



Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: April 24, 2025

AGENDA ITEM: **Sole Source Contract #2025-01 - Baltimore Ravens Limited Partnership**

PRESENTER: James Nielsen, Deputy Director / COO

ISSUE SUMMARY: This is a new sole source Licensing and Merchandise Contract with the Baltimore Ravens Limited Partnership (the “Baltimore Ravens”) in the Not to Exceed amount of \$364,250 for a term of 2½ years commencing June 1, 2025, which will provide:

- 1) A license to use the Baltimore Ravens NFL team marks and logos for:
 - a. Two (2) Instant Ticket games; and
 - b. One (1) Fast Play game;
- 2) Prizes related to the Baltimore Ravens and NFL football, 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 Ticket and Fast Play games.

This Contract is similar to Ravens’ Contracts the Agency has utilized for the past 16 years.

This Contract is being submitted to the Commission for review and approval. If Commission approval is obtained, the Contract will then be submitted to DGS for inclusion on the next available BPW Agenda.

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

STAFF RECOMMENDATION: Staff recommends approval.