



## Caesars Sportsbook, Horseshoe Baltimore and Baltimore Ravens Announce Premier Sports Betting Partnership

September 8, 2021

### Team's Only Comprehensive Gaming Partnership Across Sportsbook and Casino

BALTIMORE, Sept. 8, 2021 /PRNewswire/ -- The Baltimore Ravens and Caesars Entertainment, Inc. (NASDAQ: CZR), today announced a multi-faceted partnership with Caesars Sportsbook, becoming a premier sports betting partner of the team, while expanding upon Horseshoe Baltimore's status as the NFL team's only official casino partner. The five-year agreement provides the newly-launched, best-in-class sportsbook offering – Caesars Sportsbook – naming rights throughout the club level of M&T Bank Stadium, additional exposure via signature animated displays across all of the stadium's LED boards, and much more.

Pending regulatory approval, Caesars Sportsbook will provide Ravens fans and other sports enthusiasts a premium sports betting experience with its mobile app and at its eventual retail sportsbook, which is currently under development at Horseshoe Casino Baltimore. Caesars Sportsbook's easy-to-navigate app integrates mobile sports betting with the company's industry leading loyalty program, [Caesars Rewards](#), where every bet, win or lose, rewards the bettor with Tier Credits and Reward Credits that can be used to unlock unbeatable experiences within the Caesars portfolio of properties and partnerships.

"We're excited to grow our strategic partnership with the Baltimore Ravens by serving as the two-time Super Bowl champions' official sports betting partner and expanding our role as the team's only casino partner," said **Chris Holdren**, Co-President of Caesars Digital. "This new agreement clearly establishes Caesars Sportsbook and Horseshoe Baltimore as the team's most prominent sports betting partner and provides our customers with extraordinary access to Ravens games, signature events at M&T Bank Stadium, Ravens training camp – even the team's away game trips and the Super Bowl."

The deal expands upon Horseshoe Baltimore's longstanding relationship with the team and comes as the Ravens and Horseshoe Baltimore develop a new entertainment district along the Warner Street corridor linking M&T Bank Stadium to the casino.

"This agreement represents a bold expansion of the winning relationship we already share with Caesars and Horseshoe Baltimore," said Baltimore Ravens Chief Sales Officer **Kevin Rochlitz**. "We are constantly exploring ways to create additional opportunities to engage with our fans and introduce our team to new audiences, while supporting the city we call home. In collaboration with Caesars and Horseshoe Baltimore, we are not only continuing to develop unique fan activations but also transforming the city's Southern Gateway into a diversified entertainment district unavailable to sports fans in other NFL markets."

"By growing our longstanding partnership with the Baltimore Ravens, we are able to provide our guests with even more of the legendary experiences the Horseshoe brand is known for," said Horseshoe Baltimore Senior Vice President and General Manager **Randy Conroy**. "Our customers bleed Ravens purple, so we're excited to be able to offer them greater access to the team than ever before."

Through this agreement, Horseshoe Baltimore will host an annual signature event on the M&T Bank Stadium club level, as well as additional pre-game club level events with two Ravens alumni players for up to 100 guests. In addition, Horseshoe Baltimore will serve as title sponsor of Ravenstown Saturday Night, which includes a reception held on the club level of M&T Bank Stadium on an evening prior to a Ravens' Sunday home game. Guests will have the opportunity to participate in a question-and-answer session with Ravens alumni and tour the locker room and field.

Caesars Sportsbook will also be the title partner on the Ravens' digital pre-game show airing live prior to each regular season home game on [baltimoreravens.com](#), mobile app, Facebook page and other platforms. Finally, Caesars Sportsbook will serve as the title sponsor of the Flock Pick 6 game on the team's website and mobile app and will be the exclusive title sponsor of all digital content related to the NFL Draft as covered and posted on [baltimoreravens.com](#) for two weeks leading up to the draft.

#### About Caesars Entertainment, Inc.

Caesars Entertainment, Inc. (NASDAQ: CZR) is the largest casino-entertainment company in the US and one of the world's most diversified casino-entertainment providers. Since its beginning in Reno, NV, in 1937, Caesars Entertainment, Inc. has grown through development of new resorts, expansions and acquisitions. Caesars Entertainment, Inc.'s resorts operate primarily under the Caesars®, Harrah's®, Horseshoe®, and Eldorado® brand names. Caesars Entertainment, Inc. offers diversified gaming, entertainment and hospitality amenities, one-of-a-kind destinations, and a full suite of mobile and online gaming and sports betting experiences. All tied to its industry-leading Caesars Rewards loyalty program, the company focuses on building value with its guests through a unique combination of impeccable service, operational excellence and technology leadership. Caesars is committed to its employees, suppliers, communities and the environment through its PEOPLE PLANET PLAY framework. Know When To Stop Before You Start.® Gambling Problem? Call 1-800-522-4700. For more information, please visit [www.caesars.com/corporate](http://www.caesars.com/corporate).

#### About the Baltimore Ravens

The Baltimore Ravens are one of five NFL franchises to win multiple Super Bowls since the turn of the century. Under head coach John Harbaugh, who arrived in 2008, Baltimore has posted the NFL's fifth-most total victories (140), won the league's second-most playoff games (11, tied), advanced to an impressive three AFC Championship contests, and in 2012, captured the World Championship in Super Bowl XLVII. The Ravens, who also won Super Bowl XXXV during the 2000 campaign, have made the playoffs in nine of the past 13 seasons – producing four AFC North Division titles during

this time (2011, 2012, 2018 & 2019).


**About Horseshoe Baltimore**

The south anchor of Baltimore's Southern Gateway Entertainment District, Horseshoe Baltimore, developed by CBAC Borrower, LLC, is located on Russell Street extending the city's tourism footprint. The city-integrated casino is designed to maximize connectivity with existing hospitality operators, neighboring sports venues M&T Bank Stadium and Oriole Park at Camden Yards, and the city's famed Inner Harbor. The casino is home to world-renowned chef Gordon Ramsay. Enjoy Gordon Ramsay's first steakhouse on the East Coast, award-winning Gordon Ramsay Steak. The casino is also home to the Baltimore Marketplace, where guests can take advantage of several exceptional quick-serve dining outlets, including Ben's Chili Bowl, Tony Luke's and Piezzetta. Horseshoe Baltimore's three-level feature bar, 14Forty, official bar of the Baltimore Ravens, raises the nightlife standard within the city, serving drinks around the clock in the center of the casino where guests are always surrounded by 360 degrees of excitement. At Horseshoe Baltimore, guests will find more than 1,800 of the newest, hottest slots, with more than 150 table games and a 25-table World Series of Poker-branded poker room amid 122,000 square feet of gaming space. The casino, which opened Aug. 26, 2014, employs more than 1,400 team members. Horseshoe Baltimore is operated by a subsidiary of Caesars Entertainment Corporation (NASDAQ: CZR). For more information, please visit [HorseshoeBaltimore.com](http://HorseshoeBaltimore.com). Find Horseshoe Baltimore on [Facebook](#) and follow on [Twitter](#) and [Instagram](#). Must be 21 or older to gamble. Know When To Stop Before You Start.® Please play responsibly. For help, visit [mdgamblinghelp.org](http://mdgamblinghelp.org) or call 1-800-GAMBLER.



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SOURCE Caesars Entertainment, Inc.

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