for the season. This day was especially exciting because PSL Owner Rewards has not been able to host guests at The Castle for OTAs since 2019! Three years later, the anticipation was real.



The day begun in the amazing team auditorium with an introduction from staff members and a video recap of the 2022 NFL Draft, followed by lunch under a tent on the back patio. The lunch menu included: caesar salad, BBQ chicken, mac & cheese, cole slaw and the fan favorite... M&M sugar cookies. Not only was the weather perfect to enjoy a nice lunch outside, but the patio provided a perfect view of the Ravens practice fields and these PSL Owners got a front row seat.





To top it all off, the group was greeted by a friendly and very familiar face at the end of practice.... K **Justin Tucker**. Justin stopped by to say hello to the group and take a few photos! With more OTAs to come, as well as mini camp, we are looking forward to hosting more PSL Owners at UAPC, so stay tuned...you could be next!



## A Peek Behind the Scenes

25 PSL Owners plus guests invited to The Castle for a Chalk Talk...

Just in time for Memorial Day weekend, a special group of PSL Owners and their guests were invited to the UAPC on Friday, May 27th for an exclusive **"Chalk Talk"** event, featuring a look "behind the curtain". Guests started the day in our team auditorium where four guest speakers took the stage. Each speaker spoke to the group for 15-20 minutes about what they do for the organization, how they got started, what their day-to-day looks like, offered some of the "secret sauce" and opened the floor up for questions.

The guest speakers included:

- **Pat Moriarty**- Senior Vice President of Football Operations
- **Sarah Snyder**- Director of Sports Nutrition
- **Patrick McDonough**- Northeast Area Scout
- **Ebony Short**- Seamstress Manager

**Pat Moriarty** (a.k.a. "the [salary] cap guy") touched a lot on all the moving parts of football operations, his transition from playing professionally to working for the team, contract negotiations and what the true definition of a "hard cap" means. "For those who don't know, the NFL's cap is a hard cap that each team is required to always stay under. At absolutely no point, are we allowed to go over it," he explained to the group.



After a few questions and taking last year into consideration, guests learned that the salary cap also includes space for injuries (which we sadly knew all too well in the 2021 season) and hope to use less of this year.

**Sarah Snyder** started off by explaining the varying need, growth and demand of sport nutritionists across college and professional sports. What used to be a very limited field, is slowly increasing. She also touched base on how she plays a part in the team's day-to-day meals, whether it be breakfast, lunch, dinner or post-work out. "A lot of these players have



never had a [nutrition] plan before, or don't know how to follow one or maybe just don't want to, but that's where I come in," she told us. "I try hard to incorporate some of everything for everyone because all their needs are different. Pre-Covid, we've even gone as far as having a cooking class with the families of the players, so that it could translate beyond the facility."

She then went on to say that a big push this year is protein shakes, protein bars...anything to boost their protein levels and rebuild muscle after having practice, a game, or any intense workout.

**Patrick McDonough** took the time to explain his journey from starting off as an intern to being promoted as a northeast area scout. He talked about what it means to be a Raven, from a scouting perspective, and how important that is when scouting new guys. "When I'm at a school, and I'm there focused on someone, I'm going to look at their physical performance, of course, but I also pay attention to things like, what kind of person is he, what do his professors have to say about him or even what he likes to do in his spare time," he said. "All the things that contribute to the overall being of who someone is."



**Ebony Short** differed from the other speakers because she brought props! As she discussed the varying body types she has to deal with, the thickness of fabric in uniforms, and the in-house production of a lot of gear, she also passed around the standard padding our players wear under their uniforms...including former punter **Sam Koch's** jersey. What we learned by a demonstration from a guest in the audience, the jerseys are not as easy to get into as most people would think. "The uniforms themselves seem simple enough, but there are rules and regulations surrounding something as small as where a patch can be sewn on and how far apart the letters of their names can be," she explained.

Following the Q&A session, guests were treated with lunch out on the back patio, with a surprise visit from **Ravens Cheerleaders**, and a **private tour** of the UAPC practice facility! For many, the tour served as a bonus because they had never seen the inside of the facility, and as you may know, it is not open to the public. We did experience some slight inclement weather, but nonetheless that did not stop our guests from leaving The Castle with a smile! Thank you to all the guest speakers and our guests for a truly amazing start to a holiday weekend.



**Mark Kvarta**, Section 552 from Ellicott City, MD attended the Chalk Talk event with his father **Joseph Kvarta** and commented, "I was able to bring my father, who lives in NJ, and I don't see enough, and it has been years since I have seen him that excited about something," he told us. "After having him go to every sporting event of mine from 5-18 years old, it was so gratifying to pay him back. I would describe him as an all-around sports fan - he loves the game and the players, and isn't always beholden to one

team, so it was probably even cooler for him to see the facilities and hear from the staff than watching a game. It was very cool to see behind the scenes and get perspectives we don't get just by watching on TV and hearing the post-game interviews. What an awesome organization! Go Ravens!!!"

PSL Rewards is ecstatic to have had a fun filled month filled with live filmings, special guest stars and PSL Owners walking the halls of The Castle! Tune back in for June's PSL Owner Rewards Newsletter to see what the first month of summer brings.

Sincerely,

A handwritten signature in cursive script that reads "Raven Jones".

Raven Jones  
PSL Owner Rewards Coordinator

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