

M&T Bank Signs Baltimore Ravens Wide Receiver Zay Flowers for Partnership Focused on Community

Flowers to Serve as M&T Bank's New Ambassador for 2024 Football Season

BALTIMORE, MD, Aug. 5, 2024 – [M&T Bank](#) (NYSE: MTB) announced its new partnership with Zay Flowers, the second-year Baltimore Ravens wide receiver and No. 22 overall selection by the Ravens. As part of the relationship, M&T Bank is launching a 2024 season campaign with the theme of “All 4 for the Flock” – highlighting Flowers around Baltimore, illustrating how football brings the community together.

As the “Official Bank of the Baltimore Ravens,” Flowers will serve as an M&T Bank ambassador that was highlighted in a [video announcement](#) on M&T Bank social media channels.

“Zay Flowers is one of the best young route runners in professional football, but he can also display the best routes in building a foundation of commitment and success,” said Brian Walter, M&T Bank Regional President for Greater Baltimore. “He’s a dynamic fit for M&T Bank, bringing a big heart for community impact and a sharp business acumen both on and off the field.”

“M&T Bank understands the community and how important it is for us to use our platforms together to make a difference,” Flowers said. “I’ve seen first-hand how M&T Bank gets involved in communities to bring people together and meet local needs. The partnership we’re building is based on our shared values and focused on creating opportunities to support the Baltimore Region.”

Flowers joined the Ravens in 2023, quickly becoming a fan favorite for his impressive rookie season leading up to the team’s AFC Championship game. He has also captivated fans with his enduring admiration of the Ravens Flock.

As part of their collaborative efforts to connect and engage fans, Flowers and M&T Bank are coordinating opportunities for community members to interact with Flowers during the pre-and regular season. M&T Bank will also offer sweepstakes opportunities for Flowers merchandise throughout the season via social media.

On August 6, M&T Bank, Flowers, and the Ravens will host a meet and greet after practice at the Under Armour Performance Center for members of the Cool Kids Campaign, a nonprofit organization devoted to improving the quality of life for pediatric oncology patients.

Fans can also engage with M&T Bank, the Ravens, and Zay Flowers, and learn more about upcoming events and promotions at www.mtb.com/ravens

Flowers also recently hosted “Zay Day” in Ft. Lauderdale as a gesture to give back to his hometown:

<https://wsvn.com/news/local/broward/fort-lauderdale-native-and-nfl-star-zay-flowers-hosts-zay-day-for-local-community/>

For more information about M&T Bank's partnership with the Baltimore Ravens, visit M&T's [website](#) and Instagram account [@mtb_ravens](#).

A Partnership Focused on More Than Football

When M&T Bank and the Ravens began their partnership 20 years ago, they pledged to combine the strength of the two organizations to improve communities throughout the Baltimore area. M&T Bank and the Ravens have delivered on those promises – and many more.

As a partner of the Ravens Foundation Inc. since 2003, M&T Bank has contributed more than \$1 million, which has been allocated to a range of community initiatives during the past 20 years. The Ravens Foundation is the team's charitable arm committed to encouraging and enabling the healthy development of youth in Baltimore and other parts of Maryland.

“Our partnership with the Baltimore Ravens is not simply about name recognition, it’s about connecting with the Baltimore community in meaningful ways that improve the lives of our neighbors,” said Christopher Kay, M&T Bank Head of Enterprise Platforms, Consumer Banking, Business Banking, and Marketing.

Employees of M&T Bank and the Ravens also have rolled up their sleeves together to volunteer in communities throughout Baltimore during the past two decades. Those projects have included neighborhood landscaping and beautification, stream clean-ups, food drives, school supply distribution, playground construction and more.

Building on long-term partnership

On April 20, 2023, M&T Bank and the Ravens reached an agreement to extend their strategic partnership for another 10 years

beyond the current contract, which was set to expire after the 2027 season. The announcement comes after the organizations entered a partnership that has always been about more than putting the bank's name on the 71,000-seat M&T Bank Stadium – often referred to simply as "The Bank."

Since first announcing their partnership on May 6, 2003, M&T Bank and the Ravens have worked together with numerous business, community, and elected leaders to strengthen communities throughout the Baltimore region. That commitment will continue as part of the organizations' partnership extension and include additional investments in providing financial education programs to Greater Baltimore students each year.

About M&T Bank

M&T Bank Corporation is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, provides banking products and services in 12 states across the northeastern U.S. from Maine to Virginia and Washington, D.C. Trust-related services are provided in select markets in the U.S. and abroad by M&T's Wilmington Trust-affiliated companies and by M&T Bank. For more information about M&T Bank, visit www.mtb.com.

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