



NEWS RELEASE

# Buffalo Bills Quarterback MVP Josh Allen and SoFi Announce Multi-Year Partnership to Champion Financial Ambition

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The collaboration spotlights SoFi Plus, a premium membership that offers exclusive savings, rewards, and discounts on products and services so members can confidently navigate their finances

SAN FRANCISCO--(BUSINESS WIRE)-- SoFi (NASDAQ: SOFI), a member-centric, one-stop shop for digital financial services that helps its members borrow, save, spend, invest and protect their money, today announced a multi-year partnership with 2024 AP NFL Most Valuable Player and Buffalo Bills quarterback Josh Allen.

SoFi x Josh Allen

Allen has proven himself as an MVP, performing at the highest level. SoFi Plus matches that same superiority as

America's most rewarding financial membership—giving members the tools to help them bank, borrow, invest, and earn to get their money right all in one app. With more than \$1,000 in value, up to 3.80% Annual Percentage Yield (APY) on SoFi Bank savings, a 1% match on recurring deposits into SoFi Invest accounts, and more, SoFi Plus was designed to help members win their financial game.

"In football and in life, I've always believed you have to bet on yourself. No one hands you a win, you have to go after it," said Josh Allen, Buffalo Bills Quarterback & MVP. "I've been fortunate to have people in my corner who have motivated me to pursue my dreams, and that's exactly why I'm proud to be partnering with SoFi, because they share the same dedication to their members. With SoFi Plus, people get the ultimate financial playbook, providing the tools and guidance they need to achieve their ambitions. Just like I have a team behind me, with SoFi, you have a team that believes in you."

"We're excited to team up with MVP Josh Allen to shine a light on the MVP for your money, SoFi Plus," said Lauren Stafford Webb, Chief Marketing Officer at SoFi. "Josh's journey of hard work and determination to achieve his ambitions inspires us in the same way our members do, by setting big goals and working tirelessly to reach them."



Just as Josh is raising the standard on the field, SoFi is raising the standard for what a financial membership should deliver. With SoFi Plus, we're helping members get their money right with best in class products, rewards, and guidance to achieve their biggest ambitions."

The generational quarterback and the future of finance will come together at the start of the NFL season in a campaign that will air across all major streaming platforms and national cable networks including NBC, ESPN, Amazon Prime Video, and YouTube. Fans will see how SoFi can empower them to be the MVPs of their own finances, with all the premium benefits they can unlock with SoFi Plus.

To learn more about SoFi and SoFi Plus visit <https://www.sofi.com/sofi-plus/> and follow SoFi on **Instagram** and **X** for all SoFi educational content, news and product updates.

## About SoFi

SoFi Technologies (NASDAQ: SOFI) is a one-stop shop for digital financial services on a mission to help people achieve financial independence to realize their ambitions. Over 11.7 million members trust SoFi to borrow, save, spend, invest, and protect their money – all in one app – and get access to financial planners, exclusive experiences, and a thriving community. Fintechs, financial institutions, and brands use SoFi's technology platform Galileo to build and manage innovative financial solutions across 160 million global accounts. For more information, visit [www.sofi.com](http://www.sofi.com) or download our iOS and Android apps.

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## Disclosures

SoFi Checking and Savings is offered through SoFi Bank, N.A. Member FDIC.

SoFi members who enroll in SoFi Plus with Eligible Direct Deposit or by paying the SoFi Plus Subscription Fee every 30 days or SoFi members with \$5,000 or more in Qualifying Deposits during the 30-Day Evaluation Period can earn 3.80% annual percentage yield (APY) on savings balances (including Vaults) and 0.50% APY on checking balances. There is no minimum Eligible Direct Deposit amount required to qualify for the stated interest rate. Members without either SoFi Plus or Qualifying Deposits, during the 30-Day Evaluation Period will earn 1.00% APY on savings balances (including Vaults) and 0.50% APY on checking balances. Interest rates are variable and subject to change at any time. These rates are current as of 1/24/25. There is no minimum balance requirement. If you have satisfied Eligible Direct Deposit requirements for our highest APY but do not see 3.80% APY on your APY Details page the day after your Eligible Direct Deposit arrives, please contact us at 855-456-7634. Additional information can be found at <http://www.sofi.com/legal/banking-rate-sheet>. See the SoFi Plus Terms and Conditions at

<https://www.sofi.com/terms-of-use/#plus>.

SoFi Plus: SoFi Plus is a premium membership that gives members access to our best APY, discounts, rewards, and more when they set up Eligible Direct Deposit or pay the SoFi Plus Subscription Fee. Benefits are subject to change and may not be available to everyone. All terms and conditions <<https://www.sofi.com/terms-of-use/#plus>> applicable to the use of SoFi Plus apply. To learn more about SoFi Plus and available benefits and terms, please see the SoFi Plus <<https://www.sofi.com/sofi-plus/>> page.

\$1,000 Value of SoFi Plus membership: The value of a SoFi Plus membership varies depending on benefits used, and there is no guarantee you will reach any specific value. \$1,000+ estimated value is based on the average activity of existing SoFi Plus members for the following benefits over a 12-month period: an average of \$17,000 deposited in a high-yield savings account with a 3.80% APY at the start of the 12-month period, \$22,000 average annual spend on the SoFi Unlimited 2% Credit Card (with a 10% boost on cash back rewards), and one additional 30-minute session (beyond the basic member benefit) with a certified financial planner, with an assumed value of \$250. Other benefits may be available. SoFi Credit Card cash back rewards are earned in the form of rewards points, and rewards points redeem at a rate of 1 cent per point. SoFi Plus members must be approved for a SoFi Credit Card in order to receive the corresponding benefit. Savings and spend assumptions are based on average activity from existing SoFi Plus members between the period of 4/1/2024 - 4/30/2025.

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Media:

**PR@sofi.com**

Source: SoFi Technologies