

IP RIGHTS



BILLS

Official corporate partners of the Buffalo Bills have the opportunity to gain exclusive access to team trademarks and logos, unlocking powerful opportunities to connect with one of the most passionate fan bases in sports. Through customized sponsorship agreements, partners can incorporate official Bills marks into marketing campaigns, promotions, and branded content. This affiliation not only elevates brand credibility—it taps into the loyalty and pride of Bills Mafia. We work closely with partners to ensure proper usage and protect the integrity of both our brand and theirs.

The Buffalo Bills' intellectual property—including logos, wordmarks, and other proprietary assets—is a powerful tool for brand alignment and storytelling. Partners may use these assets in accordance with their sponsorship agreement to create co-branded experiences, retail activations, and digital content that resonate with fans. All usage must adhere to brand guidelines and be approved by the Bills to ensure consistency, authenticity, and mutual brand protection.

