



NFL & BALTIMORE RAVENS CASE STUDY

Maximillian Suarez



The NFL at a Glance

**Established:
1920 in Canton, Ohio**

**32 teams across 2
conferences**



AFC



NFC



The NFL generated over **\$23 billion** in revenue in 2024

The average viewership for a regular season NFL game was **17.5 million** in 2024

The Super Bowl is the most-watched annual sporting event in the US

Super Bowl LIX reached an average of **127.7 million viewers** across all platforms



Super Bowl Advertisements

It costs approximately **\$8 million** for a Super Bowl Ad Spot in 2025

In 2024, ads generated over **\$600 million** in total Super Bowl revenue



Top Super Bowl Advertisers



The Super Bowl attracts over **100 million viewers** annually, making it the most expensive ad spot on TV

Most Valued Franchises



Dallas Cowboys

\$11 Billion



Los Angeles Rams

\$8 Billion



**New England
Patriots**

\$7.9 Billion

Highest Selling Jerseys



#1

CJ Stroud

Texans

#2

Caleb Williams

Bears

#3

**Patrick
Mahomes**

Chiefs

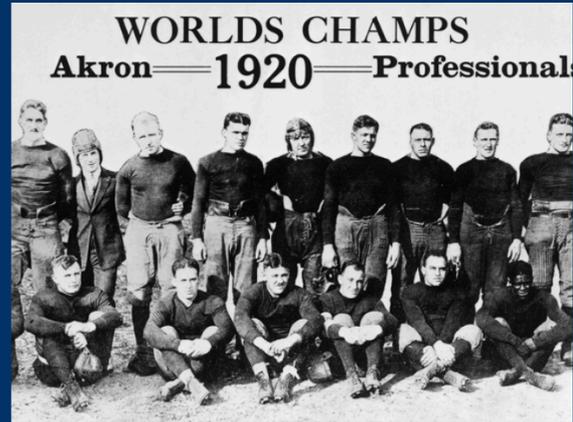
#4

**Aiden
Hutchinson**

Lions

Where it All Started

1920



1922



1933



1994



2005



The Original Lineup: Founders of the League



1898



1920

1960s: AFL Merger



1970s: Post Merger Expansion



1990s: Major Modern Expansion



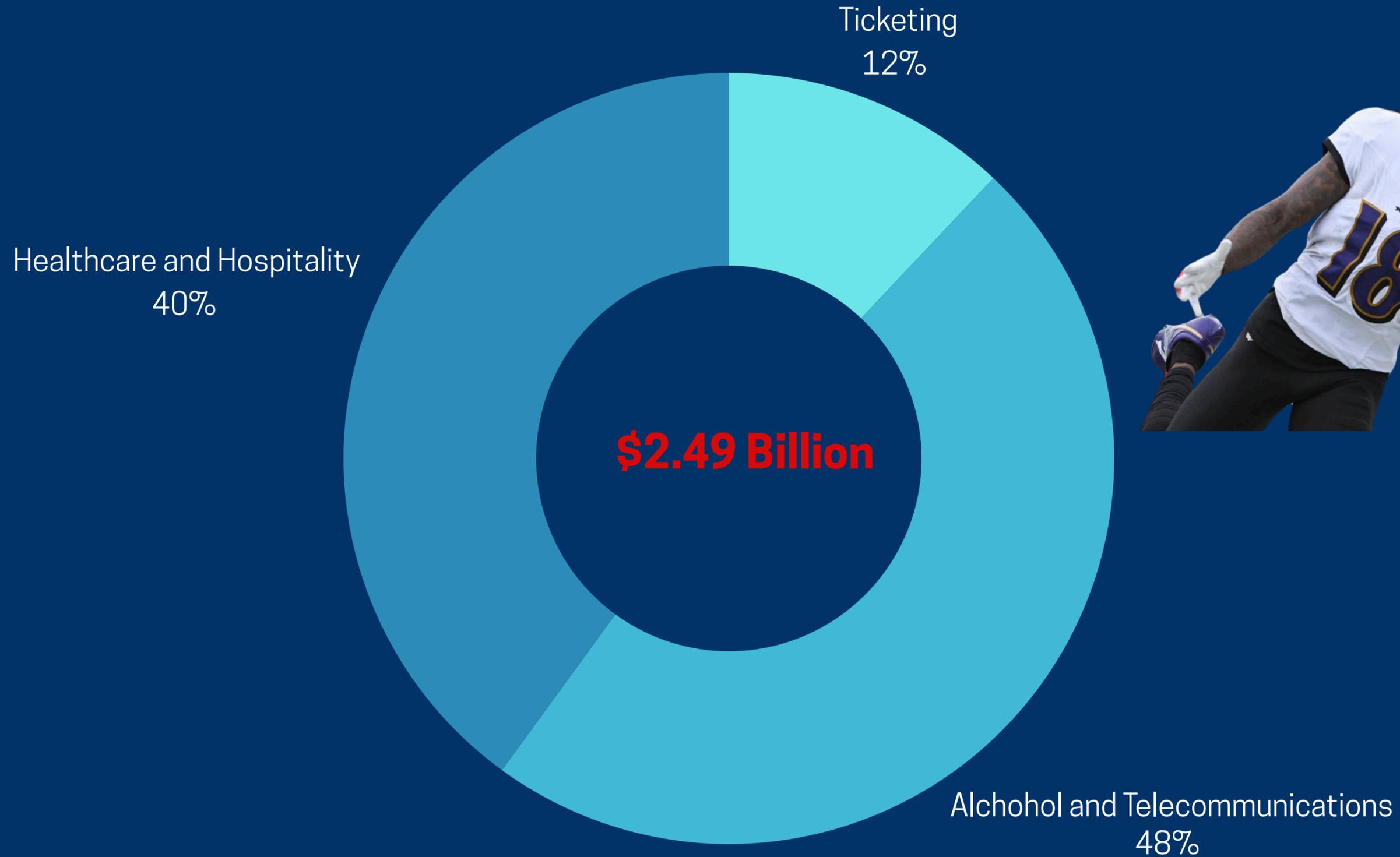
2000s: Relocated Teams



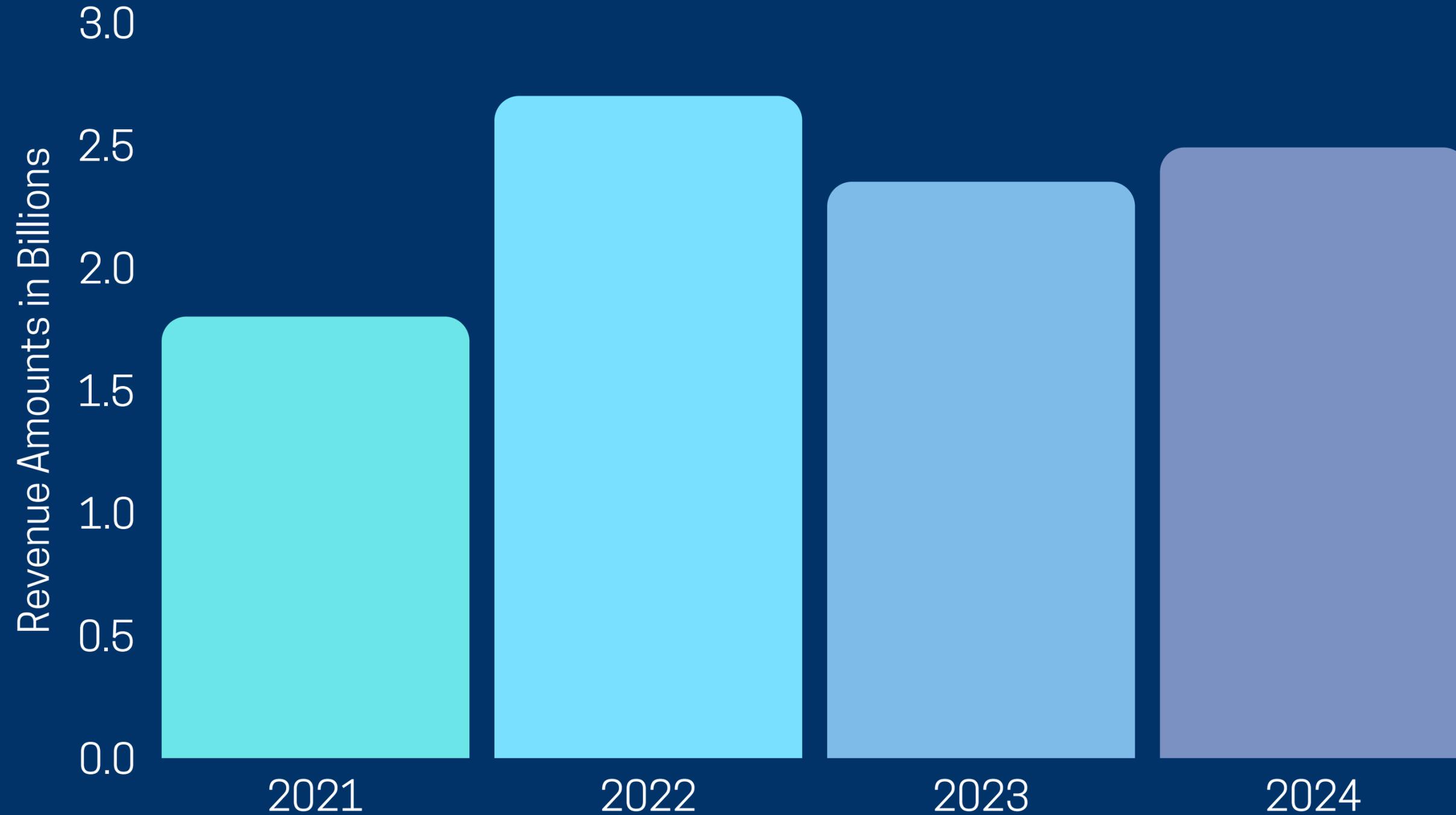
Taking the Game Global



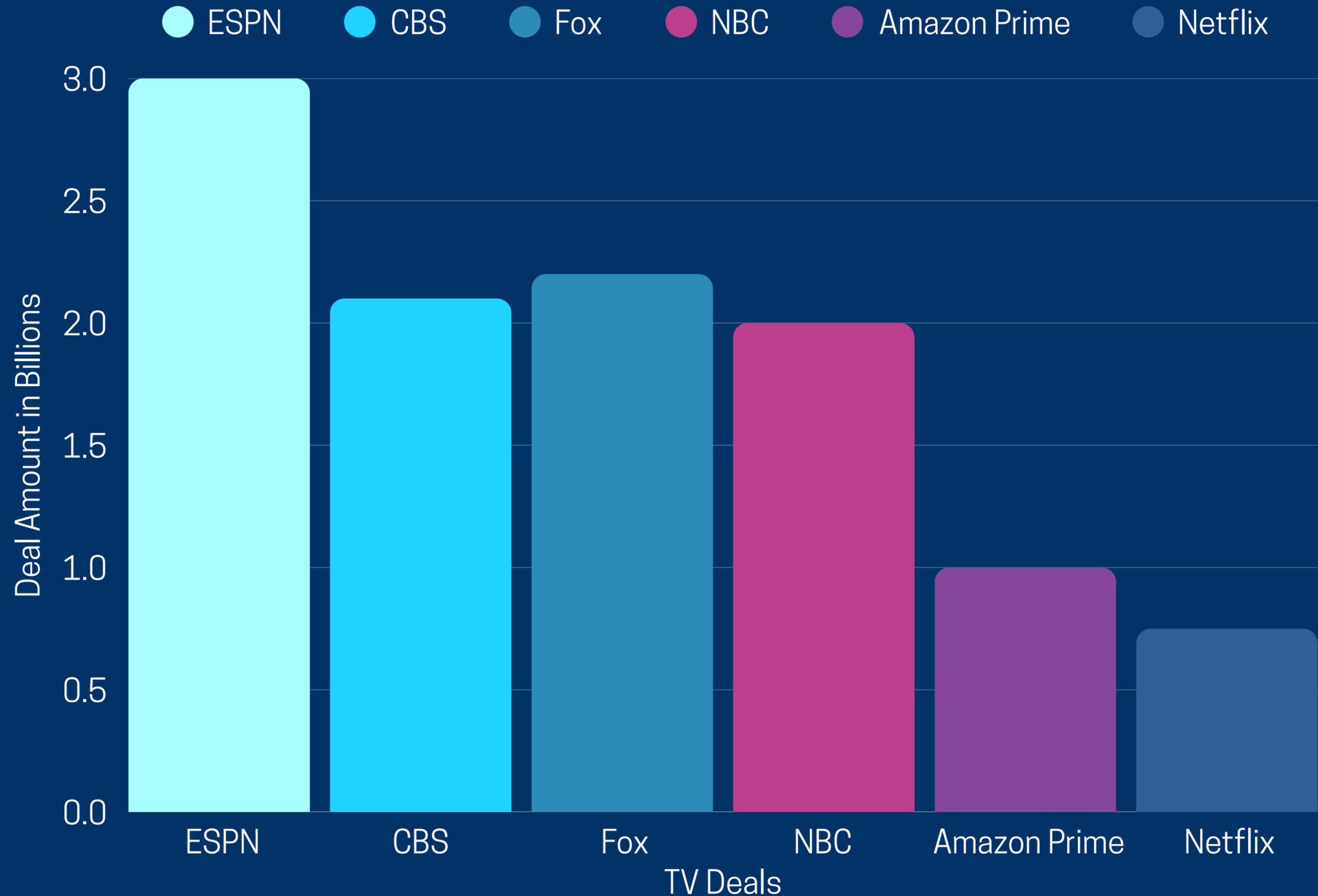
NFL Sponsorship Revenue



NFL National Revenue by the Year



NFL TV/Streaming Deals



ESPN, Fox, NBC and Amazon Prime have all the option to watch games in spanish

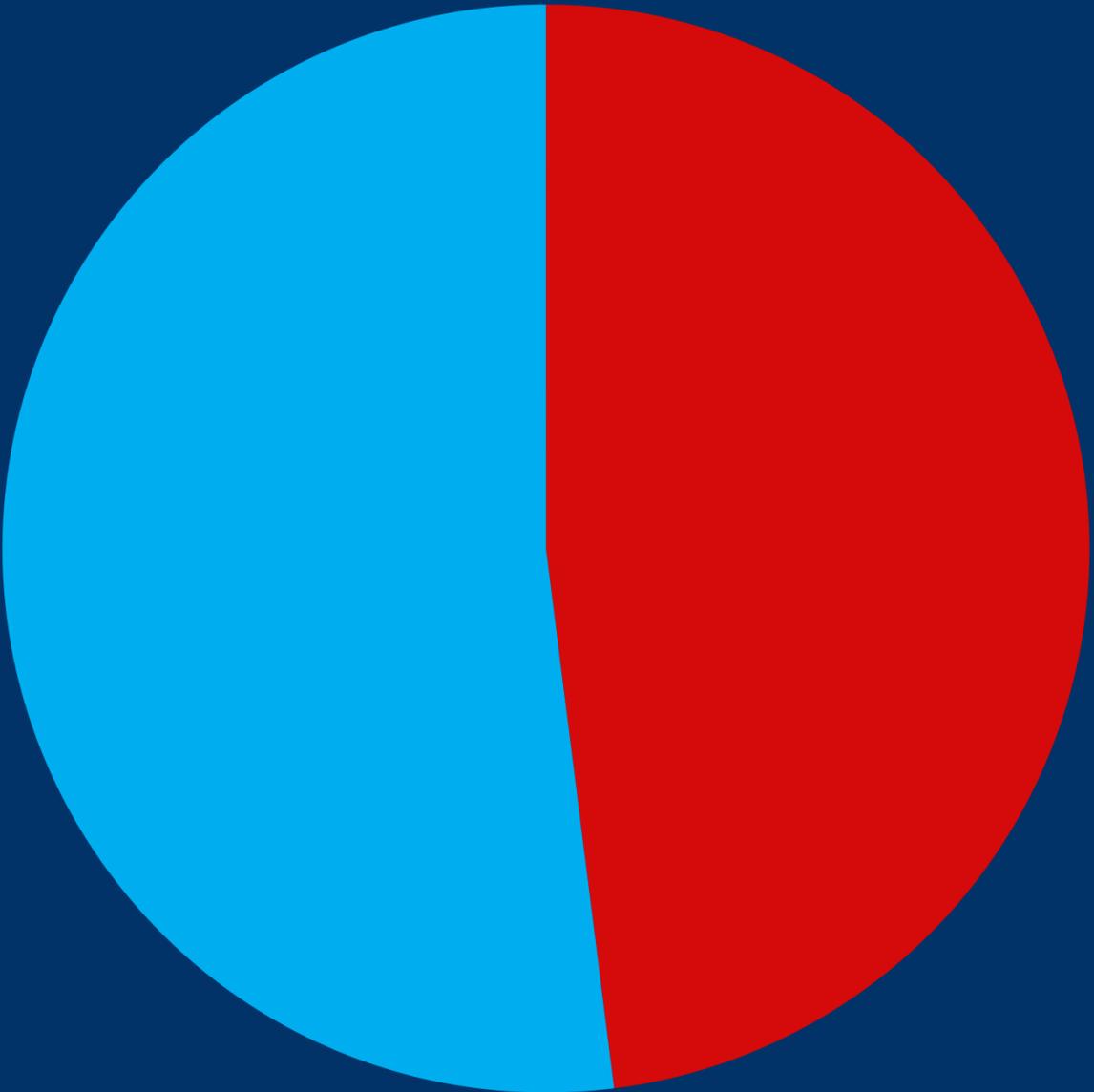


Dividing the Pie: NFL Revenue Sharing in 2024

All 32 NFL Teams
receive **3.1%** of league
profits



League
52%



Players
48%



NFL Sponsorships



Nationwide®



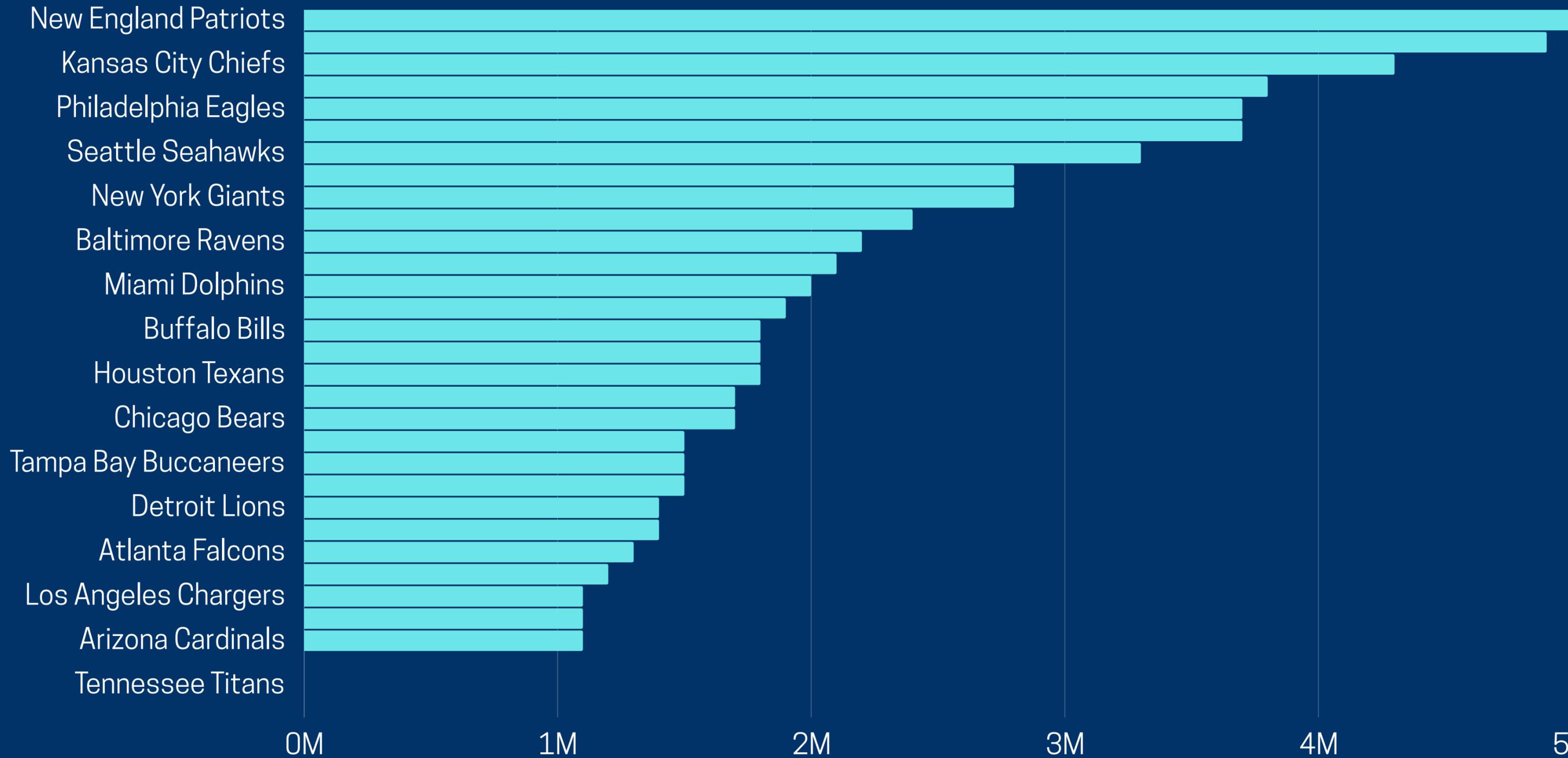
TOYOTA



FANDUEL

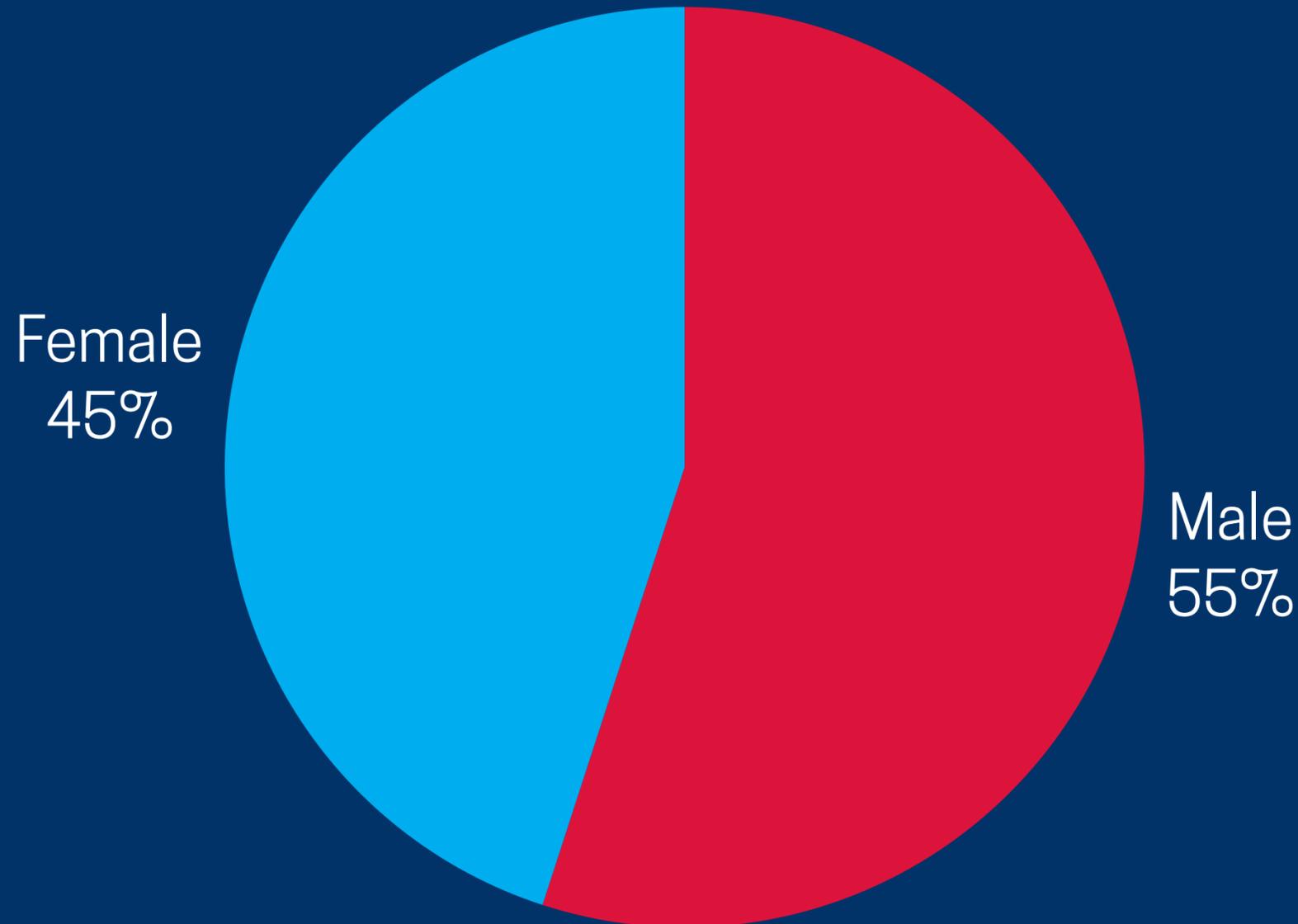


NFL Instagram Follower Count

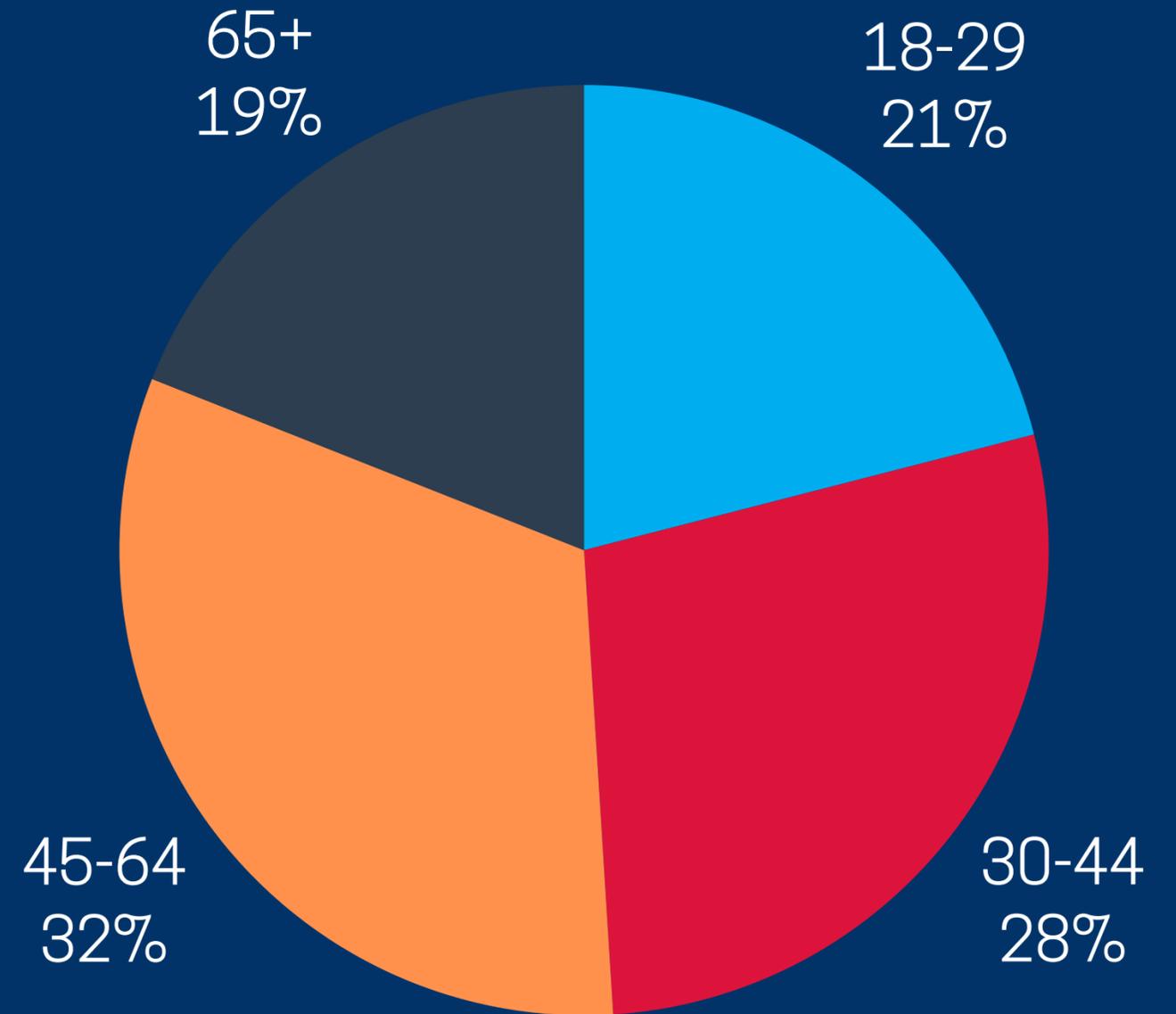


Whos Watching?

Gender

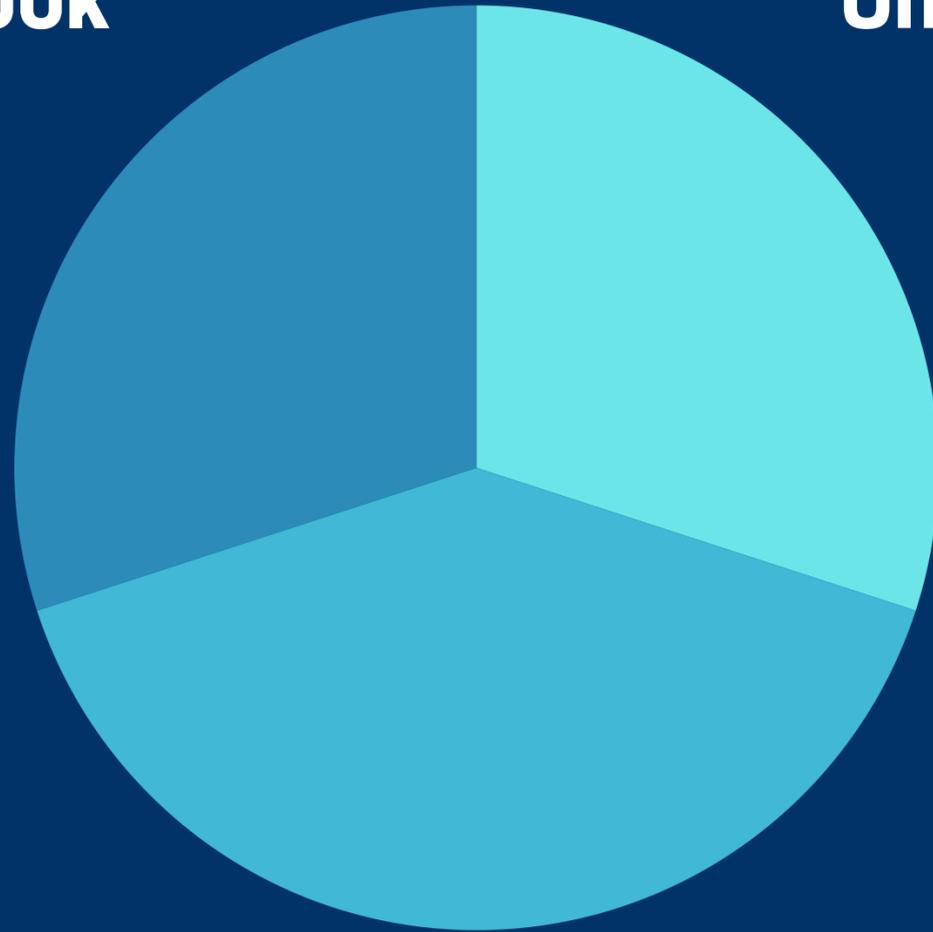


Age Group



Income Level

Over \$100k
30%



Under \$50k
30%

\$50k-\$100k
40%

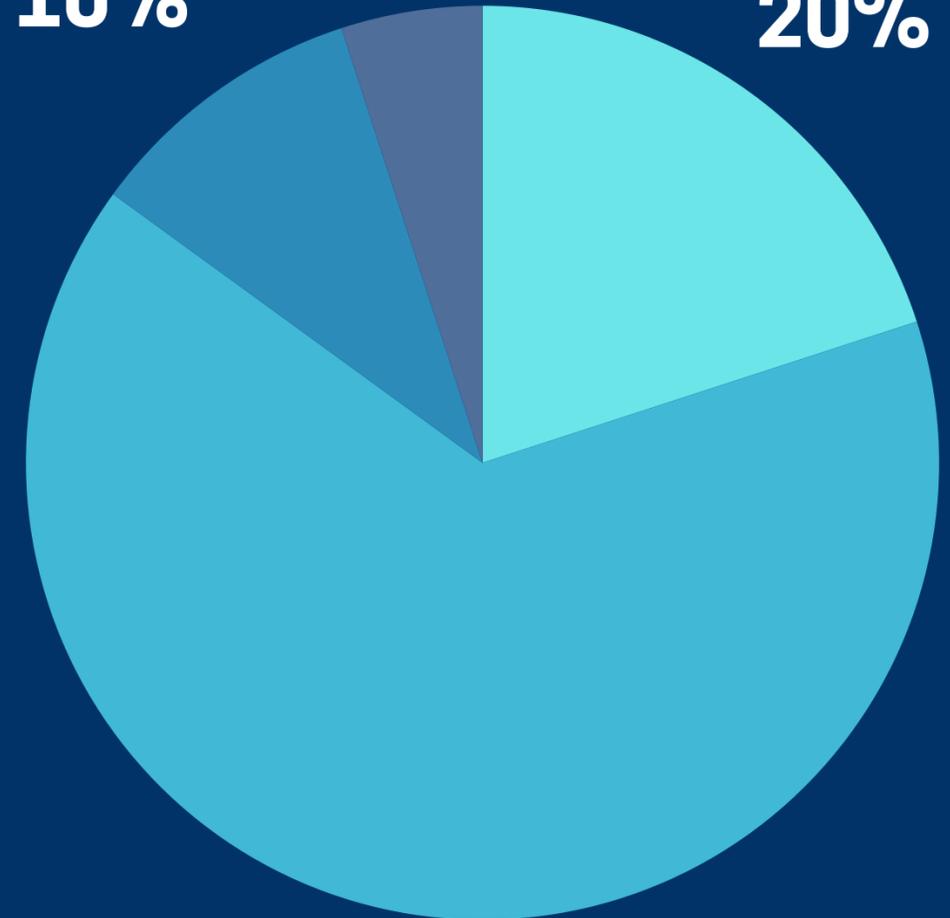


Ethnicity

Hispanic
10%

Asian
5%

Black
20%



White
65%



Where Legends Play: Inside NFL Arenas

There are 30 NFL Arenas, and 32 teams

Most current NFL stadiums seat between 60,000 and 82,000.

Sustainable Arenas



Indoor Training Facilities

- **Year-Round Use:** Teams use indoor centers to train regardless of weather conditions.
- **Recovery Features:** Includes hot/cold pools, cryotherapy, hydrotherapy, and hyperbaric oxygen chambers.
- **Biometric Security:** Facial recognition and wearable tech track access and player performance.
- **High-Tech Training Areas:** Indoor turf, smart gym equipment, and personalized strength programs.
- **Multi-Use Spaces:** Supports training, rehab, team meetings, media events, and fan experiences.





RAVENS HISTORY

1995



2000



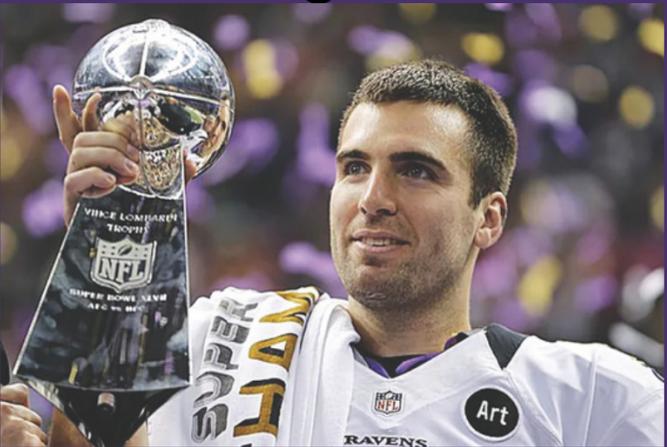
2019



2023



1996



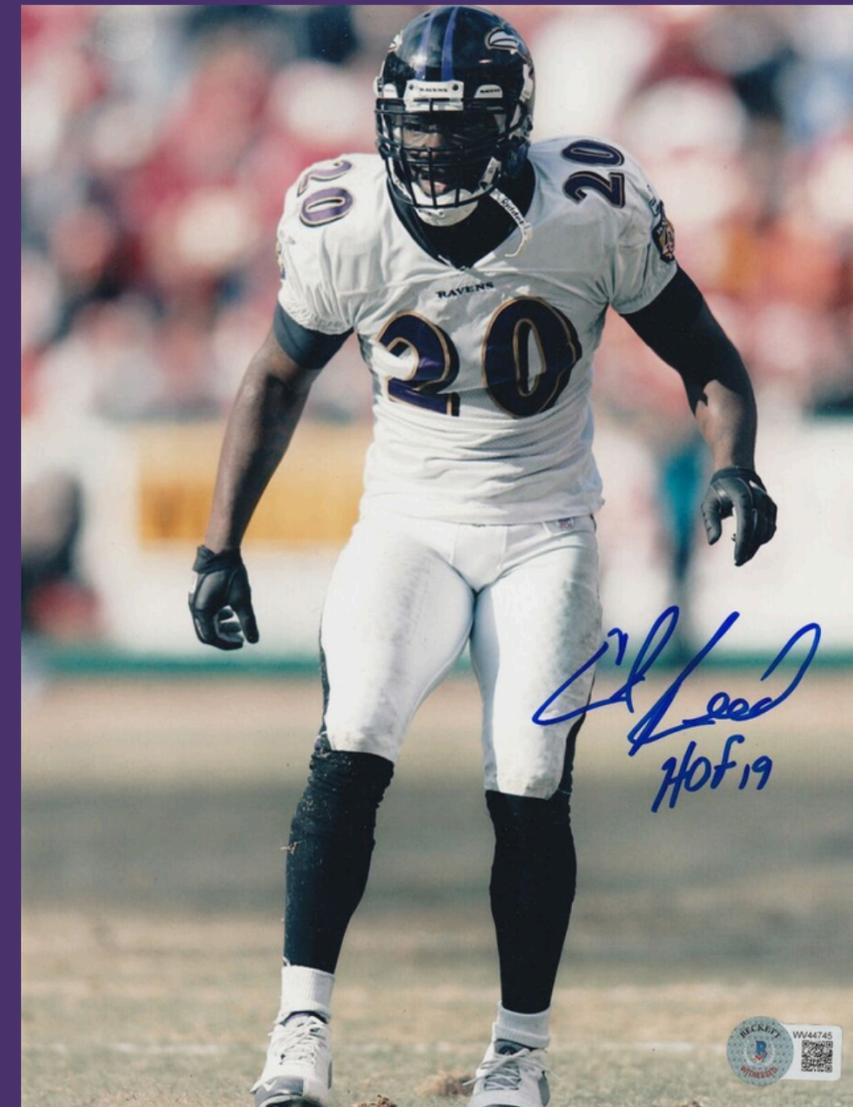
2012



RAVENS LEGACY

Eight AFC North Titles

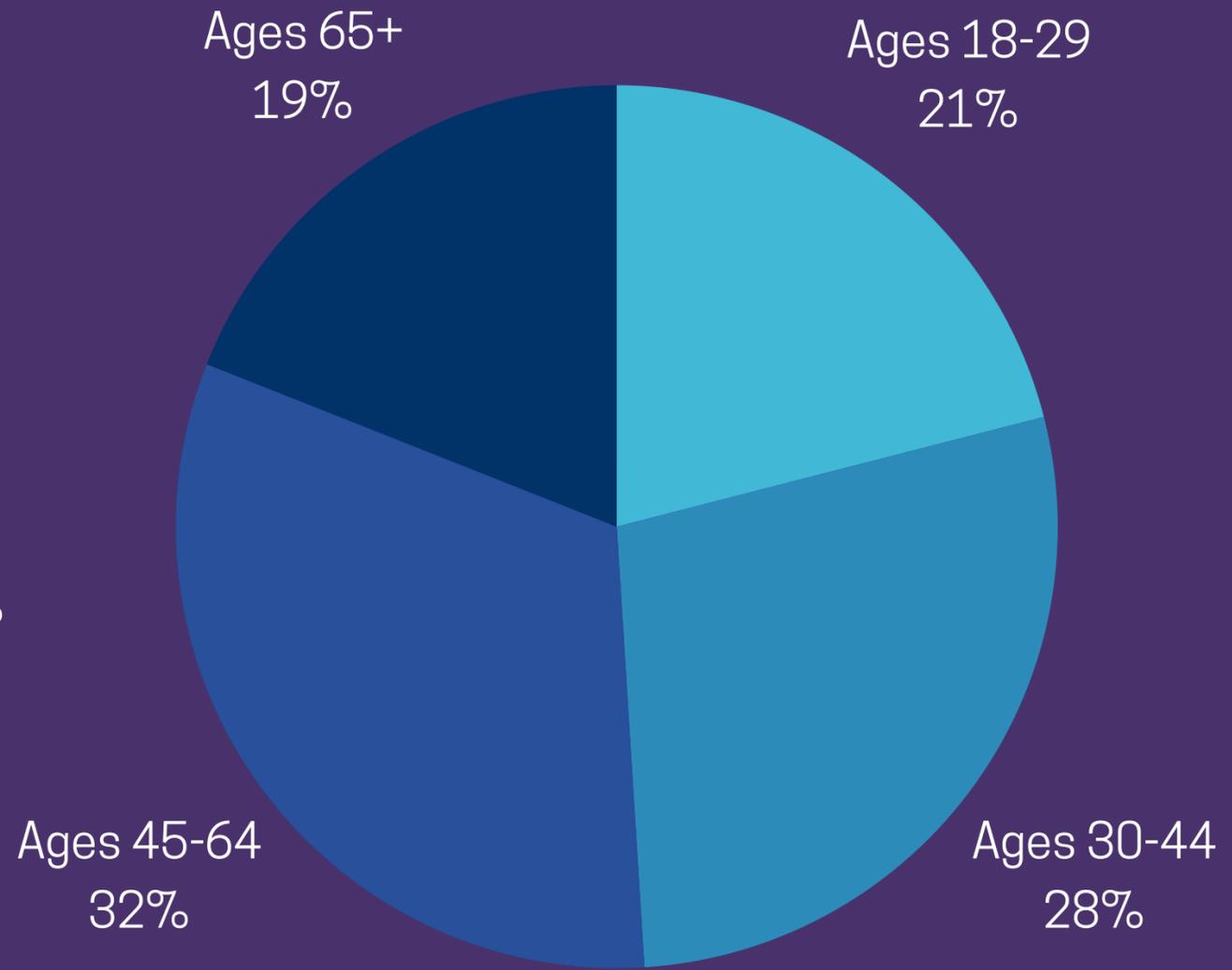
Six Ravens in the Hall of Fame



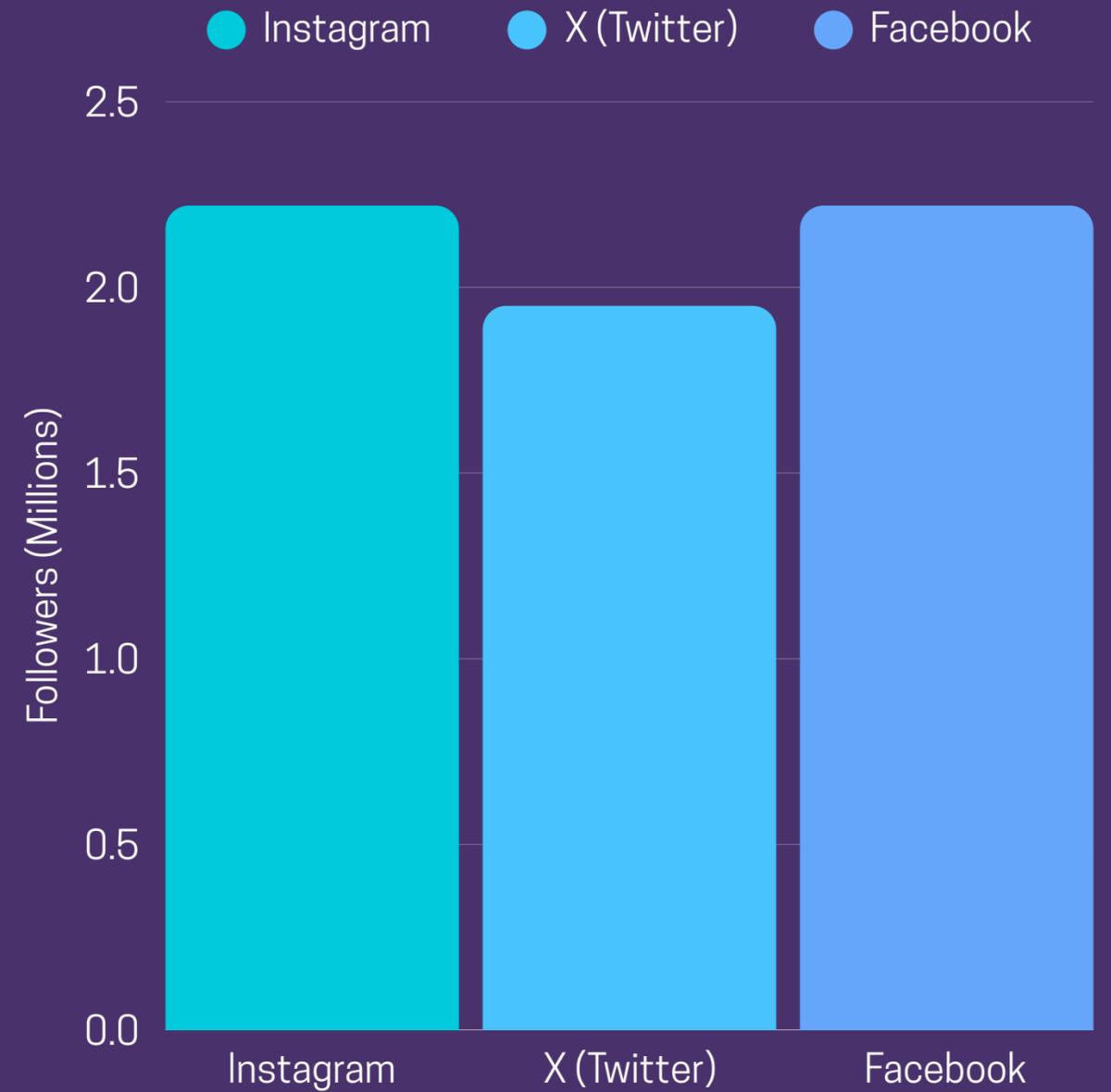
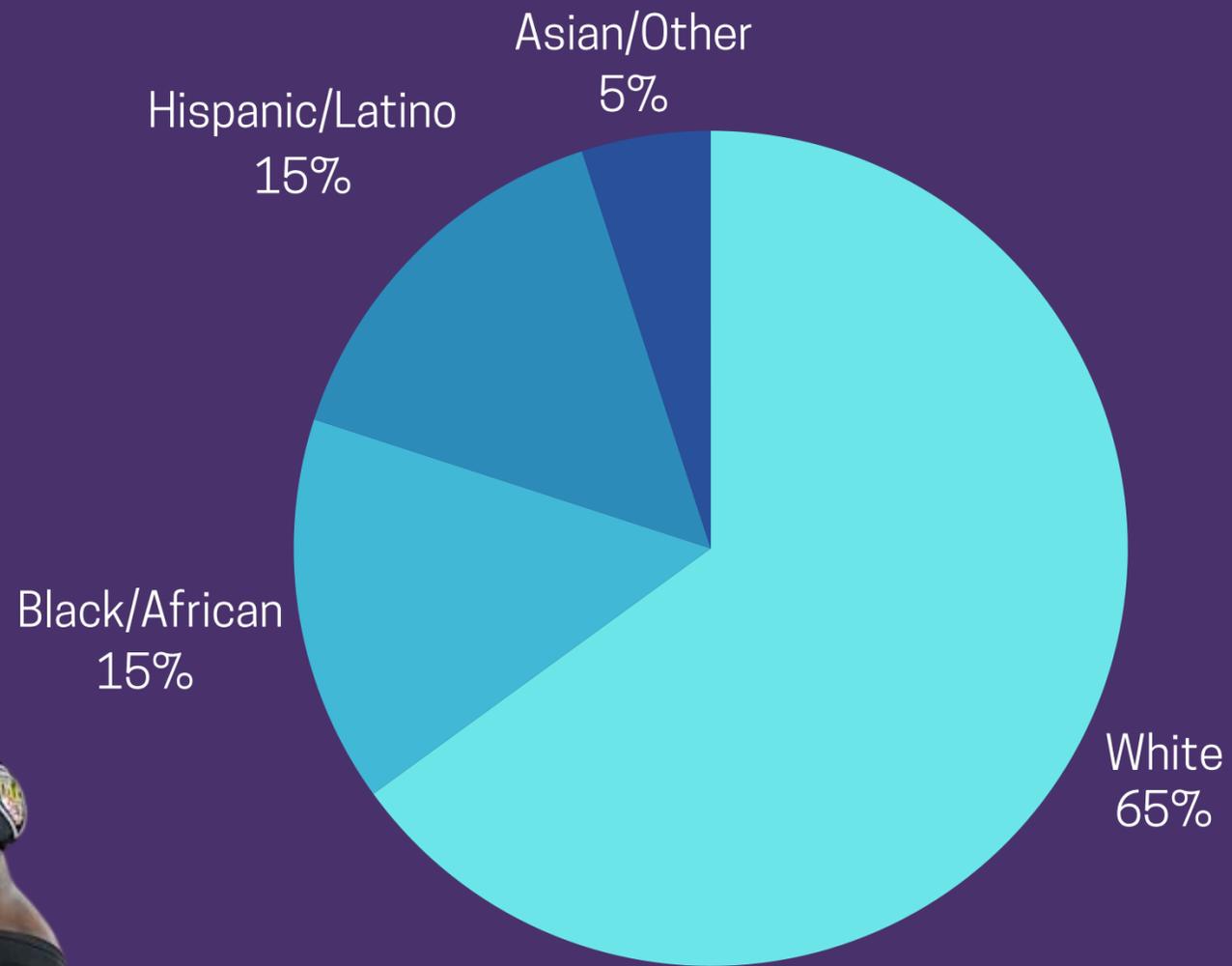
DIVISIONAL RIVALRY



RAVENS DEMOGRAPHICS



RAVENS DEMOGRAPHICS & FOLLOWERS



M&T Bank STADIUM



RAVENS FACILITIES



Under Armour Performance Center



TEAM SPONSORSHIPS



Shift4

M&T Bank



ADVANCE
BUSINESS SYSTEMS

HARSE  LOTTERY.

ATLAS
RESTAURANT GROUP

Levy

 **DRAFT**
KINGS

DUNKIN'



TOYOTA

SAFEWAY 

 HORSESHOE.




MedStar Health

 **leidos**

verizon 

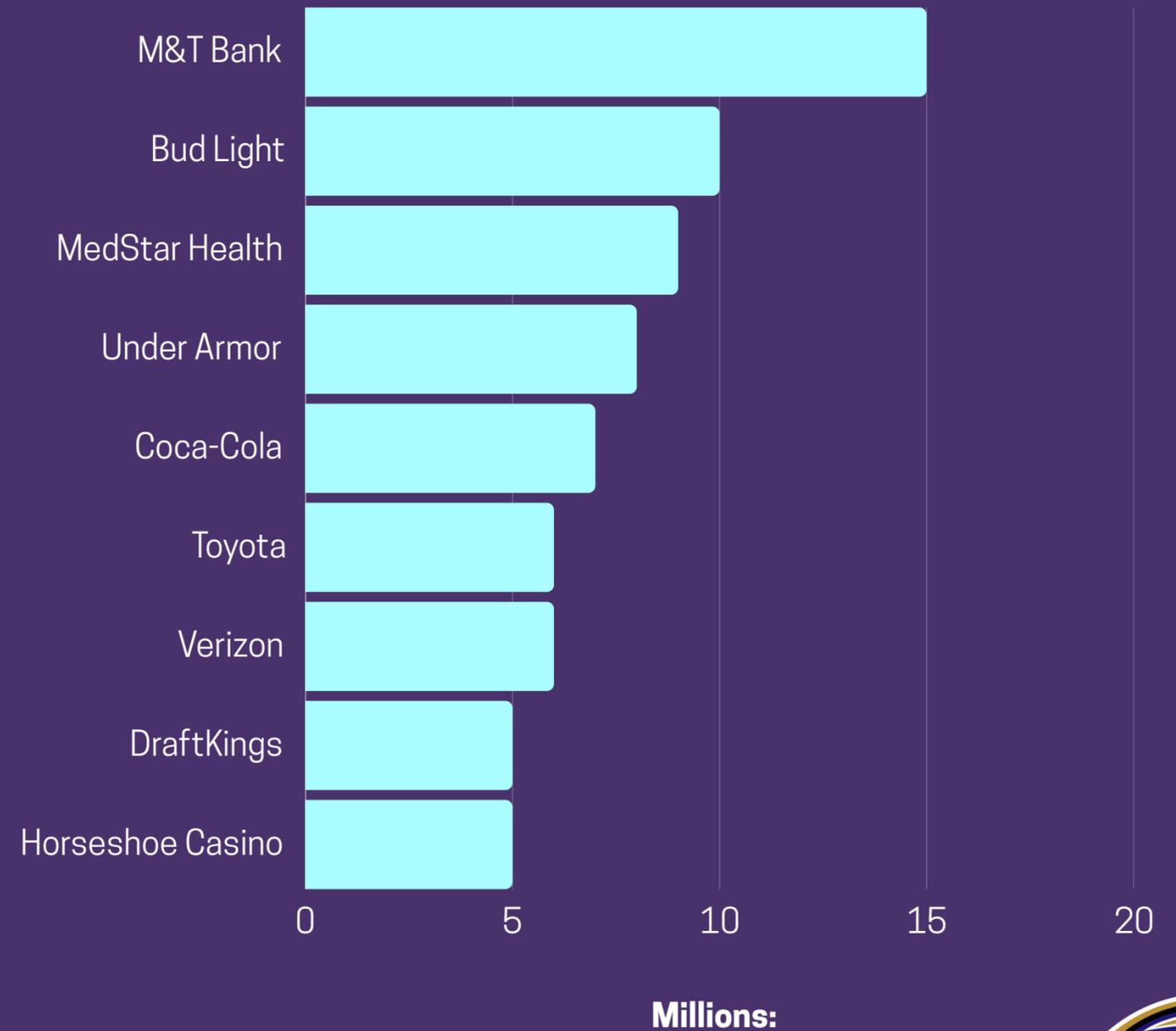
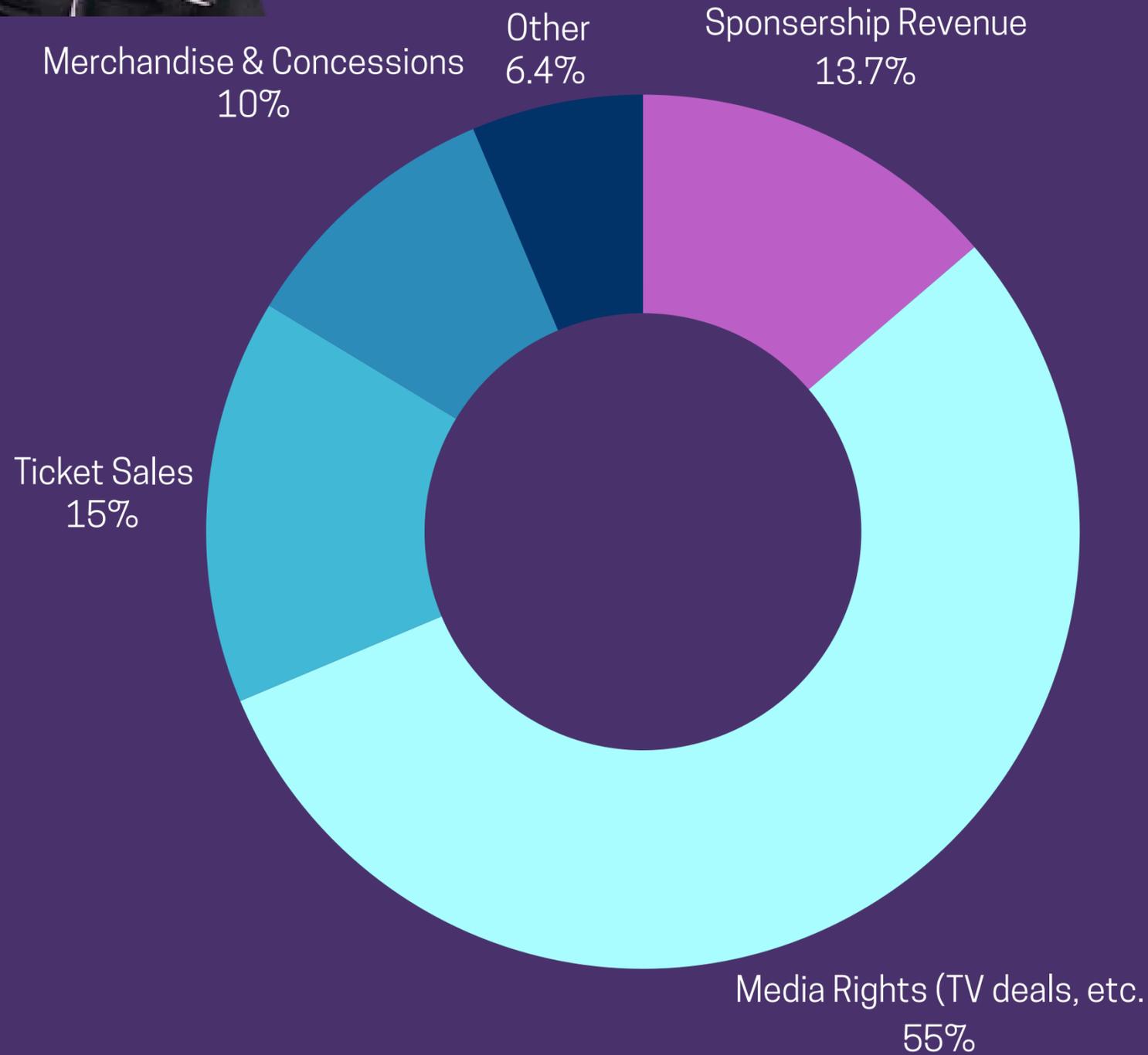
Coca-Cola

BUD
LIGHT


UNDER ARMOUR



Ravens Sponsorship Revenue



Merchandise

- Jerseys
- Hats
- Hoodies
- Accessories
- Collectables



“Its more than fashion- it’s time pride and unity”



WHERE TO GET YOUR FLOCK ON

- Official Ravens Pro Shop
- Fanatics
- NFL Shop
- Ravens Pop-Up Flock Shop
- Nike-Baltimore Ravens Collection



ring ACTIVATION STRATEGY

Sponsor Name: ring

Hook: Leverages ring's brand promise of security by associating it with the Ravens' defense — strong, reliable, unbreakable.

THE BIG IDEA:

- “ring Ravens RedZone Cam” captures major defensive stops in the red zone
- Styled like ring security footage on the stadium screen — night vision, timestamp, motion alert
- Michael Phelps AI voiceover adds humorous, suspenseful commentary (e.g., “Looks like the Ravens just secured the front door!”)
- Tie-in with ring's home security products by linking defense and protection
- Broadcast on stadium screen : “Defend your home like the Ravens defend the end zone!”



ring ACTIVATION STRATEGY

OBJECTIVE:

- Increase brand awareness and product association with safety, reliability, and the Ravens' fan base
- Encourage trial and purchase of Ring products through QR offers and stadium giveaways
- Drive engagement through humor and fandom pride
- Position Ring as the “Official Home Defense Partner of the Ravens”

STRATEGIC BENEFITS:

- Authentic tie-in with football defense theme — seamless brand synergy
- Emotional and memorable in-stadium moment (humor + excitement)
- Multi-channel touchpoints: stadium, broadcast, digital
- Community angle: donate ring devices to local Baltimore neighborhoods for safety

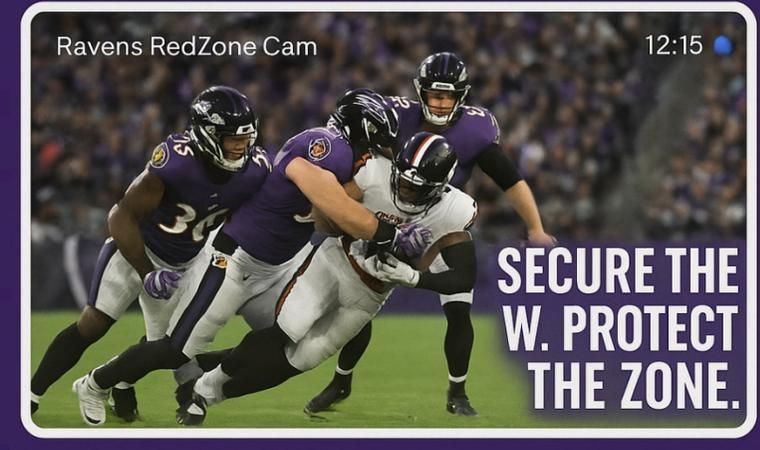




ring



RAVENS REDZONE CAM



Thank You!
Any Questions?

