

CITIZENS BANK'S PARTNERSHIPS

MAJOR SPONSORSHIPS

Sponsorships are key to Citizens' strategy for brand awareness and customer acquisitions. Their CEO has suggested that purchasing the naming rights to the Phillie's ballpark "put Citizens Bank on the map." ([Inquirer.com](https://www.inquirer.com))

Citizens Bank Park (MLB): Citizens has had naming rights to the Phillies' ballpark since 2004, when they signed a \$95-million, 25-year contract. Both sides are reportedly open to an extension of the deal. ([Sports Business Journal](https://www.sportsbusinessjournal.com))

New Jersey Devils (NHL): Citizens became the presenting partner and official bank of the NJ Devils and its home arena, Prudential Center, in Newark, N.J. in 2022. Their deal covers all Devils media, arena LED/signage, "Jersey Shops" small-business grants, and youth-hockey programming (e.g., \$120 k pledge to Devils Youth Foundation in 2024). ([Citizens Bank](https://www.citizensbank.com) | [NHL.com](https://www.nhl.com))

New York Road Runners & TCS New York City Marathon: Five-year deal signed 2023; Citizens also became title sponsor of the *Queens 10K* and stages the "Citizens Cheer Zone" + content studio during Marathon week ([ATM Marketplace](https://www.atmmarketplace.com))

Various entertainment & event venues in Boston: Naming rights for Citizens Bank Opera House (2019-2029) and Citizens House of Blues Boston (2023-2028). Presenting partner at Paradise Rock Club, Brighton Music Hall, Orpheum Theatre, MGM Music Hall @ Fenway, the Lawn on D Powered by Citizens. ([Vanyaland](https://www.vanyaland.com) | [Citizens Bank](https://www.citizensbank.com))

College Fest Boston: 2024 presenting sponsor at New England's largest back-to-school festival, reaching approximately 20k students. (2025 participation unclear)

OTHER SPONSORSHIPS

- The Boston Museum of Fine Art's **MFA MLK Day** - January | Boston, MA
- Citizens **Shamrock Half Marathon, Relay & Shamrock Shuffle** - March | Manchester NH
- **Detroit Grand Prix** - May 30 - June 1, 2025 | Detroit, MI
- **Pittsburgh International Jazz Festival** - September 18-21, 2025 | Pittsburgh, PA
- Citizens **Pell Bridge Run** - October 19, 2025 | Newport, RI
- **Trick-or-Treat Fest** - October | Columbus, OH
- **Jack-O-Lantern Spectacular** - October | Providence, RI
- **Winter in Franklin Square** - November through February | Philadelphia, PA
- **Holiday Nights in Greenfield Village** - December | Dearborn, MI

CITIZENS PAY PARTNERS

Apple

Citizens Bank first launched its Buy Now, Pay Later financing in 2015 through a partnership with Apple which continues today as an option to finance [iPhone upgrades](#).

Other Citizens Pay BNPL Partners*

- BJ's Wholesale
- Xbox All Access program via Target, Walmart, and GameStop
- Trek Bicycle
- Horizon Fitness
- Echelon Fitness
- Arlo Technologies
- Cox Mobile
- Wisetack Home-Services Network
- Wiley Efficient Learning

*Unclear which of these still use Citizens Pay

SELECT EXECUTIVES' COMMUNITY TIES

University of North Carolina: Chairman & CEO Bruce Van Saun is a UNC alumnus and major donor to UNC's Kenan-Flagler Business School.

University of Vermont: Senior Vice Chair & Head of Commercial Banking Donald McCree, a UVM alumnus and [major donor](#), is Vice Chair of the [UVM Board of Trustees](#) and sits on the [UVM Foundation Board of Directors](#).

The National Constitution Center in Philadelphia: Senior Vice Chair & Head of Commercial Banking Donald McCree is a [trustee](#) at the National Constitution Center.