



 www.buffalotailgates.com

BUFFALO TAILGATES

**BUFFALO'S PREMIER ALL - INCLUSIVE TAILGATE
EXPERIENCE ENTERING OUR 4TH SEASON - STEPS
FROM HIGHMARK STADIUM**



WHO WE ARE ➔

Buffalo Tailgates is an all-inclusive tailgate experience in Western New York. We operate a custom shipping-container bar with an elevated VIP patio setup, permanently positioned at 3892 Southwestern Blvd in Orchard Park — steps from Highmark Stadium — from August through the end of the Bills season.

Four seasons. Proven attendance. Bills Mafia trusted.

- Steps from Highmark Stadium
- Full food & bar service
- Multiple TV & streaming screens
- Heated structures — we run in all weather (just like the Mafia)
- Public tickets & private group events



THE LOCATION

3892 Southwestern Blvd • Orchard Park, NY 14127

Positioned at one of Erie County's highest-traffic intersections — directly in the path of every fan heading to Highmark Stadium. The Town of Orchard Park has committed \$120,000 in federal funding to study pedestrian traffic in this exact corridor.

Your brand is seen by millions — not just on game day.

BY THE NUMBERS

19,500 – 22,500 Vehicles pass our location daily (NYSDOT Traffic Data)

7,000,000+ Annual vehicle impressions from container signage

20,000 – 27,000+ Pedestrians per game day

500,000+ Fan visits per season through our corridor



OUR VENUE

Our custom shipping container bar isn't a pop-up tent. It's a permanent seasonal landmark — on location from August through the end of the Bills season, seven days a week.

Your branding on this container is outdoor media. It's a billboard. It's a landmark. And it's right in the heart of Bills country.

It's also a magnet.

Every game day, fans walking Southwestern Blvd stop in their tracks when they see the container. It gets photographed. It gets posted. It ends up on Instagram, TikTok, and Facebook feeds across Bills Mafia before kickoff even happens. People don't just walk past Buffalo Tailgates — they stop, they pull out their phones, and they share it. Your brand on this container doesn't just get seen. It gets shared.



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04



COMING IN 2026

- Live Entertainment
- Additional TV's
- Private Restrooms
- Food from our partners at Buffalo Bartenders & Shorty's Pizza
- Photo booth
- VIP Tickets
- Corporate Tent Rentals



FOUNDING PARTNER OPPORTUNITY

These rates are available for this season only.

Brands that commit before the season begins receive:

- ✓ Preferred founding partner pricing
- ✓ First right of renewal before the market opens
- ✓ Ground floor entry into a growing Bills Mafia institution

Founding partner spots are limited and filled on a first-come, first-served basis.

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FOUNDING PARTNER TIERS



1 Title Sponsor

2026 - Super Lyte Spirits

2 Presenting Sponsor

Cash and/or product

\$1500

3 Supporting Sponsor

Cash and/or product

\$1000

The **Title Sponsor** package includes exclusivity within your category (beer, seltzer, a specific spirit type, food, etc.).

The **Presenting Sponsor** package includes the option to add exclusivity for \$750 a season.



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YOUR BRAND. OUR CROWD. EVERY GAME DAY.

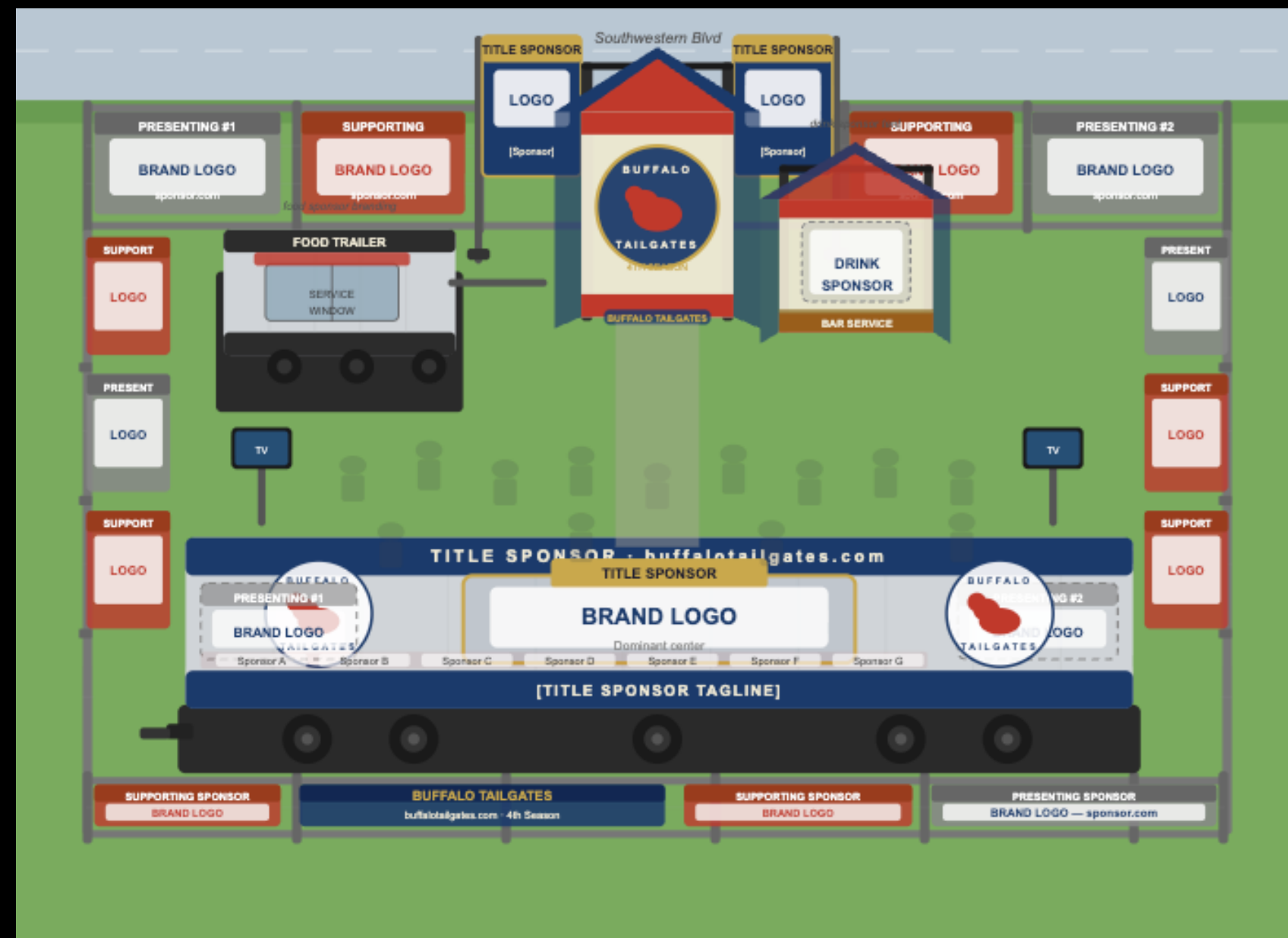
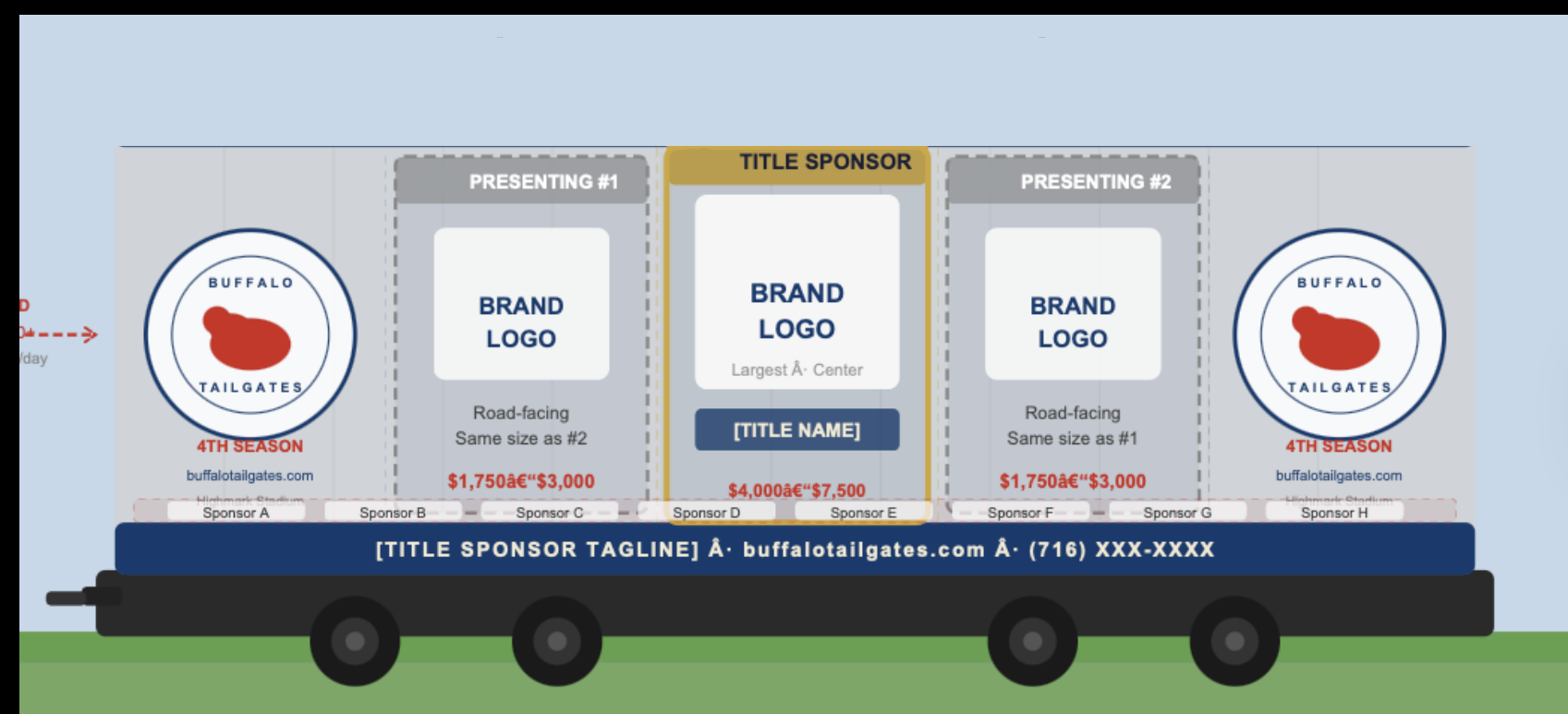


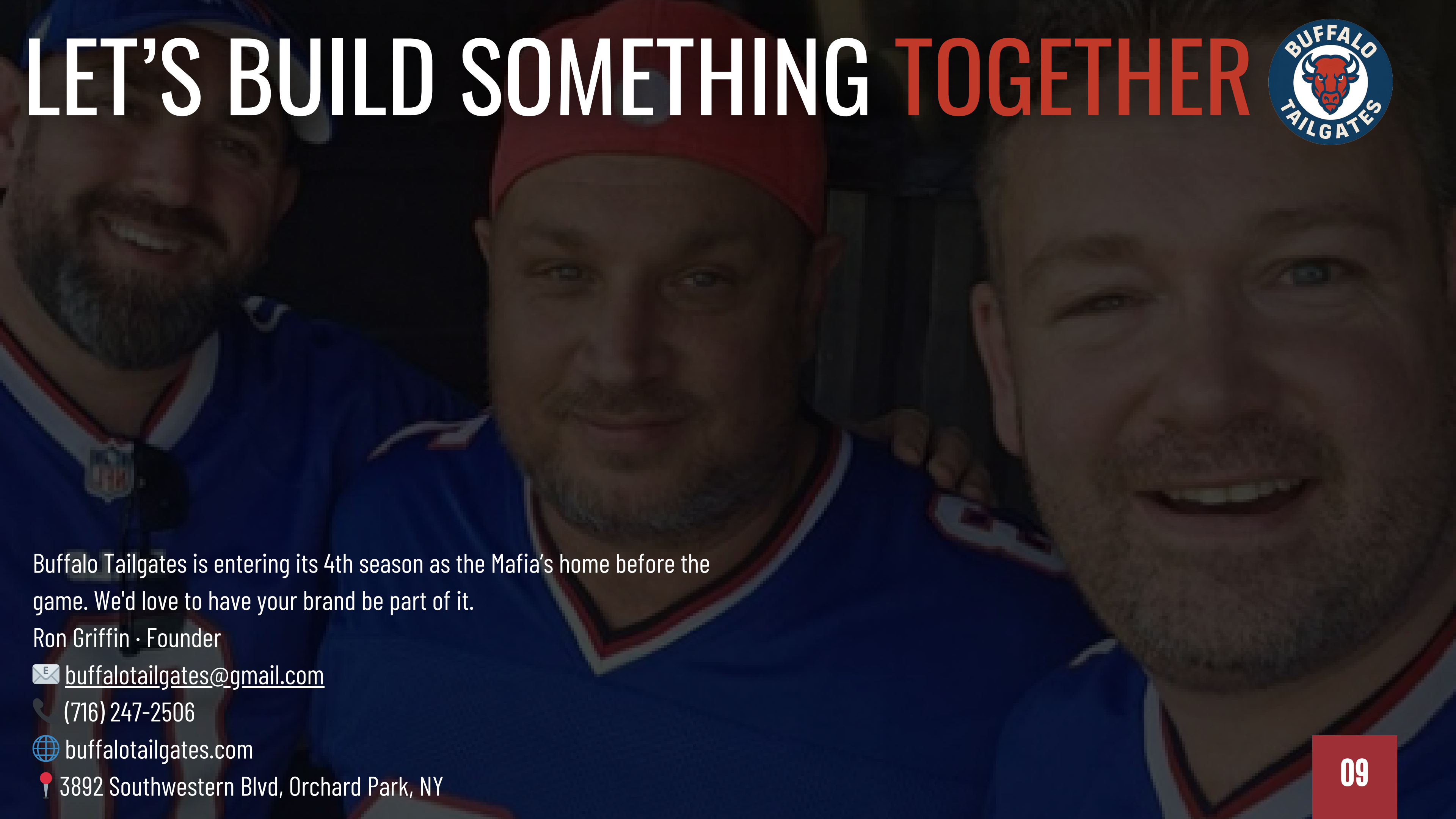
ANTICIPATED TAILGATE LAYOUT

- 1 Title Sponsor — dominant center, full-width name rails
 - End caps featured with our logo
 - Dominant center placement on our patio banner
 - Exclusivity in your category
- 2 Presenting Sponsors — equal zones flanking the Title
 - End caps equal zones on the bottom of end caps.
 - Option to become the exclusive product in your category
- 3 Supporting Sponsors — bottom strip full width
 - Logo placed on patio banners
- Photo Station — Custom sharing backdrop

All levels also include social footage during the event featuring your products/brand. You'll also be featured on our website in our partners section at the bottom of every page.

Front panel — Title Sponsor + Buffalo Tailgates only Road-facing · 7M+ impressions annually





LET'S BUILD SOMETHING **TOGETHER**



Buffalo Tailgates is entering its 4th season as the Mafia's home before the game. We'd love to have your brand be part of it.

Ron Griffin · Founder

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🌐 buffalotailgates.com

📍 3892 Southwestern Blvd, Orchard Park, NY