

PARTNER ACTIVATION



Partnering with the Buffalo Bills means more than just visibility—it's about results. By activating at Bills events throughout the year, your brand gains direct access to one of the NFL's most loyal and engaged fanbases. These activations offer a proven platform to drive brand awareness, customer acquisition, and long-term loyalty through interactive experiences like product showcases, giveaways, and service enrollments.



Buffalo Bills Training Camp at St. John Fisher University gives fans an up-close look at their favorite players with live practices, autograph sessions, and exclusive access to the team. Families can enjoy the Kids Zone, shop official merchandise at the Bills Store, and take part in a vibrant fan experience that kicks off the season.



Highmark Igloo Village

The Highmark Stadium TaleGate & Igloo Village gives dedicated fans a chance to tell their stories. The Igloo Village sweepstakes received two million impressions and over 92,000 unique entries in just two weeks, providing partners with a unique tailgating experience that will leave a lasting impact with Bills fans.



Highmark Fitness on the Field

Partners have the opportunity to take over Highmark Stadium to host events, family days, and much more! This specific two-day event at Highmark Stadium brings the community together to celebrate movement and wellness. From yoga and Pilates to cycling classes and a kid's zone, it's a fun, inclusive way to promote healthy living."



Watch Parties

Throughout the season, Bills fans gather at official watch parties to cheer on the team during away games—bringing the energy of Highmark Stadium to local venues. These events offer partners a chance to tie their brand to the excitement of game day through co-branded experiences, themed giveaways, and interactive fan engagement in a lively, communal setting.



Billevard at Highmark Stadium

A fan engagement area, located between Pepsi Gate 3 and Tim Hortons Gate 5 and the closed part of Abbott Rd. will be utilized for a street-fest atmosphere for fans of all ages! A combination of sponsor activations, photo opportunities, games, live entertainment, food trucks and more will create the ultimate tailgate for thousands of fans to enjoy.



La Nova Chicken Wing Eating Contest

The Buffalo Bills joined forces with La Nova to bring a chicken wing eating contest to Highmark Stadium, turning a beloved Buffalo staple into a game day highlight. Through a partner sponsored sweepstakes, lucky fans get the chance to compete in this one-of-a-kind experience before kickoff. Opportunities like this allow brands to host a marquee event like this and tap into the passion of Bills Mafia in unforgettable ways.