

Super Bowl LVI

FUN FACTS



SoFi Stadium



This will be the 13th Super Bowl played in California, which trails only Florida (17), but the first to be held at SoFi Stadium, which opened in 2020.



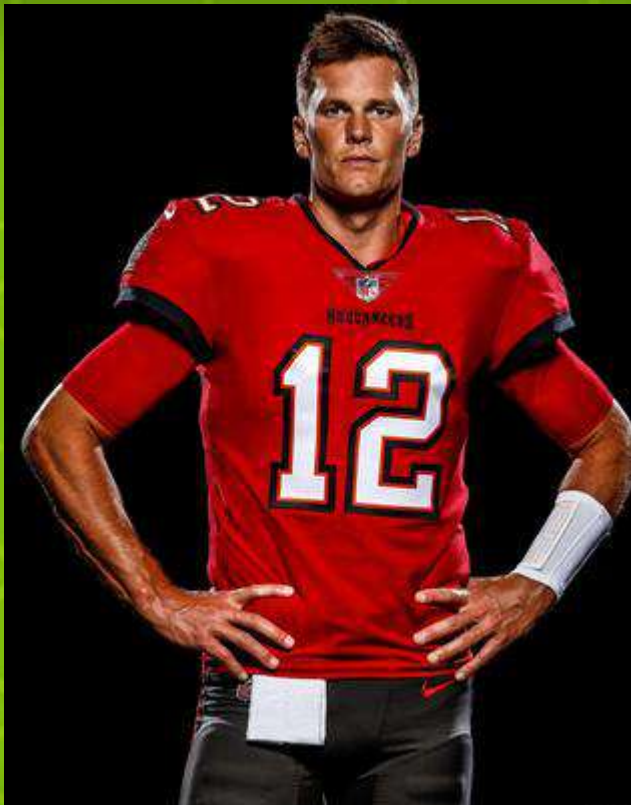
\$31.4 million



According to Spotrac, Dallas Cowboys' Dak Prescott was the highest paid player in the NFL in the 2021 season, earning a base salary of \$31.4 million



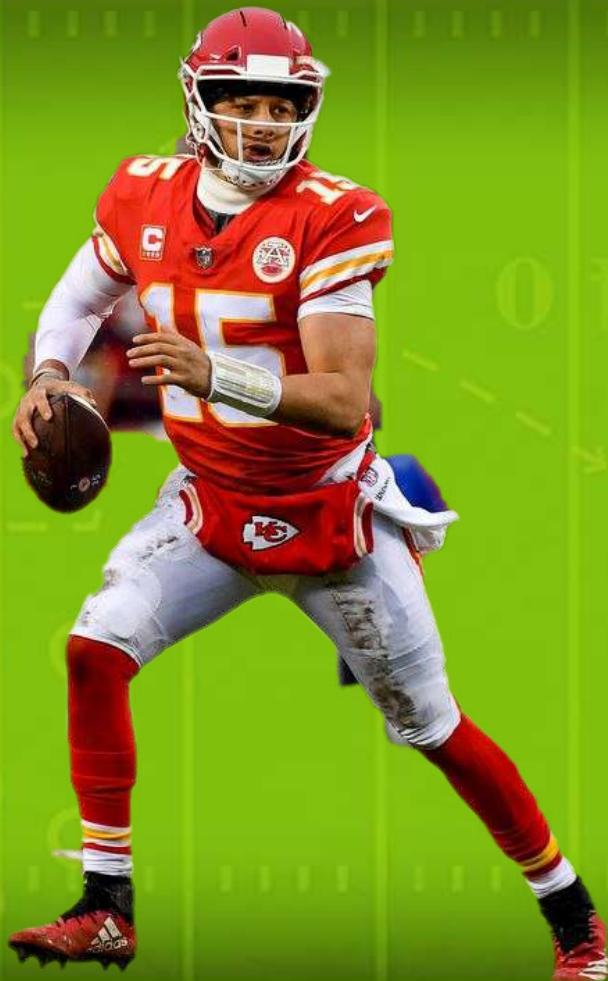
\$29 million



Tom Brady earned \$29 million this season in salary, making him the 6th highest paid QB in the league




\$450 million



Patrick Mahomes signed a 10-year, \$450 million contract extension with the Chiefs last summer making him the highest paid QB in NFL history



\$23 million



In 2022, Stafford will earn a base salary of \$12,500,000, a roster bonus of \$10,000,000 and a workout bonus of \$500,000, while carrying a cap hit of \$23,000,000.

-

A close-up of a brown American football with white laces, positioned on a green football field with white yard lines.

\$160 million



The city of Tampa invested \$160 million in renovations and upgrades to Raymond James Stadium in preparation for last years Super Bowl



A close-up of a brown American football with white laces, positioned on a green football field with white yard lines.

\$7 million



The stadium has seen \$7 million worth of enhancements designed to provide a safer atmosphere for fans during this pandemic





Home Team

While the game will be played in Los Angeles, the Bengals will be the home team due to the NFL alternating the designation between conferences each year. This means the Bengals will use the Rams' typical home-stadium locker room during the game



\$7,000



The cheapest official tickets were listed at just over \$6,000 per seat — with fees, it's closer to \$7,000 just after the teams were determined. As of today, the cheapest ticket was, on average, \$3,654



SUPER BOWL





70,240



SoFi Stadium, at full capacity, can hold up to 70,240 fans for a Rams home game

SoFi Stadium



\$5.5 Billion



The stadium cost \$5.5 Billion to build
and took HKS Architects nearly 4 years
to complete



\$625 million



SUPER BOWL

SoFi Stadium naming rights and sponsorship agreements collectively requires SoFi to pay sponsorship fees ... beginning in 2020 and ending in 2040 for an aggregate total of \$625M



96.4 million



- The Bucs 31-9 win over the Chiefs in last year's Super Bowl averaged 96.4 million viewers on Fox
- The most watched Super Bowl was in 2015
- The New England-Seattle game drew 114.4 million viewers



\$0

How much The Weeknd earn for last year's half-time show performance? **NOTHING.** The NFL enforces a strict policy and does not pay any performers for half-time shows. This year's halftime show will feature Dr. Dre, Kendrick Lamar, Snoop Dogg, Eminem and Mary J. Blige



1,013%



That's not to say artists don't benefit.

After Super Bowl LIV's halftime show, sales of songs performed by J. Lo & Shakira saw an immediate 1,013% increase in sales.






22,000

For Super Bowl LIV, Only 14,500 tickets are available for sale (the NFL is giving 7,500 of 22,000 available seats to healthcare workers), sending ticket prices into the stratosphere for that game



\$9,492

The cheapest seats for the game (often referred to as the “get-in” price) cost more than \$9,400 – a massive 111% increase over last year. This illustrates the impact supply and demand can have on sports and entertainment events!



\$12

Compare that to the very first Super Bowl in 1967 when tickets were just \$12.00 (and even then fans were outraged at the high cost of the tickets).

This illustrates the economic principle of inflation.



\$365,000



One seller on Vivid Seats (secondary market) offered one ticket in a Raymond James Stadium luxury suite for a whopping \$365,148 (another seller offered a luxury suite ticket for \$334,602).



\$8-\$18



For last year's game, the Raymond James Stadium in Tampa, Florida offered pizza for \$12, hot dogs for \$8, burgers for \$14 and Reuben sandwiches for \$18




\$4 - \$32



Concessions items at Hard Rock Stadium for last Super Bowl LIII ranged from \$4 for a “value” hot dog to \$32 for steak kan-kan ... on a stick





\$14 -16



Typical stadium foods were priced at between \$14 and \$16. Brats, pizza and footlong hot dogs were \$14, popcorn was \$15, burgers with chips and chicken fingers with fries were \$16.



100



100 chefs and 2,400 culinary staff comprised the food services team at Hard Rock Stadium, serving more than 2,700 Maine lobster tails, 6,000 servings of short ribs, 1,500 servings of beef tenderloin, 10,000 hot dogs, and enough nachos to fill a swimming pool at last year's Super Bowl.



26.42 TB



26.42 TB of data was used at the stadium during Super Bowl LIV, the equivalent of approximately 68 million selfies posted from the stands, setting a new record for any event in history despite having 8,000 fewer fans in attendance the previous Super Bowl

180



Super Bowl LIV was broadcast in
180 different countries around the
world and in 25 different
languages





17.5 Million

"Super Bowl fever" is expected to result in 17.5 million employees missing work on Monday, the highest since 2005. 11.1 million workers plan to use pre-approved time off, while 4.7 million plan to call out sick

Holiday



Four years ago, in a creative marketing stunt, Heinz (makers of the popular ketchup brand) created a petition to convert the Monday following last year's Super Bowl to a National Holiday.



SUPER BOWL

HEINZ

ESTD 1869 ESTD

NEVER SETTLE

SMUNDAY

FEB 06, 2017

SIGN THE PETITION AT
SMUNDAY.ORG
#SMUNDAY

2



The Super Bowl is the second highest day of food consumption in the United States next to the Thanksgiving holiday





62%



Super Bowl Sunday
is the most popular
grilling day of winter
with 62% of BBQ
owners firing up their
grills for the Big
Game!





#1



Vegetables at a Super Bowl party? That's right! In fact, the healthy treat is the top food eaten in homes during Super Bowl. However, various forms of dips are also a favorite among Super Bowl snackers with 32% saying they plan on eating some form of the snack.



1.42 billion



The National Chicken Council reports Americans ate 1.42 billion chicken wings during Super Bowl LV weekend, which would set a new record.



9



SUPER BOWL

If that many wings
were laid end to
end, they would
stretch the entire
Florida coastline
more than nine
times





30%

The Super Bowl is one of the biggest day of the year for pizza sales. According to Domino's website, the popular chain typically sells around 2 million pizzas on Super Bowl Sunday – about 30% more than on a normal Sunday.



12.5 million

The American Pizza Community (a pizza industry news organization) predicts Super Bowl sales this year will exceed the estimated 12.5 million pizzas sold during last year's Big Game.

17



In a non-pandemic year, the number of people, on average, at a typical Super Bowl party is 17.





28%

Last year, just 28 percent of respondents to a National Retail Federation survey said they planned to throw or attend a party or watch the game at a bar this year, by far the lowest in the survey's history.



\$74.55



American adults plan to spend an average of \$74.55 per person and a total of \$13.9 billion nationwide as they watch Super Bowl LVI, according to the National Retail Federation





\$700,000



The average cost of a 30 second commercial during a national TV broadcast of a NFL game during the regular season is \$700,000



\$5.5 million



CBS's asking price for a 30 second Super Bowl spot last year was reportedly around \$5.5 million. For comparison, the average price of a 30-second ad during Game 7 of the 2016 World Series was just over \$500,000. The price for a similar spot during last year's Oscars cost about \$2.2 million.



\$6.5 million



NBC's asking price for a 30 second Super Bowl spot for this year is reportedly around \$6.5 million. Up \$1 million from just last year.





78%



78% of fans would rather watch the Super Bowl with commercials. 70% will pay attention to ads before the game and 45% will seek out ads before kickoff (A 350% increase since 2010).



\$450 million

According to an analysis conducted by Kantar, the 2020 Super Bowl generated a record-breaking \$448.7 million in ad revenue in under four hours of game time. This represented an increase of 33% over the Super Bowl in 2019 and exceeded the previous in-game record of \$430 million seen in 2017 when an overtime period led to extra commercial airings.



52%

Post-game, viewers are as likely to talk about Super Bowl ads as they are plays. More than half (52%) will re-watch ads after the game.



\$572 million

According to a study conducted by the Miami Super Bowl Host Committee, 2020's Big Game delivered a \$572 million economic boost for the South Florida region, including more than 368,000 visitor night stays.



23

23 different stadiums have played host to the Super Bowl over the years. Miami has been the site of the Big Game 11 different times, more than any other city.



\$50,000



The Vince Lombardi Trophy, awarded to the Super Bowl winner, costs \$50,000 to and its iconic design is featured in the Super Bowl logo. Tiffany's has been producing the trophy since the first Super Bowl way back in 1967.

Discussion Questions, Fun Facts & Trivia



SUPER BOWL

Trivia Question



Only three state capital cities
have played host to a Super
Bowl.

Who are they?

Trivia Answer



Indianapolis, Atlanta and Minneapolis-St. Paul (2 years ago year) are the only U.S. capital cities to host a NFL Super Bowl

Trivia Question



Why does each Super Bowl contain a unique set of roman numerals in the game's name?

Trivia Answer



The Super Bowl is measured in Roman numerals because a football season runs over two calendar years

Trivia Question



Only four NFL teams have NEVER played in a Super Bowl.

Who are they?

Trivia Answer



The Detroit Lions, Cleveland Browns, Jacksonville Jaguars and Houston Texans have never appeared in the Super Bowl.

Fun Facts!



According to msn.com, today's Super Bowl rings cost an estimated \$6,000 to make on average (and are worth far more on the open market as collectors' items).

Compare that to the average NFL salary in 1958 which was \$10,000.

Show of Hands:



- * How many plan to watch the game?
- * How many will watch on a mobile device?
- * How many will watch with friends?
- * How many will attend a party or gathering?

Questions for Class Discussion



Why does the NFL bring in “big name” performers (like The Weeknd) for the Super Bowl halftime show?

Can you name five other performers who have played the halftime show in the past?

Questions for Class Discussion



What are naming rights? Why do companies invest in naming rights?

Who owns the naming rights to the stadium playing host to this year's Super Bowl? What type of business is it?

Questions for Class Discussion



How do you think hosting the Super Bowl in a stadium bearing the name SoFi Stadium might benefit the company and their brand?

What are the different ways stadium projects are usually financed? Who paid for SoFi Stadium?

Questions for Class Discussion



Based on the figures you saw in this PowerPoint, the Super Bowl is obviously big business. What types of companies stand to gain the most during the Super Bowl from a sales perspective?

Questions for Class Discussion



- What is supply and demand?
- How do you think supply and demand impacts the ticket prices for the Super Bowl?
- Why do you think last year's and this year's Super Bowl tickets are setting record high prices?

Questions for Class Discussion



What are ratings? Why is viewership an important figure to consider?

Who are those numbers important to?

What are broadcast rights?

Questions for Class Discussion



Why do you think NBC is charging so much for a 30 second advertisement during the game?

Why would a company spend that much (in some cases purchasing more than one ad slot)?

Questions for Class Discussion



The concept of “ambush marketing” was not addressed in the previous slides.

What do you think ambush marketing is and why is it relevant when it comes to discussing the business of the Super Bowl?

Questions for Class Discussion



What is economic impact?

How do you think the Super Bowl can impact the economy of the event's host city? How might this year be different than most from an economic impact perspective?

Questions for Class Discussion



Do you think Super Bowl advertisers invest only in the cost of the advertisement during the game or do they spend more money on tying other promotions to the Big Game as well? Can you think of an examples?

Questions for Class Discussion



Who do you think will win Super Bowl LVI???



vs

