

M&T Bank and Buffalo Bills Extend 'Official Bank' Partnership

Building on one of pro football's longest-running brand partnerships, M&T signs deal to become a "founding partner" of the Bills' new Highmark Stadium

BUFFALO, N.Y., May 28, 2025 -- M&T Bank (NYSE:MTB) and the Buffalo Bills announced a multi-year, long-term extension during a special event they held today to celebrate the 40th anniversary of their first sponsorship agreement and the community impact they've made together in the years since. M&T will remain the "Official Bank of the Buffalo Bills" and become a founding partner for the Bills' new Highmark Stadium, set to open in 2026.

M&T Bank entered its first sponsorship deal with the Bills in 1985, a historic moment when both organizations were on the rise. To create deeper connections with fans, they put community at the heart of their relationship and developed joint programs to uplift the greater Western New York region. Now 40 years later, the Buffalo Bills-M&T Bank brand partnership has become one of the longest-running active sponsorships in professional football.

"Already 40 years strong, this partnership is now poised to deliver an even greater impact for Western New York," said Eric Feldstein, M&T Bank Regional President for Western New York and Head of Business Banking. "We know that football brings our community together, and with this multi-year, long-term extension, M&T Bank is shouting loud that there's no place we'd rather be than *right here, right now*. Together, we'll keep working hard to make a difference for our neighbors and Bills fans everywhere."

"M&T Bank and the Buffalo Bills built this successful partnership through our shared values – integrity, respect, working together, and following through," said Pete Guelli, Buffalo Bills EVP & Chief Operating Officer. "We have a humble-and-hungry mindset inside the Bills organization. It's a commitment to do the right thing and put in all the work necessary to succeed. It's an attitude that I see reflected by M&T Bank. They care about our community and consistently go above and beyond to deliver for Western New York – not for the praise, but because they feel a responsibility to help their hometown thrive. They're an outstanding partner, and we're excited to keep working together for many more years to come as we move across the street to the new Highmark Stadium."

The partnership extension was a surprise announcement revealed at the event that M&T and the Bills hosted to celebrate their 40-year partnership. Feldstein and Guelli shared the news during an on-stage fireside chat moderated by Buffalo Bills alum and radio analyst Eric Wood. The event also featured a Bills Legends panel with Wood, Thurman Thomas, and Fred Jackson, reflecting on the last 40 years of Buffalo Bills history as the franchise prepares to kick off its farewell season in its longtime home stadium.

In the Bills' new Highmark Stadium, M&T will serve as a founding partner, gaining access to unique opportunities to contribute to the in-stadium gameday experience alongside a prestigious group of brands. The Bills collaborated with global premium experiences company Legends to secure M&T Bank as a founding partner for Highmark Stadium. Legends is the Bills consultant on project development, global partnerships, premium sales, ticket sales, retail, and hospitality for the new Highmark Stadium.

Community impact will remain a priority for the now-extended partnership. M&T and the Bills have agreed to build on the foundation of one of their flagship programs, Touchdown for Teachers, and continue to grow their shared impact on the regional education system. Since its launch, Touchdown for Teachers has recognized over 50 outstanding educators for their impact in their school communities and awarded more than \$55,000 to schools across Western New York.

Additional features of the multi-year, long-term partnership extension include:

- M&T will be a Training Camp Cornerstone Partner, securing robust brand exposure and new opportunities to engage with fans at camp practices and scrimmages.
- Buffalo Bills-branded debit cards will remain exclusively available through M&T Bank.
- M&T and the Bills will partner on an event series, including Chalk Talks, Financial Literacy Workshops, and Executive Speaker Panels.
- M&T will have opportunities to provide unique fan experiences and deliver community impact programs in collaboration with Bills players, alumni, coaches, and executives.

An innovative partnership arrangement, the multi-year, long-term deal is structured to accommodate future changes in consumer behaviors and fan preferences, ensuring M&T can adapt and refine its programming to maximize value.

Fans can engage with M&T and the Bills and learn more about contests and promotions by following [instagram.com/mtb_bills](https://www.instagram.com/mtb_bills).

About M&T

M&T is a financial holding company headquartered in Buffalo, New York. M&T's principal banking subsidiary, M&T Bank, provides banking products and services with a branch and ATM network spanning the eastern U.S. from Maine to Virginia and Washington, D.C. Trust-related services are provided in select markets in the U.S. and abroad by M&T's Wilmington Trust-affiliated companies and by M&T Bank. For more information about M&T Bank, visit www.mtb.com.

About Highmark Stadium

Highmark Stadium, home of the National Football League's Buffalo Bills, will open in 2026 in Orchard Park, New York, a suburb of Buffalo. In conjunction with Legends and architectural firm Populous, the Bills have left no stone unturned in covering every innovative element of new stadium design and fan amenities, featuring iconic Buffalo architecture and the deep-rooted spirit of Bills Mafia. The open-air, football-first venue will feature premium, reserved seating that delivers an elevated game day experience & atmosphere. A striking canopy structure will provide seating bowl coverage, enhancing fan comfort and protection from the elements. Fans will enjoy 360-degree concourses, frictionless food and beverage marketplaces, and cutting-edge audio/visual features that will set a new sporting stadium standard. With expandable capacity, Highmark Stadium will be the premier destination for major events beyond football. This transformative project is a public-private partnership between the Buffalo Bills, New York State, and Erie County. For the latest updates, download the Bills App or visit buffalobills.com.

About Legends

[Legends](#) is a global premium experiences company that works with some of the most iconic and innovative brands in sports and entertainment to deliver exceptional experiences for fans worldwide. The company offers partners a 360-degree data and analytics-fueled service solution platform to drive revenue, heighten their brand, and execute their vision. Founded in 2008, Legends works with marquee clients across professional sports, collegiate attractions, entertainment, conventions, and leisure. Legends is the industry leader in designing, planning, and realizing exceptional experiences in sports and entertainment. Follow Legends on [LinkedIn](#), [Instagram](#), and [X](#).

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