



BALTIMORE
RAVENS
LOCAL REVENUE OPPORTUNITIES



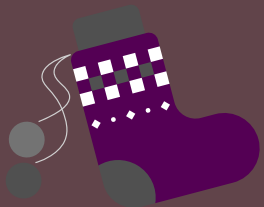
Seasonal accessory merchandise brought in \$896,328.23 between the years of 2017 and 2019, making it the 5th largest source of online merchandise revenue.

SEASONAL ACCESSORY MERCHANDISE

\$645,009.22

\$146,721.90

\$28,591.28



stockings



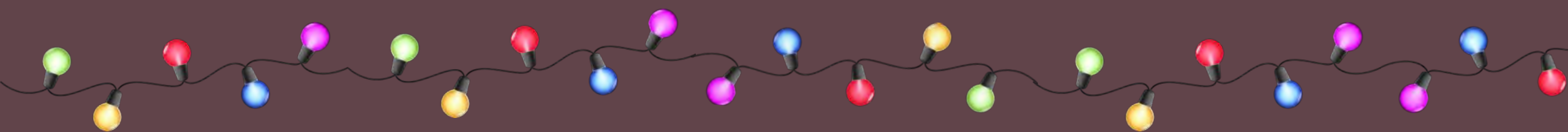
decorations



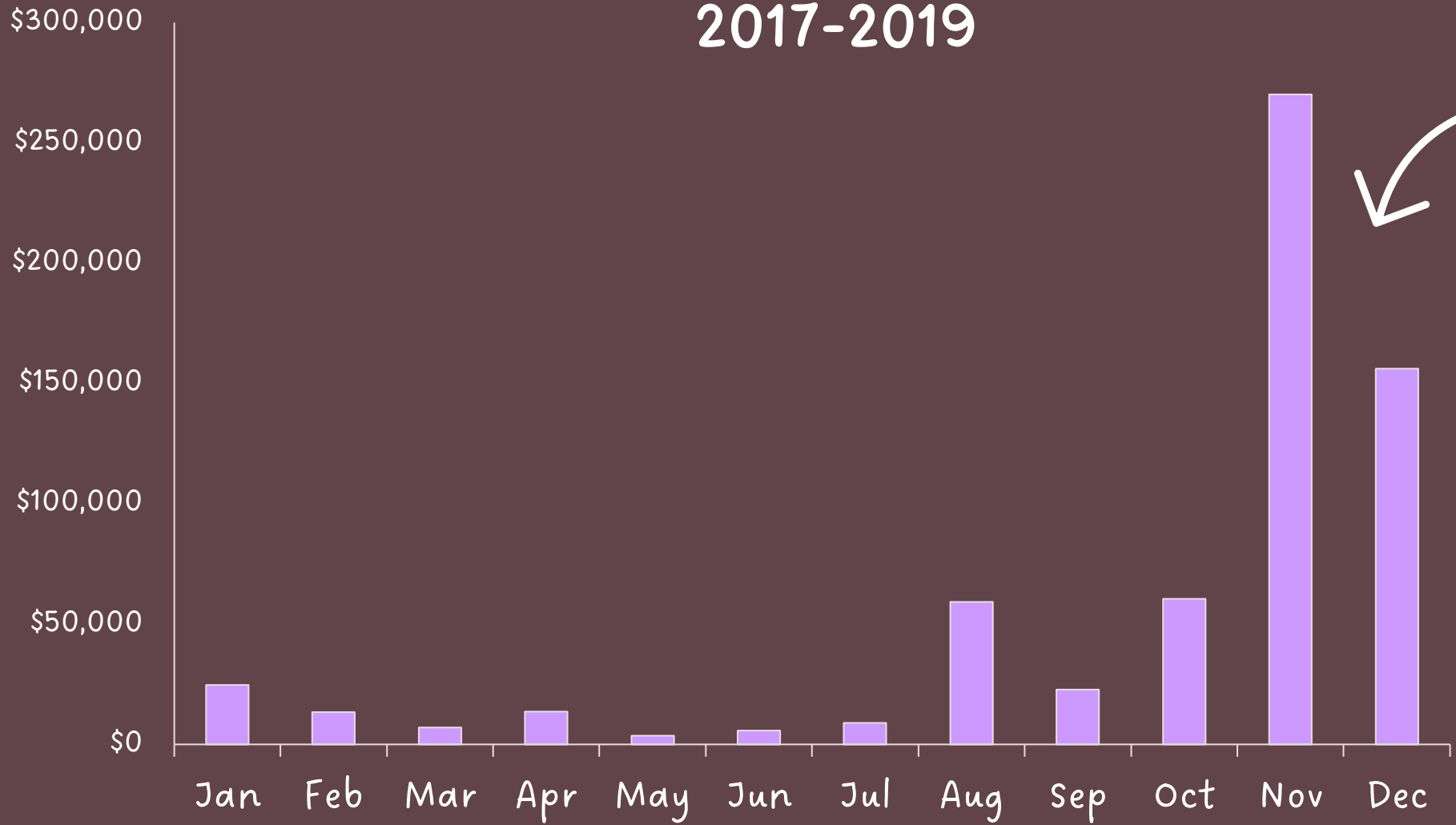
Ornaments

Ornaments
brought in
79% of the
seasonal
merchandise
revenue



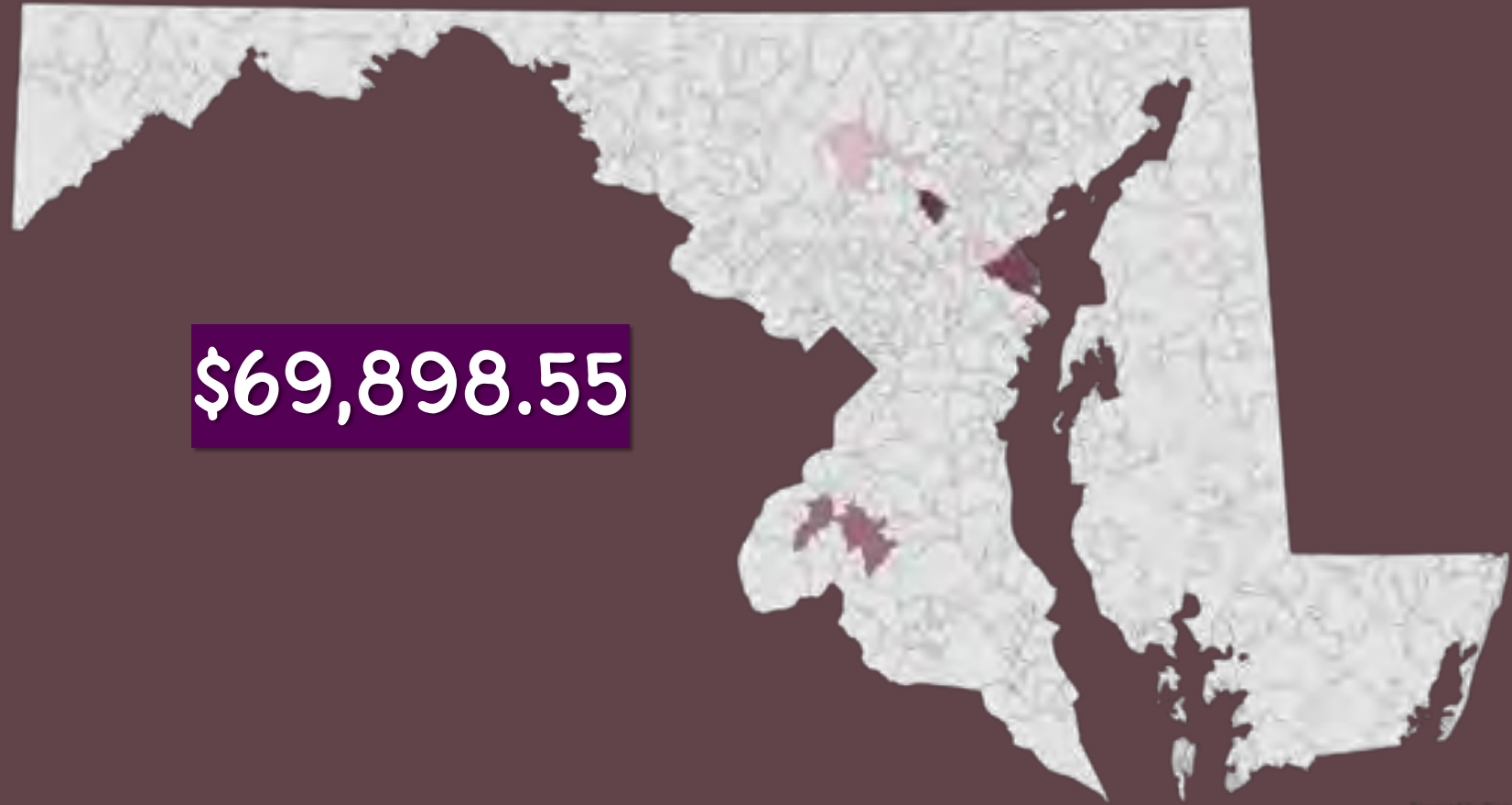


Ornament Revenue 2017-2019



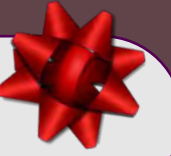
November and December are the most profitable months for ornament sales

10 of the top 15 zip codes bringing in the largest ornament revenue are right here in Maryland



21228 - Catonsville, MD	\$10,876.10
21122 - Pasadena, MD	\$10,486.29
20646 - La Plata, MD	\$9,027.96
21784 - Sykesville, MD	\$6,210.46
21133 - Randallstown, MD	\$6,136.43
21060 - Glen Burnie, MD	\$5,775.99
21236 - Nottingham, MD	\$5,744.02
21061 - Glen Burnie, MD	\$5,436.16
21623 - Church Hill, MD	\$5,086.64
21210 - Baltimore, MD	\$5,048.50

Key Takeaways



- Ornament sales are a key opportunity to increase online merchandise revenue
- A spike in ornament sales should be expected to occur during the months of November and December
- Marketing efforts should be focused on the local community, which has historically brought in the most profit from ornaments

Opportunity for Future Local Revenue



BANNER'S  Hallmark



Banner's is a family owned and operated Hallmark Gold Crown Chain with 14 locations in Maryland, 10 of which are in the Baltimore area

Conclusion

Partnering with Banner's to sell Ravens' holiday ornaments is a key opportunity for the Ravens to increase local revenue