



**DEPARTMENT OF GENERAL SERVICES
OFFICE OF STATE PROCUREMENT
ACTION AGENDA
April 27, 2022**



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**26-S. SERVICES CONTRACT
*Maryland State Lottery & Gaming Control Agency, Creative Product Services
Division***

Contract ID: Baltimore Ravens Licensing; #2022-02
ADPICS No.: E75B2600013

Contract Description: License to use Baltimore Ravens NFL football team marks and logos for two instant ticket lottery games and a Fast Play terminal based instant lottery game including marketing materials at retailers and advertising for the tickets. Also Ravens and NFL football related prizes and second chance promotion.

Award: Baltimore Ravens Limited Partnership; Owings Mills, MD

Contract Term: 06/01/2022* - 12/31/2024 (*Or earlier upon BPW approval)

Amount: \$318,970

Procurement Method: Sole Source

Living Wage Eligible: Yes

MBE/VSBE Participation: N/A / N/A

Performance Security: N/A

Incumbent: Same

Requesting Agency Remarks: The recommended contractor is the owner and exclusive licensor of the marks and logos of the Baltimore Ravens NFL football team. The contract includes the cost of the prizes to be awarded to winners of approximately six different second chance drawings. These prizes include Ravens season tickets for 20 years, Ravens 2022 and 2023 season tickets, pre-game access to the sidelines, opportunities to participate in an on-field activity during 2022 home games and a trip with the team to attend a 2022 Baltimore Ravens regular season NFL away game.



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26-S. SERVICES CONTRACT (cont'd)

Agency Remarks (cont'd):

MLGCA anticipates producing one scratch-off ticket game using the Ravens' NFL marks and logos that will have a quantity of 3,120,000 tickets, a \$2.00 price point and a total retail face value of \$6,240,000 and a second game that will have a quantity of 4,320,000, a \$5.00 price point and a total retail face value of \$21,600,000.

These games need to be submitted for production by early-June 2022 in order to have the tickets produced and available for distribution mid-summer 2022. Production of the instant scratch-off ticket games, which will be accomplished and paid under the MLGCA's "Instant Ticket Games and Related Services Contract #2019-05", is not included in this licensing contract.

The 2022 NFL season will be the fourteenth consecutive year that the MLGCA has produced instant ticket games using the Ravens' logos and marks. In many of these previous years, the Ravens instant ticket games have been among the more popular and highest performing at their price point category. The second chance prizes are also quite popular, as unique player entries into these contests are some of the highest seen.

By law instant game players have 182 days to claim winning tickets after a game is closed-out and the MLGCA has to allow for that period to elapse before the contract expires.

MLGCA reviewed the overall prices and terms of other similar promotions which involved the licensing of proprietary properties and tickets or other exclusive prizes (e.g., Ravens, Powerball Power Cruise, Willie Wonka, Monopoly, Price is Right, MGM, Royal Caribbean). The amount of this license contract compares favorably with those similar projects and was determined to be fair and reasonable.

Fund Source:	100% Special (Lottery Proceeds)		
Approp. Code:	E75D0001		
Resident Business:	Yes	MD Tax Clearance:	22-1983-1111

BOARD OF PUBLIC WORKS ACTION – THIS ITEM WAS:

APPROVED	DISAPPROVED	DEFERRED	WITHDRAWN
WITH DISCUSSION		WITHOUT DISCUSSION	