

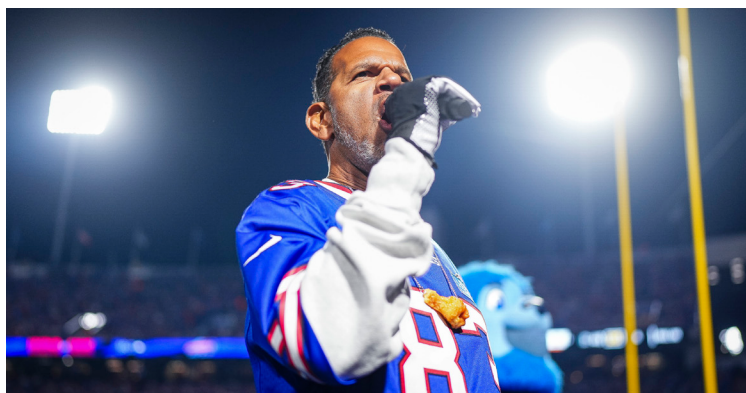
MARKETING PLATFORMS



The “Mini Mafia” is the official Buffalo Bills Kids Club for fans aged 6-14, offering exclusive content, events, and promotions to introduce young fans to the team’s loyal fanbase, “Bills Mafia”. Launched in 2022, the program aims to foster a lifelong connection to the team by providing fun, fan-focused experiences, such as activities at Highmark Stadium and chances to meet players.



Bills Mafia Gaming is an interactive gaming community for Bills fans and gamers around the globe to connect through esports. Within the platform, players can engage and track their progress on the official leaderboard, tracking skill and participation with Rival’s point system and digital currency.



To forge and cultivate beneficial relationships between the Buffalo Bills organization, our former players, and coaches. We look to support, celebrate, and engage our former players and their families through available resources and programming created to assist in a holistic capacity long after their playing days.



Each week during the High School Tackle Football season, the Buffalo Bills, in partnership with Legends Global Merchandise, will announce a Coach of the Week for Buffalo and Rochester based on the section committee selections. This program will recognize Buffalo and Rochester area coaches not only for their efforts on the field, but their personal and team accomplishments off the field.