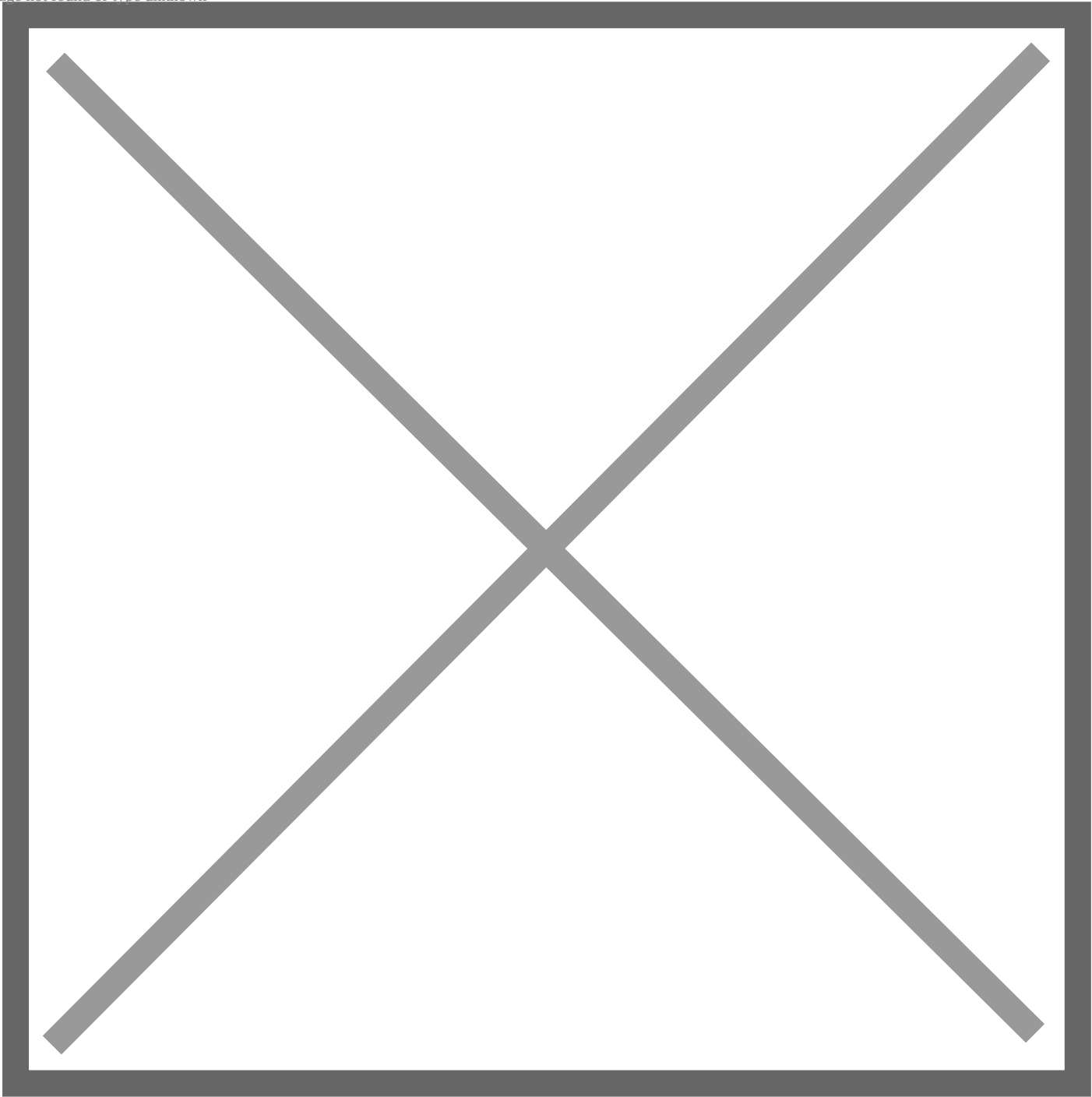


Toyota Launches New NFL Campaign Championing the Future of Football

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PLANO, Texas (Sept. 3, 2026) – Toyota Motor North America today launched a new NFL campaign celebrating the relentless passion that drives football forward at every level. As the Official Automotive Partner of the NFL, Toyota’s season-long campaign is inspired by the fans, athletes and communities whose commitment to the game never lets up.

Toyota’s commitment extends well beyond NFL Kickoff and into communities where football begins. Through nearly \$4 million in donations from Toyota and their dealers to NFL FLAG, Toyota has helped reach more than 418,000 youth athletes nationwide. As youth flag participation has grown more than 50% over the last six years, including a 60% increase in girls’ high school participation during the 2024-25 season compared to the prior year (Source: [NFHS](#)), Toyota and its dealer network continue expanding access to the game through local leagues, clinics and community initiatives.

Toyota will also bring fans closer to the game they love through the return of Toyota Gameday Giveaways. Throughout the season, fans will have opportunities to win a trip to Super Bowl LXI in Los Angeles, a Toyota vehicle of their choice during Toyotathon, and tickets to any 2027 NFL regular season game, among others.

“Every player, every fan and every community has something that drives them,” said Dedra DeLilli, vice president, marketing communications at Toyota. “Football requires commitment and sacrifice from those who love it. At Toyota, we’re inspired by those who keep showing up, keep believing and keep driving players, fans, and communities forward. That’s why we’re committed to helping grow the game for the next generation.”

New Campaign Driven by the Light Inside Us

Toyota’s new campaign is built around a simple belief: every football journey begins with a light inside that can be passed along to the next generation.

Whether it’s a young athlete chasing a dream, a parent cheering from the sidelines or an NFL star remembering where it all began, Toyota’s newest NFL campaign celebrates the passion that keeps football moving forward.

In “The Game Won’t Stop,” Team Toyota athletes Eli Manning and Brock Purdy join young NFL FLAG athletes in a celebration of football’s endless energy. As day turns to night, Toyota vehicles illuminate a flag game that never stops; symbolizing the passion that drives players to keep competing, improving and inspiring the next generation.

“Let It Shine” follows Team Toyota athlete Jordan Love as he reflects on the moments that shaped his football journey. As he drives to an NFL FLAG clinic, memories from his own path unfold beside him, reminding viewers that every athlete carries a light sparked by those who believed in them first. The story comes full circle as Love encourages a young FLAG player to “light ‘em up,” passing that passion on to the next generation.

The ads, shot in Los Angeles, feature youth talent alongside NFL FLAG players from the city. Eli Manning’s Ten Till Productions was a production partner on the ads. The ads are set to roll out starting on Wednesday, September 9, on NBC’s broadcast of NFL Kickoff.

Lighting the Way for the Next Generation

Toyota’s investment in football extends far beyond the professional game. Toyota’s ongoing support for NFL FLAG reflects the company’s belief that when more young people have the opportunity to play, entire communities become stronger.

That commitment comes to life again during Super Bowl LXI week, when the Toyota Glow Up Classic shines a national spotlight on girls high school flag athletes competing on one of football’s biggest stages. Played under UV lights with glowing uniforms and game elements, the Toyota Glow Up Classic showcases the athletes

shaping the future of the sport.

Toyota will then leave a lasting community mark by elevating a youth field, giving young players an improved place to play long after the Super Bowl LXI stage leaves Los Angeles.

Toyota Gameday Giveaways Return Bigger Than Ever

Fan favorite Toyota Gameday Giveaways are back for a third season, giving fans more chances to win unforgettable football experiences all year long.

Throughout the entire season, from Week 1 through Super Bowl LXI, this free-to-play sweepstakes gives fans the chance to win prizes by playing along in real time as they watch “Sunday Night Football” on NBC. Each week of the regular season and during select NFL Playoff Games on NBC broadcasts, fans can visit [Toyota.com/NFL](https://toyota.com/NFL) to take on game-day challenges, such as predicting a fourth quarter rushing or receiving touchdown. If their pick hits, they are entered for a chance to win. Make sure to tune in during Halftime of NBC’s Sunday Night Football.

New this year, fans can unlock additional prize opportunities by building hot streaks with five, ten or every weekly challenge picked correctly in a row. For the fans who correctly pick every week, they will be entered to win tickets to Super Bowl LXII in 2028 in Atlanta. Each week, fans can look forward to prizes that bring them closer to the game.

Toyota Autograph Badges – A Symbol of Latinos’ Unstoppable Football Fandom

For many Latinos, football serves as a source of community, identity, and passion shared across generations. This season, Toyota is giving Latino football fans a new way to showcase their passion for the game with the launch of exclusive autograph badges inspired by Team Toyota athletes. The campaign debuts with New England Patriots cornerback, Christian Gonzalez, whose signature will be transformed into a chrome-inspired badge designed to complement any Toyota vehicle. More than an autograph, the badge serves as a symbol of the resilience, pride, and unwavering dedication that fans carry with them throughout the season.

The Toyota autograph badges celebrate that connection by bringing fans closer to the athletes who inspire them both on and off the field. Released in limited quantities throughout the season, fans will have the opportunity to claim a badge featuring their favorite Toyota athlete’s signature, allowing them to carry a piece of the game wherever they go. Each badge represents the unstoppable love for football that lives far beyond kickoff and stays with fans every mile of the journey.

Make sure to follow Toyota Latino on social media for more information.

Toyotathon Returns with Football at the Center

As America’s favorite year-end sales event returns, Toyotathon will once again intersect with football in new and unexpected ways.

Building on the momentum of last season’s fan-favorite moments including a limited edition Jordan Love Toyotathon trading card and artist Sisqó reimagining his iconic “Thong Song” into a parody track, Toyota will unveil additional NFL-inspired surprises throughout the season. The goal is to bring fans closer to the game by bringing together football culture, Team Toyota athletes and the exciting magic of Toyotathon. More details will be announced later this season.

For more information on Toyota’s NFL programs and season-long experiences, visit [Toyota.com/NFL](https://toyota.com/NFL).