



Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: April 25, 2024

AGENDA ITEM: **Sole Source Contract with Baltimore Ravens Limited Partnership
Contract #2024-04**

PRESENTER: James Nielsen, Deputy Director / COO

ISSUE SUMMARY: New sole source Baltimore Ravens Licensing and Merchandise Contract in the Not to Exceed (NTE) amount of \$358,250 for the 2½ year term commencing June 1, 2024, to provide:

- 1) A license to use the Baltimore Ravens NFL team marks and logos for:
 - a. Two Instant Ticket Games; and
 - b. A Fast Play game;
- 2) Ravens and NFL football related prizes including tickets to Baltimore Ravens professional football games and certain experiential opportunities with the Baltimore Ravens; and
- 3) Audio and video materials as well as access to various areas for use in the production of marketing materials to promote the Instant Games.

This Contract is similar to the Ravens' Contracts entered into for the past 15 years. This Contract is being submitted to the Commission for review and approval, and then, subject to Commission approval, to DGS for inclusion on the next available BPW Agenda.

COMMISSION ACTION REQUIRED/REQUESTED: Discussion, consideration, and possible action.

STAFF RECOMMENDATION: Staff recommends approval.