UNIVERSITY OF WYOMING

Buffalo Bills Activation Week Report

November 12 - 16, 2025

At a Glance

3.5 Million Market Impressions

- **2.28** MILLION SOCIAL MEDIA IMPRESSIONS
- **520K** IN-STADIUM & GAMEDAY IMPRESSIONS
- **500K** EARNED MEDIA OUTLET IMPRESSIONS
- **134K** HALLMARK RALLY IMPRESSIONS
- **25K** SECTION VI HS FOOTBALL IMPRESSIONS
- **4,000** MVP COMMUNITY TOUR IMPRESSIONS
- **1,500** LOCAL HIGH SCHOOL IMPRESSIONS

Impressions measure the potential exposure of a brand's message, indicating the opportunity for a person to see it, not whether they actually clicked on it or engaged with it. Estimates are based on publicly available data.

CLICK TO PLAY OUR HYPE VIDEO!

Straight from the Bills

> "People are losing their minds over all the programming UW put together! But seriously—even the CMO for our naming rights partner said how integrated everything was, so kudos to your team. We loved working together with you all!"

- Emily Gaglio
Bills Partnership Manager

Timeline of Events

NOV 12
Highmark Stadium Student Recruiting Event

NOV 13
Hallmark Parade, State Football & WGRZ TV Appearance

NOV 14
High School Visits, State Football & WIVB TV Appearance

NOV 15
MVP Brown & Gold Community & Media Tour

NOV 16
Gameday Activation, Tailgate & In-Game Sponsorship

Activation Highlights

Social Media Impact

UW-Owned Channels

2.28 MILLION impressions

25,664 engagements

449 new followers

↑182% new follower growth

↑274% viral post impressions

↑376% total channel engagements

#GoBills #BillsXWyoming

Earned Media Impact

External Buffalo Outlets

WATCH THE WIVB INTERVIEW!

500,000+ estimated impressions

$1 million estimated media value

9 earned media stories

2 locally hosted shows

WGRZ
WIVBTV
SPECTRUM NEWS 1
THE BUFFALO NEWS
7 TEAM

SWAG & MERCHANDISE IMPACT

75,000+ items distributed across Buffalo

- **300+** premium items
- **60,000** Bills x UW stickers
- **6,000** small SWAG items

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Jersey Retirement Earned Impact

Key Highlights

$38.9 million
estimated earned media value (8/1/25 - 12/16/25)

4.2 billion
total editorial impressions reach (8/1/25 - 12/16/25)

268%
increase in social media followers (11/17/25 -11/23/25)

Viral Content Snapshot

49K Post Likes

91K YouTube Views

Beyond Blue & Red - Josh Allen's Legacy at UW

26 million impressions

2 million YouTube Views

"I need the biggest beer snake possible."

71 million impressions