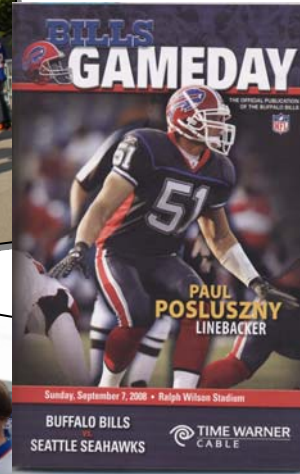


GAME DAY SPONSORSHIPS



OWN THE GAME!

Game Day Sponsorship at Ralph Wilson Stadium offers a number of different ways to get your brand message out there. Game Day Sponsorship elements could include: stadium signage, giveaways, print and video board opportunities and hospitality.

GAME DAY ACTIVATION

CUSTOMIZE YOUR PROGRAM!

TIME WARNER CABLE CONTEST ENTRY BOX



TIME WARNER CABLE FEATURING ROCK BAND - MONDAY NIGHT FOOTBALL TAILGATE



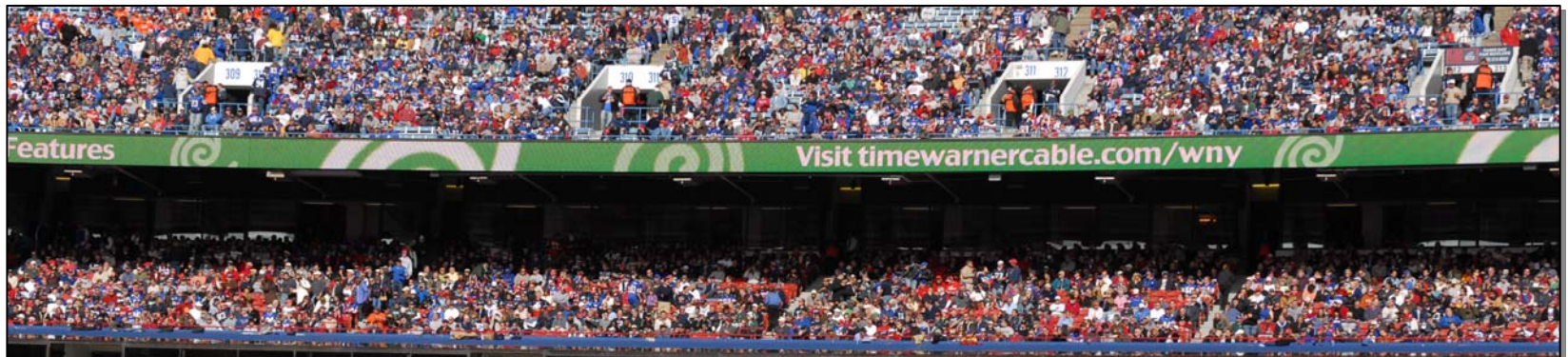
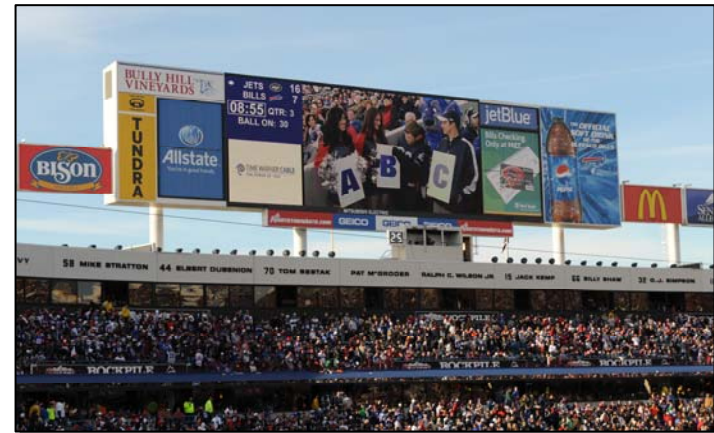
TIME WARNER CABLE FAMILY CORNER



IN-GAME PROMOTIONS

A customized, in-game promotion at Ralph Wilson Stadium is the perfect opportunity to gain physical presence in-stadium. A live video board spot and ribbon board exposure during the promotion will generate a “moment of exclusivity” for your brand.

TIME WARNER CABLE NAME THAT FLICK

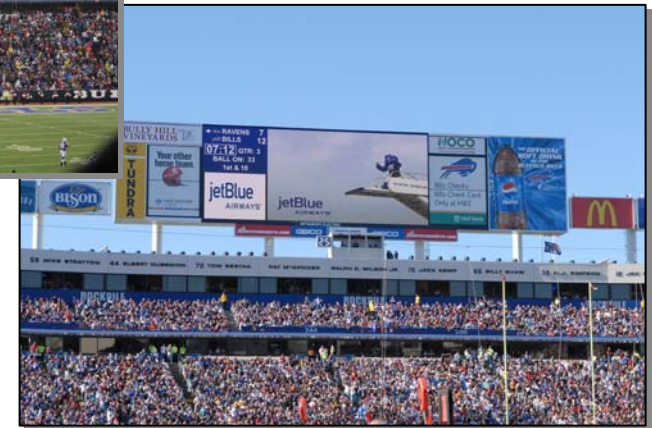
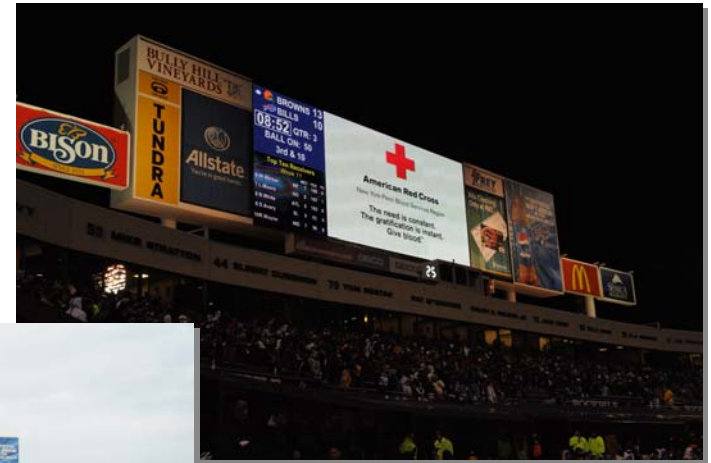
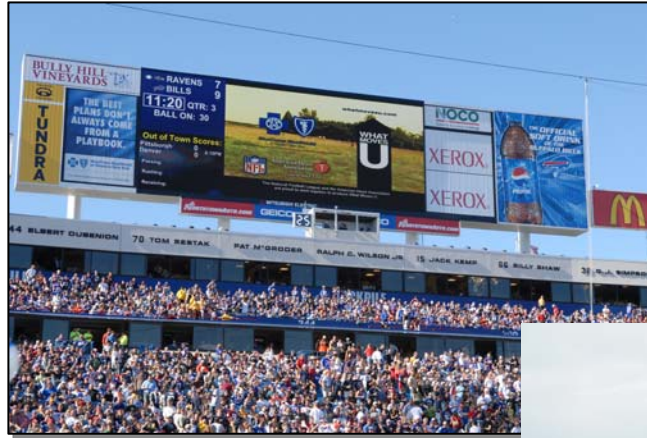


TARGET MARKETING

Put your brand message on something fans can take home! In-game giveaways are the perfect opportunity for your company to receive maximum reach through a full-stadium giveaway, or initiate a more targeted program with a premium suite giveaway.



VIDEO BOARD FEATURES



Relay your message each home game to the 73,000 fans at Ralph Wilson Stadium on our new Video Board!

TAILGATING

Celebrate game day with a tailgate party! Tailgate parties are a great opportunity to brand something that you choose the audience for-it's your guest list! A party offers numerous branding and product exposure opportunities as well as a great way to kick-off the game!



GAMEDAY EXPERIENCE

There is no better way to get involved in the excitement of game day than through the Buffalo Bills Game Day Experience. A fully interactive pre-game festival in the Ralph Wilson Stadium Fieldhouse offers fans the opportunity to sample products, play games and listen to the 97 Rock Radio Show broadcast live from within the Fieldhouse. Each home game, 8,000 people attend the Game Day Experience.

