

# B A L T I M O R E R A V E N S



February 12, 2024

Senator Pamela Beidle  
Chair, Senate Finance Committee  
3 East  
Miller Senate Office Building  
Annapolis, Maryland 21401

RE: Senate Bill 359– Support with Amendments- Commercial Law – Sale and Resale of Tickets

Dear Chair Beidle, Senator Gile and Senate Finance Committee Members:

**On behalf of the Baltimore Ravens, I am writing to Support, with Amendments, Senate Bill 539 - Commercial Law – Sale and Resale of Tickets.** The Ravens have engaged with ticket-related legislation for many years and our primary concern continues to be the impact these various bills have on the large-scale events that we host, our fans, and your constituents. While we support some of the consumer protections within the bill, the provisions mentioned below would negatively impact many of our most important fans, who help us create a game day experience that is consistently voted as one of the top in the NFL. With that in mind, we'd like to express the following concerns with Senate Bill 539 which impact our Permanent Seat License and season ticket holders:

- 1. It targets certain segments of the entertainment industry and ticket buyers but impacts all.** We have concerns with several aspects of this legislation. The subject is complex, and the bill addresses broad topics that impact a wide audience of ticket buyers with language that seemingly targets a certain industry segment [concerts] and certain segment of ticket buyers [ticket brokers], but ultimately impacts ticket buyers for the entire entertainment industry. Inevitably it could lead to unintended consequences, potentially including the opposite impact on pricing as the bill intends.
- 2. It's harmful to current and future season ticket holders.** While the bill includes some meaningful consumer protections, the proposed limiting of ticket re-sales to no higher than face value results in several unintended consequences. In the attempt to protect consumers from market forces that may push ticket prices significantly above the original purchase price, many, and particularly those that have purchased a season ticket package, are actually harmed. This limitation eliminates a means to offset the costs of a season ticket package which, in some cases, allows the buyers to afford that commitment. For example, the Ravens have sold Permanent Seat Licenses (PSL) with season tickets, which transfers ticket ownership rights to the PSL Owner, allowing them to then utilize, transfer or sell tickets in those packages. We are aware of a significant number of PSL Owners who utilize the option to sell some games in their season tickets to offset the overall cost of the packages. Some potentially could not afford to be season ticket holders or even be interested without their current right to re-sell above face value. Under this bill they could offset a smaller amount, placing a greater financial burden on

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the consumer, causing them to sell more games that they would like or even be forced to give up their PSLs and season tickets entirely.

3. **The value of owning season tickets is greatly diminished or eliminated.** In terms of filling M&T Bank Stadium for each home game and creating a home field competitive advantage that our fans expect, season tickets are the most important product we sell, as those sales make up 90% of our overall ticket sales. Restricting the ability to re-sell tickets for above the face value amount leads to significantly less value in season ticket ownership and creates an alternative where fans, who could be season ticket holders, would just choose to purchase popular games at face value rather than making the season ticket commitment.
4. **Eliminating transfer restrictions will eliminate a ticket program created for fans who do not have the same means to purchase season tickets as others but want to attend games.** The provision eliminating transfer restrictions would also harm another segment of our ticket buyers. We currently offer a promotion with hundreds of season tickets being made available for each regular season game at a set price well below the season ticket face value. An important condition of this program is a restriction on transfer so that these seats are used by the purchaser and not just bought up only with the intent to re-sell at a profit. We could no longer offer this program without the ability to control how tickets are distributed. The committee has addressed this issue in many previous legislative sessions, and we see no new compelling reasons to pass this additional measure in the current session.

We look forward to further discussions with you, Senator Gile and members of the committee and request the bill is amended to protect the rights of our loyal and very supportive ticket holders. Should you require additional information, please do not hesitate to contact our representatives in Annapolis, Nick Manis or John Favazza.

Sincerely,



Baker R. Koppelman  
Sr. Vice President, Ticket Sales & Operations

CC: Senate Finance Committee Members  
Senator Dawn Gile  
Mr. Nick Manis  
Mr. John Favazza  
Mr. Brandon Etheridge