

M&T Bank, Buffalo Bills Reach New Deal to Extend ‘Official Bank’ Sponsorship through 2023

New agreement to add yet-to-be-announced community program to benefit Western New York

BUFFALO, N.Y., March 13, 2019—At an event today at Highgate Heights Elementary School in Buffalo, the Buffalo Bills and M&T Bank announced they have renewed their sponsorship agreement, which keeps M&T as the “Official Bank of the Buffalo Bills” through 2023.

M&T and the Bills organized the event at Highgate Heights, one of the schools supported by M&T’s Buffalo Promise Neighborhood initiative, to celebrate the new agreement and highlight the community impact they have strived to deliver over the course of their more than 30-year partnership.

“M&T Bank has been an outstanding partner of the Buffalo Bills, both on gamedays at New Era Field and out in our community every day,” said Buffalo Bills Co-Owner and President Kim Pegula. “Our organizations are united by our commitment to supporting the Western New York community, and extending our partnership will create many additional opportunities to work together and continue to make a difference in the lives of our neighbors.”

During their time with the students Wednesday, Pegula and Bills Head Coach Sean McDermott emphasized the importance of working hard in school and believing in yourself. The students also participated in a high-tempo clinic conducted by the Bills, while Coach McDermott provided pointers to the participants.

“For M&T Bank, Buffalo is our home and headquarters, so we’re incredibly proud to support our hometown team and remain the ‘Official Bank of the Buffalo Bills,’” said M&T Bank Chief Marketing Officer Peter Eliopoulos. “In the more than 30 years that we’ve partnered with the Bills, we have focused on making an impact in our community and helping fans build deeper connections to their team. Under this new agreement, our focus on the community will only grow stronger.”

M&T Bank’s relationship with the Buffalo Bills first began in 1985, and it has grown deeper over the years. As part of their new agreement, the Bills and M&T will continue to provide community-focused programs that benefit Western New York.

Their flagship program, Touchdown for Teachers, will continue in the years ahead. Touchdown for Teachers has recognized 50 outstanding educators and awarded \$40,000 to schools across Western New York in its first 10 years. The Bills also support the company’s annual Gift of Warmth drive, which has collected about 35,000 winter clothing items for families served by the Salvation Army of Buffalo since it was launched.

Additionally, M&T and the Bills will design and launch a new community program, which will be announced ahead of the 2019 football season.

Other details of the sponsorship agreement include:

- M&T Bank remains the exclusive financial services partner at New Era Field, with multiple M&T ATMs throughout the stadium.
- M&T is the only provider of official Buffalo Bills-branded debit cards.
- The M&T Family Zone will remain as a family-friendly seating option for fans at New Era Field.
- The Comfort Zone by M&T Bank will stay as a special section of the stadium. M&T awards tickets to this special seating area to deserving nonprofits that are making a difference in Western New York.
- A climate-controlled seating area in the southeast corner of the stadium will continue to be named the “M&T Club.”

Fans can engage with M&T and the Bills and learn more about forthcoming fan contests and promotions at www.facebook.com/mybillscard.

About M&T Bank

M&T Bank is a financial holding company headquartered in Buffalo, New York. M&T’s principal banking subsidiary, M&T Bank, operates banking offices in New York, Maryland, New Jersey, Pennsylvania, Delaware, Connecticut, Virginia, West Virginia and the District of Columbia. Trust-related services are provided by M&T’s Wilmington Trust-affiliated companies and by M&T Bank.

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