PNC Bank Named Official Retail Bank of the Tampa Bay Lightning

Sponsorship reflects continued growth, shared commitment to the community

TAMPA, Fla., Sept. 24, 2024 – PNC Bank and Vinik Sports Group today announced that PNC will become the Official Retail Bank of the Tampa Bay Lightning, marking the financial institution's largest local sponsorship investment since entering the Tampa Bay market in 2011. The multi-year partnership, which debuts tonight as the Lightning return to the ice for the preseason, reflects PNC Bank's continued growth in Tampa Bay and the efforts of both organizations to celebrate and strengthen the community.

"Like the Lightning, PNC works hard to positively impact Tampa Bay and the lives of the people who live here," said Chad Loar, PNC regional president for West and Central Florida. "We're proud to join this winning team and view our relationship as much more than a business opportunity. It's a chance for us to demonstrate our long-term commitment to the community, more actively engage with our customers and align with a partner that shares our vision for the future of this region."

To kick off the collaboration, staff volunteers from PNC and the Lightning recently teamed up for a morning of service at West Tampa Elementary School. The two organizations delivered classroom supplies to teachers and books to students before engaging in hands-on beautification projects inside the school and on its campus.

"At the Lightning, we make it a priority to build meaningful partnerships with organizations that share our passion for our fans and this community," said Steve Griggs, CEO of Vinik Sports Group. "Our relationship with PNC Bank is not only an association between two world-class brands, but also a collaboration between two organizations that care deeply about Tampa Bay. We're excited about the opportunities this relationship creates and look forward to working together to make an even bigger impact on the region."

The sponsorship will bring to life PNC Bank's humorous Brilliantly Boring℠ brand campaign, which launched in March, by associating the company's steadfast reliability with the team's consistently brilliant play.

In addition to usage rights associated with the "Official Retail Bank" designation, the partnership establishes a significant brand presence for PNC Bank throughout the interior and exterior of AMALIE Arena, including a cutting-edge videoboard display on Channelside Drive and curbside kiosks in the Water Street District.

PNC Bank will also be featured in game day radio and television broadcasts, digital and social media content and a variety of activation events for PNC clients and Lightning fans.

The Tampa Bay Lightning sponsorship builds on PNC Bank's existing strategic sports relationships in Florida, which include Major League Baseball's Miami Marlins and its Triple-A affiliate, the Jacksonville Jumbo Shrimp, participation in IndyCar's Firestone Grand Prix of St. Petersburg through Chip Ganassi

Racing, as well as sponsorships with the Daytona Tortugas and Jacksonville Icemen, and the company's largest golf sponsorship, the PNC Championship.

PNC Bank serves millions of consumers and small businesses across the country through its network of nearly 2,200 branches, 60,000 PNC and partner ATMs, and its online and mobile banking platforms and customer care center. In February, PNC Bank also announced plans to invest nearly $1 billion to open more than 100 new branches and renovate more than 1,200 existing locations coast-to-coast through 2028.

PNC Bank, National Association, is a member of The PNC Financial Services Group, Inc. (NYSE: PNC). PNC is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking including a full range of lending products; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

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