

# Fan Code of Conduct

Buffalo Bills fans are loyal, passionate, knowledgeable, and have tremendous pride in their town and their team. Bills guests have been the heart of the Western New York community for over 60 years, and provide our players, coaches and fellow guests with the most exciting atmosphere in the National Football League!

The Buffalo Bills and our team partners have an unwavering focus on the fans and are committed to providing our guests with a safe, clean, comfortable and enjoyable game day experience inside and outside New Era Field. **We strive to promote responsible behavior and make the guest experience family friendly, memorable and positive for football fans of all ages.**

Any irresponsible conduct will not be tolerated in the stadium parking lots or in New Era Field, and in some cases may result in ejection from the game, revocation of season ticket privileges and/or arrest. **Everyone deserves the right to enjoy the excitement and enthusiasm of game days. Please treat all guests with courtesy and respect, including visiting team fans.** Our staff will proactively implement the Fan Code of Conduct that includes the following behaviors not tolerated by the NFL and Bills:

- Attempting to bring alcoholic beverages or other prohibited items into stadium.
- Excessive standing or behavior detracting from the enjoyment of fellow guests. Spontaneous reactions to plays within the game are expected and encouraged, but your continued standing when most other guests are sitting is not permitted.
- Failure to follow instructions or show your ticket when asked by team or stadium personnel.
- Failure to sit in your ticketed seat location.
- Fighting, foul language or obscene gestures.
- Inappropriate displays of affection for a public setting.
- Indecent exposure, obscene clothing, or offensive signs.
- Interfering with the game (including entering the field or throwing objects onto the field).
- Intoxication or signs of impairment. Please drink responsibly.
- Offensive language or obscene gestures concerning a person's race, ethnicity, color, gender, religion, creed, disability, age, sexual orientation, gender identity/expression or national origin; or to instigate, incite or encourage a confrontation or physical assault.
- Scalping, improper resale of tickets, misuse of tickets/credentials, illegal merchandise sales.
- Verbal or physical harassment of guests, including visiting team fans. Please be respectful.
- Violating the No Tobacco Products policy. New Era Field is a tobacco / smoke-free facility.
- **ANY conduct deemed to be inappropriate or dangerous** to spectators, participants or Team Members.

Bills fans are among the best tailgaters in the NFL. Please take pride in your tailgate and your parking lot, and help clean up your area before entering the game. Season Ticket Members are responsible for the conduct of persons occupying their seats, and those persons that do not adhere to the Fan Code of Conduct will result in having season ticket privileges revoked without reimbursement to the account holder.

## **Fan Conduct Text Line – To Report An Issue:**

Guests are encouraged to report any Fan Code of Conduct issues by contacting a stadium team member. Please contact the Fan Conduct Text Line by:

**Text: BILLS <space>, followed by your location and issue to 69050**

**Call: (716) 312-8933**

The NFL, Buffalo Bills, and team partners value your support, enthusiasm and cooperation. Thank you for adhering to the Fan Code of Conduct, so all fans can enjoy the game!

