



Team Services Naming Rights Client: Baltimore Ravens

Team Services performed an aggressive sales strategy for the Baltimore Ravens as they sought a new naming partner. M&T Bank was secured; it was looking for a creative way to enter a new market (Baltimore), on an expedited schedule



Re-Naming:

M&T replaced the Ravens' existing naming partner at the stadium



Community:

First naming rights partnership with community-based programs as its foundation



Partnership Activation:

Worked with the Ravens and M&T to activate the partnership – propelling M&T from the #18 bank in Baltimore to top 5