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# Super Bowl Notes, Quotes & Anecdotes

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**SUPER BOWL XXXIX**  
*Notes, Quotes & Anecdotes*



**America's Most Significant Sporting Event**

"Here's something I've learned. At a time when this country has never been more divided philosophically, socio-logically, financially, politically, and in almost every way we can view ourselves, the Super Bowl has become arguably the most uniting, popular, entertaining, and significant event on our annual calendar."

—*Pro Football Weekly*

"The Super Bowl has evolved in the last decade. It's a national event."

—*Hallmark Cards spokesperson Rachel Bolton*

"You realize that everybody in the whole world is here for this game."

—*Philadelphia Eagles defensive line coach Tommy Brasher*

"It's like planning a wedding. Instead of having 200 seats, you have 15 and everyone wants to go."

—*New England Patriots tight end Christian Fauria on trying to satisfy his family and friends requests for Super Bowl XXXIX tickets*

"The Super Bowl is becoming comfort food. It brings us back to a simpler time with no problems."

—*Psychologist Don Powell*

"The Super Bowl by far provides the largest audience any advertiser can reach at one time."

—*Nicole Bradley, spokesperson for Pepsi-Cola*

"There is no more mainstream advertising vehicle in the United States than the Super Bowl."

—*Matt Ferguson, Careerbuilder's Chief Executive*

"We'll get about 100,000 visitors, more than 100 million U.S. television viewers, and a potential worldwide audience of about 1 billion watching the Super Bowl broadcast."

—*Florida Times-Union*

"Sales have been nothing short of amazing. We've broken every record in 31 years (of business), hitting numbers that we only dreamed of."

—*John Smith, owner of Jacksonville Beach's Sports Mania store on sales during Super Bowl XXXIX*

"There should be no class on the Monday after the Super Bowl."

—*New England Patriots linebacker Larry Izzo*

**Dreams Do Come True**

"It's a dream come true (to play in Super Bowl XXXIX)."

—*Philadelphia Eagles quarterback Donovan McNabb*

"I don't care if I have to mortgage my house, I'm going."

—*Philadelphia Eagles fan Kevin O'Donoghue on going to Super Bowl XXXIX Philadelphia Inquirer*

"The greater team goal is winning the Super Bowl. That supersedes what any player goal might be. You have to make decisions and sacrifices. I know what's important to me and where my priorities lie."

—*New England Patriots quarterback Tom Brady*

"It's a tremendous blessing to be here and play in the world's greatest football game."

—*New England Patriots safety Rodney Harrison*

**Tuning Into Super Bowl XXXIX**

The 133.7 million Americans that watched at least part of Super Bowl XXXIX on FOX ranks as the fifth-most watched program in television history, and eclipses Super Bowl XXXVI

(133.0 million) as FOX's most-watched program in the network's 19-year history.

**Why Do You Watch?**

Why do you watch the Super Bowl?

- 92.1%—For the game
- 5.6%—For the commercials
- 0.9%—For the halftime show
- 0.3%—Peer pressure
- 1.2%—I don't watch the Super Bowl

**Super Host City**

According to a SurveyUSA poll:

- 75% of adults from the city of Jacksonville thought the city did a good job as host city for Super Bowl XXXIX.
- 90% of adults would like to see Jacksonville host the Super Bowl again.
- 61% of adults went to Super Bowl-related activities on the First Coast.

**"THIS IS WHAT PLAYERS GO THROUGH TRAINING CAMP FOR. THIS IS WHY PEOPLE TRAIN SO HARD. THIS IS WHY GUYS BLEED. THIS IS THE GAME PLAYERS TRY TO REACH. THIS IS THE PINNACLE AND IT DOESN'T GET ANY BETTER THAN THIS."**

—*Philadelphia Eagles wide receiver Terrell Owens*

**Party Time**

21.5 million people will throw Super Bowl parties, 9.9 million will watch the game in bars and restaurants, and consumers who plan to watch the game will spend an average of \$49.27 each (or \$5.6 billion total) on Super Bowl-related items.

—*USA Today*

**Holy Guacamole!**

43.8 million pounds of avocados will be eaten during Super Bowl XXXIX. That's enough guacamole to fill ALLTEL Stadium 10-and-one-half feet deep.

—*USA Today*

**NATIONWIDE CELEBRATION**

Once again affirming Super Bowl Sunday as a nationwide celebration, FOX's coverage of Super Bowl XXXIX was seen by far more people than voted in the 2004 Presidential election (122 million) or went out to celebrate New Year's Eve (106 million).

**Don't Forget the Pizza and Chips**

- 17—The average number of attendees for a Super Bowl party.
- 68—Percentage of Super Bowl party-goers who prefer pizza.
- 4,000—Tons of popcorn to be eaten.
- 14,000—Tons of chips to be consumed.
- 1,500,000—TV sets to be sold the week before Super Bowl XXXIX.
- 3,200,000—Pizzas that Pizza Hut and Domino's expect to sell on Super Bowl Sunday.
- \$125,000,000—Expected sales of Super Bowl merchandise.

—USA Today

**“YOU CAN BE THE RICHEST MAN IN THE WORLD AND NOT BE ABLE TO BUY MOMENTS LIKE THIS.”**

—New England Patriots offensive coordinator Charlie Weis

**Floating Hotels**

The city of Jacksonville docked five cruise ships along the St. John's River, adding the equivalent of 3,667 hotel rooms, housing 6,400 people.

—Florida Times-Union

**Super Bowl “Turf Cams”**

For Super Bowl XXXIX, FOX deployed “turf cams” in various positions on the playing field, all within the hashmarks. It was the first time such images were available during an NFL telecast.

—USA Today

**SUPER BOWL XXXIX BROADCAST IN 31 LANGUAGES**

Super Bowl XXXIX was broadcast in the following 31 languages: Arabic, Basque, Cantonese, Catalan, Danish, English, Farsi, Faroese, Filipino, Finnish, French, Galician, German, Greek, Greenlandic, Hindu, Hungarian, Icelandic, Italian, Japanese, Korean, Mandarin Chinese, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Spanish, Swedish, and Thai.

**Record International Advertising Rates**

For Super Bowl XXXIX, Global TV in Canada charged a top rate of \$110,000 for a 30-second Super Bowl ad, a record for a Canadian sports broadcast.

**SuperBowl.com International Cybercast**

Super Bowl XXXIX was cybercast in six languages on SuperBowl.com, the NFL's official website. The game was cybercast on the site in Danish, German, Japanese, Mandarin Chinese, Russian, and Spanish.

**Super Helpers**

More than 9,500 of Jacksonville's 1.2 million residents volunteered to help at Super Bowl XXXIX.

—Florida Times-Union

**The Masses Came...**

About 120 commercial flights arrived at the [Jacksonville International] airport Thursday carrying about 14,000 passengers. On a typical day, roughly 8,000 passengers arrive on 100 flights. Many airlines switched to larger jets for the Super Bowl crowds.

**...and Left**

The city's airport had its busiest day ever when more than 25,000 passengers flooded its gates the day after the game.

—Florida Times-Union

**Super Bowl Media Frenzy**

13,567 accredited members of the media covered Super Bowl XXXIX.

**Media Day Covered Worldwide**

1,000 international reporters attended Super Bowl XXXIX Media Day at ALLTEL Stadium.

**Lending a Super Hand**

Thirty [thousand] to 40,000 pounds of food prepared during Super Bowl week winds up in food banks, churches, and soup kitchens.

—New York Times

**Small Businesses Benefit**

125 small businesses registered with the NFL for Super Bowl XXXIX. They were projected to eventually get \$1.8 million in work from the event.

—Florida Times-Union

**“I HAVE BEEN IN THE NFL FOR 18 YEARS AND THIS IS MY FIRST SUPER BOWL. IT'S SOMETHING I KNOW I WILL REMEMBER FOR THE REST OF MY LIFE.”**

—Philadelphia Eagles defensive coordinator Jim Johnson

**Hurry...Before They're Gone**

Rosalia's Italian Café sold 600 cheese steaks in one hour before Super Bowl XXXIX.

—Florida Times-Union

**SB XXXIX Draws Record Internet Traffic**

**SuperBowl.com**

SuperBowl.com posted record numbers for Cadillac Super Bowl MVP voting and fan usage. A record 2.2 million unique users logged on to SuperBowl.com on Super Bowl Sunday—up from 2 million for Super Bowl XXXVIII.

Beginning in the fourth quarter, fans cast a record 468,818 votes for the Super Bowl MVP, surpassing last year's mark of 440,937. Fan votes counted 20 percent (four votes) with another 16 on-site media members representing the other 80 percent. Fans voted for the Cadillac Super Bowl MVP via SuperBowl.com, FoxSports.com, and by wireless devices.

The four fan votes were distributed as follows:

Patriots QB Tom Brady	2.5 votes
Patriots WR Deion Branch	1.0 vote
Eagles QB Donovan McNabb	0.5 vote



## AMERICA'S UNDECLARED NATIONAL HOLIDAY

"These are days that define us as Americans: Independence Day. Mother's Day. Thanksgiving Day. And, of course, Super Bowl Sunday."

—*Washington Post*

"Hallmark's party experts (there really are such people) have been doing some research and have come to the conclusion that the Super Bowl has become America's biggest excuse for having a party, surpassing even New Year's Eve."

—*Wall Street Journal*

"It's become the biggest day in sports, almost as if it's a national holiday, so maybe we shouldn't be surprised that the Super Bowl has come to be a microcosm of America here at the start of this new millennium. People are tuning in because it's an event, America's party holiday, and by definition that means it has to appeal to the biggest demographic possible. The Super Bowl has become the event in which the country seems to take a time-out to watch, regardless of which teams are in it. The one game everyone watches, even those who wouldn't know a blitz from a fly pattern. It's about commerce as much as it's about football, a game that's at the intersection of sport and corporate culture. We love parades. We love fireworks. We love spectacles. We love to hear about how much money companies pay for their commercials. We love big. And the Super Bowl has become the biggest sports spectacle we have."

—*Providence Journal*

"The Super Bowl has become the closest thing sports has given us to a national holiday, the Great American Spectacle, the one Sunday every year when the country comes to a near halt and revolves around the NFL's championship game."

—*San Diego Union Tribune*

"The four biggest holiday celebrations in the United States are Thanksgiving, Christmas, New Year's Day and the Super Bowl."

—*Washington Post*

"Football is our sport, and the Super Bowl is our national holiday."

—*San Diego Union Tribune*

### Celebration!

Students declared their own holiday and offices shut down as a million and a half New England Patriots fans jammed Boston's downtown Tuesday for the city's second Super Bowl party in three years. Police said the crowd surpassed the 1.2 million at the Patriots' 2002 Super Bowl celebration.

—*USA Today*

### We Gather Together

On the last Sunday in January, we Americans will gather to honor what has become the last great communal ritual.

—*Boston Globe*

### Take the Day Off

Frozen in amber somewhere is the image of Americans doing things like stopping in their tracks at 11 a.m. on Armistice Day as bells rang to honor war dead. Now there's really only one true communal ritual left. To merely say that the Super Bowl is far and away America's biggest television event isn't enough. To call it a 'manufactured holiday' doesn't quite do it, either. You can argue now that it has become our preeminent secular holiday.

—*Newsweek*

### We Are Family

"Anything that creates community in this mobile age, with our rootless society, with so many people without extended families, is good. The Super Bowl turns the country into one huge cheering section."

—*Jack Lindquist, senior pastor, Church of Incarnation, San Diego*

### National Holiday

"It's New Year's Eve, the Fourth of July, and Mardi Gras rolled into one...the Super Bowl is America's Game."

—*Los Angeles Times*

### We Give Thanks...

Super Bowl Sunday is the second biggest eating day of the year, right behind Thanksgiving.

—*San Diego Union-Tribune*

### Pass the Chips...

Aside from holidays (July 4, Labor Day, etc.) the Super Bowl is Frito-Lay's biggest snack day of the year.

### ...And the Pizza

Domino's has its single-biggest sales day of the year on Super Bowl Sunday. It sells 1.2 million pizzas in the USA each year on Super Bowl Sunday. The chain's biggest pizza-selling days of the year:

1. Super Bowl Sunday
2. New Year's Eve
3. Halloween
4. The night before Thanksgiving
5. New Year's Day

"They haven't started giving people the day off on Monday yet, but in some respects, Super Bowl Sunday seems like it's more of a national holiday than a lot of those days that are actual holidays. The Super Bowl is a commercial event that has taken on a civic character."

*University of Missouri professor Jeffrey Pasley, who studies the history of patriotism*



## THE COUNTRY'S MOST IMPORTANT SPORTING EVENT

"The game with the Roman numerals dwarfs championships decided on diamonds, courts, and ice...Other sports can only envy the enormity of the Super Bowl."

—USA Today

"For the one day that is Super Bowl Sunday, your color and ethnicity and religious beliefs and everything else that separates different factions of society is all forgotten. For those few hours, it's just the entire world watching our game. How cool is that?"

—San Diego Union-Tribune

**"SUNDAY WAS THE BEST SUPER BOWL OF THEM ALL, FOR ALL THE FINE REASONS THAT WE COME TO SPORTS, ALL THE THINGS THAT MOVE US IN SPORTS, AND MAKE US TALK ABOUT GAMES LIKE SUPER BOWL XXXVI FOREVER."**

—New York Daily News

"It's the sports championship game with the Roman numerals, which separates it from all other title games and conjures up images of gladiators ready to battle. It's the biggest single-day sporting event—the Super Bowl. And everybody wants a piece of the action."

—New York Newsday

"Can you imagine what it feels like to be Irish and be at this most American of events? It's amazing. To be here at the Super Bowl, to know this is the very heart of America, it feels right."

—Bono, lead singer of U2, featured in Super Bowl XXXVI halftime show

"In sport and in life, America never looked better [than at Super Bowl XXXVI]."

—Chicago Sun-Times

"It's the single largest event that attracts the most people."

—Jeff Kuhlman, director of communications for Cadillac

### History Lessons

"History of America, Part I (1776-1966): Declaration of Independence, Constitutional Convention, Louisiana Purchase, Civil War, Reconstruction, World War I, Great Depression, New Deal, World War II, TV, Cold War, civil-rights movement, Vietnam. History of America, Part II (1967-present): the Super Bowl era. The Super Bowl has become Main Street's Mardi Gras."

—Norman Chad, TV Guide

### Common Interest

"The Super Bowl, because it garners broad-based interest in the American public that transcends social class, race, gender—all kinds of boundaries—provides a context for the nation to share interest in a common event. The Oscars, the Emmys, even a presidential election...none of them compare. In terms of political conventions, they draw their own party and not across group boundaries. The Super Bowl is a singular sociocultural event that is powerful economically, as well as socially and culturally."

—Jomills Braddock II, director of the University of Miami's Center for Research on Sport in Society

### Competing Interest

"This is the premier sporting event in the country, and it symbolizes competition."

—John Swigard, special promotions coordinator, Ford Motor Company

### What's the Other Half Doing?

"When you think that virtually half the country's watching the Super Bowl...this makes a hell of a statement."

—Jon Mandel, Grey Advertising

**"...AN AMERICAN RITE OF SPORTS AND MARKETING THAT WAS BORN IN RELATIVE MODESTY, BUT HAS GROWN TO BE THE UNDISPUTED CHAMPION OF SPORTS EXTRAVAGANZAS."**

—New York Times

## Counting the Days

An April, 2000, ESPN Sports Poll ranked the Super Bowl as the most anticipated sporting event or competition in any given year. The Super Bowl drew 24.5 percent of the survey votes, three times the 7.6 percent of the poll's runner-up—the World Series.

Super Bowl	24.5%
World Series	7.6%
Olympics	5.7%
NFL Playoffs	4.3%
NBA Playoffs	3.5%
NCAA Men's Final Four	3.3%
Daytona 500	2.8%
NBA Finals	2.4%
Stanley Cup Finals	1.9%

—ESPN

### American Made

"If we were to brand America, the brand would be the Super Bowl. This game is all about freedom, excitement, and fulfilling your dreams. It's the challenge of the best going up against the best."

—Jim Johnson, president, Anspach Grossman Enterprise

### Business Sense

"The Super Bowl, as a cultural and commercial experience, impresses people in the business realm as no other annual event in the world."

—Pat Conners, vice president of marketing, Mesa Distributing

### Diverse Audience

"The Super Bowl crosses sexual boundaries, racial boundaries, regional boundaries, cultural boundaries, even financial boundaries....Everybody watches...."

—Kansas City Star

### See and Be Seen

"The Super Bowl is an event where the beautiful people go to be seen, the same as when entertainers used to sit ringside at heavyweight title fights. From Miss America [Angela Perez], Carmen Electra, and Jennifer Lopez to Evander Holyfield, B.B. King, and Ricky Martin, they know it's good business to be part of the spectacle."

—Washington Times

## THE COUNTRY'S MOST IMPORTANT SPORTING EVENT

### Executive Privilege

Former President Gerald Ford watched Super Bowl XIII while on a trip to Israel. President Ronald Reagan tossed the coin at the White House prior to Super Bowl XIX and his performance was shown via television on the scoreboard at Stanford Stadium. President George Bush made a taped message for U.S. military forces engaged in Desert Storm, and it was shown on television at halftime of Super Bowl XXV.

Mr. Bush, as Vice President, attended Super Bowl XVI at the Pontiac Silverdome, and later was a spectator at Super Bowl XXXVI at the Louisiana Superdome. Vice President Al Gore attended Super Bowl XXVIII at the Georgia Dome. Vice President Spiro Agnew attended Super Bowl V at Miami's Orange Bowl. They are the highest-ranking United States officials to attend a Super Bowl.

### America Watches

"Doesn't matter which teams are playing. Doesn't matter how lopsided the game. America watches. The most-watched television shows [in numbers of people] are Super Bowls....And truth is, nobody's quite sure how the Super Bowl became the Super Bowl. It was just supposed to be a football game. But...it's bigger than that. It's bigger than anything, really."

—*Kansas City Star*

### Foresight

[Former NFL Commissioner Pete] Rozelle, whose game was public relations before ascending to running a game, decided that the meeting between the champions of the established NFL and the upstart AFL would come not the Sunday after the league championship games, but two weeks later.

"It was as calculated a decision as was ever made by the league," said former Cowboys president Tex Schramm. "The idea was to give the game time to build. That allowed us to get the teams in early, to make them available, to make sure that the media got everything it needed to tell the world about our game."

—*Dallas Morning News*

### Ski Lift

Officials at Wachusett [Massachusetts] Mountain Ski Area erected a huge television screen, estimated by one employee at 10 feet by 10 feet, at the base of the chair lift. "That way, fans can watch the game while they're waiting in line, take a run during commercials, and ski back in time to watch some more plays," said Tom Meyers, marketing director at the ski area. Patrons could get lift tickets at half price if they could name 11 Patriots in 60 seconds.

—*Boston Globe*  
*Super Bowl XXXI*

**"PAUL TAGLIABUE LOOKED IN ALL DIRECTIONS FRIDAY, AND WHAT HE SAW WAS GOOD. PROFESSIONAL FOOTBALL WAS THE UNDISPUTED HEAVYWEIGHT SPORTS CHAMPION OF AMERICA. AND PERHAPS SOMEDAY, THE WORLD."**

—*Washington Post, at Super Bowl XXVII*

## Top 15 All-Time Television Programs

Based on audience rating (A.C. Nielsen)

Rank	Program	Telecast Date	Network	Avg. Audience (%)
1	M*A*S*H (Final Episode)	Feb. 28, 1983	CBS	60.2
2	Dallas	Nov. 21, 1980	CBS	53.3
3	Roots-Part VIII	Jan. 30, 1977	ABC	51.1
4	Super Bowl XVI	Jan. 24, 1982	CBS	49.1
5	Super Bowl XVII	Jan. 30, 1983	NBC	48.6
6	Winter Olympics	Feb. 23, 1994	CBS	48.5
7	Super Bowl XX	Jan. 26, 1986	NBC	48.3
8	Gone With The Wind-Part 1 (Big Event-Pt. 1)	Nov. 7, 1976	NBC	47.7
9	Gone With The Wind-Part 2 (NBC Mon. Movie)	Nov. 8, 1976	NBC	47.4
10	Super Bowl XII	Jan. 15, 1978	CBS	47.2
11	Super Bowl XIII	Jan. 21, 1979	NBC	47.1
12	Bob Hope Christmas Show	Jan. 15, 1970	NBC	46.6
13	Super Bowl XVIII	Jan. 22, 1984	CBS	46.4
13	Super Bowl XIX	Jan. 20, 1985	ABC	46.4
15	Super Bowl XIV	Jan. 20, 1980	CBS	46.3

# THE GAME, THE TEAMS, THE PLAYERS

“The Super Bowl is about opportunity. To go from humble beginnings, to pursuing a dream, to becoming champion of the world. That’s what it’s all about—opportunity.”

—Mike Ditka

“What more could you want? Super Bowl XXXVIII had it all, making it the best ever. It was the greatest Super Bowl of all time. Now this was a wonderful championship battle, full of everything that makes the game dramatic, draining, enervating, maddening, fantastic, exciting.”

—Sports Illustrated

“This Super Bowl [XXXVIII] might be the Super Bowl all others are measured against, at least as long as grit and a heart-stopping finish are among the measuring sticks.”

—Houston Chronicle

“This [XXXVIII] was one of the best Super Bowls, full of comebacks and strategy, athletic feats and suspense. Sunday night was for the championship of this vast and powerful league, and it was worthy of such attention.”

—New York Times

“So now Bill Belichick’s Patriots have given us the two best endings in Super Bowl history. And no one could have known it at the time, but the Patriots and the Panthers were on their way to making

Super Bowl XXXVIII the craziest and best and most entertaining Super Bowl of them all. Twenty-four points in the last three minutes of the first quarter. Thirty-seven points in the fourth quarter!”

—New York Daily News

“With everything that happened this week, with all the security, the fact that we’re at war, and then to have a great game like this, I don’t see how anyone can say this [XXXVI] wasn’t the greatest Super Bowl of all time.”

—Ty Law, New England Patriots cornerback

“Commissioner Tagliabue should be proud. Super Bowl XXXVI will not only be remembered for the Patriots’ stunning 20-17 upset of the highly-favored Rams, but also for the extensive security measure put in place in the aftermath of September 11. The end result was a monumental event that went off with little inconvenience to the average ticket holder.”

—New York Post

“[In Super Bowl XXXVI] the NFL demonstrated its ability to put on a display of unbridled patriotism better than any organization in sports.”

—Washington Post

“People all over the world are attracted to events that endorse a sense of ‘we-ness.’ We love big events like the Super Bowl. We are constantly looking for a connection with each other based on the notion of nationhood. It is an opportunity for us to gather as one.”

—Dr. Jay Coakley, professor of sociology at the University of Colorado at Colorado Springs

“This [XXXVI] was not only the biggest upset in the 36 years of Super Bowl history, with the best finish in Super Bowl history, but all of it happened with the most timely backdrop. From the pregame songs of John Phillip Sousa to the halftime unveiling of the names of those killed in the September 11 tragedy, the theme of this game was the resilience of a unified America.”

—Los Angeles Times

“This was a game you didn’t want to end. This may have been the greatest Super Bowl of them all, for more reasons than you can count. Super Bowl XXXVI will

be remembered for a lot of things, but first and foremost it should be remembered as a classic championship event.”

—Contra Costa Times

## Brady’s Bunch

Tom Brady became the youngest quarterback in NFL history to win two Super Bowl rings (Brady was 26 years and 182 days old). In second place is Troy Aikman (27 years and 70 days old).

## Patriots Airlines

The Patriots employed six 767s to fly their entire group of players, coaches, sponsors, family, friends and associates to Houston for Super Bowl XXXVIII.

—Boston Globe

## Super Secret Service

Super Bowl XXXVI was the first sporting event to be tagged a “National Special Security Event,” a designation by the Federal Government that makes the Secret Service the coordinating agency.

## Super Bowl Tickets

### PRICES

I	\$12, \$10, \$6	XXII	\$100
II	\$12	XXIII	\$100
III	\$12	XXIV	\$125
IV	\$15	XXV	\$150
V	\$15	XXVI	\$150
VI	\$15	XXVII	\$175
VII	\$15	XXVIII	\$175
VIII	\$15	XXIX	\$200
IX	\$20	XXX	\$350, \$250, \$200
X	\$20	XXXI	\$275
XI	\$20	XXXII	\$275
XII	\$30	XXXIII	\$325
XIII	\$30	XXXIV	\$325
XIV	\$30	XXXV	\$325
XV	\$40	XXXVI	\$400
XVI	\$40	XXXVII	\$500, \$400
XVII	\$40	XXXVIII	\$600, \$500, \$400
XVIII	\$60	XXXIX	\$600, \$500
XIX	\$60	XL	\$700, \$600
XX	\$75		
XXI	\$75		

### TICKET DISTRIBUTION

- 17.5% AFC champion
- 17.5% NFC champion
- 5.0% Host city team(s)
- 34.8% Other 29 teams (1.2% each)
- 25.2% NFL Office for distribution to fan lottery, NFLPA, media, and other NFL associates

## THE GAME, THE TEAMS, THE PLAYERS

### The Greater Good

“When we watch the Super Bowl, we are able to imagine ourselves being part of something greater than ourselves.”

—*Cecilia O’Leary, associate professor of history at Cal State-Monterey Bay*

### It’s Now or Never

“This isn’t anything like the World Series. In the World Series, you’ve got at least four or five opportunities that you know you’re going to play. This is a one-time shot, man. This is cool.”

—*Deion Sanders*

### Around the Water Cooler

“People watch because they know other people are watching. They know that everybody is going to be talking about it the next day.”

—*David Stewart, chairman, USC marketing department*

### Super Extravaganza

Ed Micone, executive vice-president and executive producer, Radio City Entertainment, states that the “Super Bowl is the biggest entertainment extravaganza in the world.”

**“IF YOU BELIEVE IN DESTINY, MAYBE THIS IS THE WAY IT WAS SUPPOSED TO BE, WITH A TEAM CALLED THE PATRIOTS WINNING ON A SUPER SUNDAY THAT WAS SET UP AS A STAR-SPANGLED SHOWCASE TO CELEBRATE THE STRONG SPIRIT OF AMERICA AFTER THE TRAGEDY OF SEPTEMBER II.”**

—*St. Louis Post-Dispatch on XXXVI*

### Super Bowl I Among Most Memorable Events of 1960s

Super Bowl I was selected second only to man walking on the moon among the most memorable events of the 1960s in a 1999 U.S. Postal Service survey of almost one million Americans.

### Last, But Not Least

The Tennessee Titans became the eighth and last of the original AFL franchises to advance to the Super Bowl (XXXIV).

The Titans did so in their fortieth season. The seven others, in order, were the Kansas City Chiefs, Oakland Raiders, New York Jets, Denver Broncos, New England Patriots, Buffalo Bills, and San Diego Chargers.

—*The Tennessean*

### Fashion Statement

An estimated 100,000 people—it just seems like more, with the bulky head-gear those Wisconsin types wear—will descend on San Diego for the Super Bowl [XXXII]. By comparison, the Republican National Convention in 1996 drew 30,000, many of whom also sported unusual hats.

—*San Diego Union-Tribune*

### Why Roman Numerals?

The use of Roman numerals to designate Super Bowls began with V, won by the Baltimore Colts over the Dallas Cowboys 16-13 on Jim O’Brien’s 32-yard field goal with five seconds remaining.

The Roman numerals were adopted to clarify any confusion that may occur because the NFL Championship Game—the Super Bowl—is played in the year following a chronologically recorded season. Numerals I through IV were added later for the first four Super Bowls.

### It Became Super at Age III

The AFL-NFL World Championship Game was a Packers’ Party its first two years before the Super Bowl tag became official at game III. Lamar Hunt, owner of the Kansas City Chiefs, was fascinated by the name and liveliness of a Super Ball that was a favorite plaything of his children, and was the original advocate of the name Super Bowl.

### Super Six

Defensive tackle Mike Lodish holds the record of playing in six Super Bowls. Lodish played for AFC-champion Buffalo in Super Bowls XXV through XXVIII, and was a member of Denver’s Super Bowl XXXII and XXXIII champions.

### Reeves Holds Appearance Record

Dan Reeves participated in more Super Bowls, nine, than any other coach or player. Reeves played running back for the Dallas Cowboys in Super Bowls V and VI, and was a Cowboys assistant coach in X, XII, and XIII. Reeves was

head coach in Denver from 1981 to 1992, leading the Broncos to three AFC championships and into Super Bowls XXI, XXII, and XXIV. He also coached the Atlanta Falcons in their Super Bowl XXXIII appearance.

### One Coach, Two Teams, Two Super Bowls

Dick Vermeil became the fourth head coach in NFL history to take two franchises to the Super Bowl when he guided the St. Louis Rams to victory in Super Bowl XXXIV. Vermeil was head coach of the Philadelphia Eagles when they lost to the Oakland Raiders 27-10 in Super Bowl XV. Don Shula (Colts and Dolphins), Bill Parcells (Giants and Patriots), and Dan Reeves (Broncos and Falcons) are the others.

### A Man For All Decades

Only one person, Gene Upshaw, has played in Super Bowls in three different decades. Upshaw, who was inducted into the Pro Football Hall of Fame in 1987, played guard for the Oakland Raiders from 1967 to 1981, and he participated with the AFL/AFC champions in Super Bowls II (1968), XI (1977), and XV (1981).

Quarterback Jeff Rutledge was a Super Bowl participant in two decades, but also was a member of a team that was the NFC champion in a third decade. Rutledge was on the roster of the 1979 Los Angeles Rams, who played in Super Bowl XIV (1980), and then he played for the New York Giants in XXI (1987) and the Washington Redskins in XXVI (1992).

### Matt’s the One

Linebacker Matt Millen is the only player to earn Super Bowl championship rings with three different teams—the Raiders in XV and XVIII, the 49ers in XXIV, and the Redskins in XXVI.

### Huddle to Sideline

Tom Flores was the first person to earn Super Bowl rings as a player, assistant coach, and head coach. He was a backup quarterback for the Kansas City Chiefs in IV, an assistant for Oakland in XI, and, as a head coach, led the Raiders to victory in XV and XVIII.

Mike Ditka became the second when he led Chicago to victory in Super Bowl XX. Ditka was a player and an assistant coach on championship teams in Dallas.



## Super Bowl Officiating Assignments

Through Super Bowl XXXIX, five officials had worked a record five Super Bowls. They are line judge Bob Beeks, umpire Ron Botchan, line judge Jack Fette, back judge Al Jury, and back judge Tom Kelleher. Beeks, Botchan, Fette, and Kelleher are all retired, while Jury remains active, including working Super Bowl XXXIV in Atlanta. NFL game officials receive postseason assignments based on their performance during regular-season games.

Alfred, Bruce—II, VII, IX	Fincken, Tom—XXIX, XXXI, XXXIV	Mace, Gil—XVIII, XXI	Schachter, Norm—I, V, X
Ancich, Hendi—XXIV	Frantz, Earnie—XXIV, XXXI, XXXIV	Mallette, Pat—XXI	Schleibaum, Bill—IV
Anderson, Walt—XXXV	Gamber, Hugh—V	Marion, Ed—V, IX, XI	Schleyer, John—XXXII
Austin, Gerry—XXIV, XXXI, XXXV	Gierke, Terry—XXI	Markbreit, Jerry—XVII, XXI, XXVI, XXIX	Schmitz, Bill—XXXV
Baetz, Paul—XXIII, XXVI, XXXII	Glass, Bama—XX	McAulay, Terry—XXXIX	Seeman, Jerry—XXIII, XXV
Barnes, Tom—XXVIII	Gonzales, Joe—III	McDonough, John—IV	Semon, Sid—XXV, XXVIII
Barth, Gene—XVIII	Graf, Fritz—V, VIII, XV, XVIII	McElwee, Bob—XXII, XXVIII, XXXIV	Sifferman, Tom—XXXVII, XXXVIII, XXXIX
Baur, Bob—II	Green, Scott—XXXVI, XXXVIII	McKenzie, Dick—XXV, XXVII	Silva, Fred—XIV
Baynes, Ron—XXIX, XXXIII	Grier, Johnny—XXII	Merrifield, Ed—XXVI	Sinkovitz, Frank—XV
Beeks, Bob—XIV, XVI, XVIII, XXI, XXIII	Haggerty, Pat—XIII, XVI, XIX	Miles, Leo—VIII, X, XIX	Skelton, Bobby—XXIII
Bell, Tom—III, VII	Hakes, Don—XVI, XXX, XXXIII	Millis, Timmie—XXIX, XXXIII	Skover, Tony—VII
Bergman, Jeff—XXXI	Hamer, Dale—XVII, XXII	Montgomery, Ben—XXXII, XXXVIII	Stlaughter, Gary—XXXIX
Bergman, Jerry—XIII, XVI, XVIII, XXIII	Hampton, Donnie—XXVII	Morcroft, Ralph—II, VIII	Stenson, Scott—XXXI
Blum, Ron—XXIV, XXVI	Hantak, Dick—XVII, XXVII	Morelli, Pete—XXXVI	Steinkerchner, Mark—XXXVII, XXXIX
Boston, Byron—XXXIV	Hayes, Laird—XXXVI, XXXVIII	Murphy, George—III	Steratore, Tony—XXXIX
Botchan, Ron—XX, XXVII, XXIX, XXXI, XXXIV	Hensley, Tom—XIX	Musser, Charley—IV, XIV	Swanson, Bill—XI, XVI
Boylston, Bob—XXI, XXVI	Hittner, Mark—XXXVI, XXXVIII	Nemmers, Larry—XXV	Swearingen, Fred—XIII
Brown, Chad—XXXV	Hochuli, Ed—XXXII, XXXVIII	O'Brien, Bill—X	Terzian, Armen—XI
Carey, Don—XXXVII	Holst, Art—VI, XII	Orem, Dale—XXX	Toler, Burl—XIV
Carollo, Bill—XXX, XXXVII	Javie, Stan—II, VIII, X, XIV	Orr, Don—XVII, XXIV, XXVIII	Tompkins, Ben—XIV, XVIII
Cashion, Red—XX, XXX	Jones, Nate—XXVIII	Paganelli, Carl—XXXIX	Toole, Doug—XXXII, XXXV
Connel, Joe—VI, X, XII	Jorgensen, Dick—XXIV	Palazzi, Lou—IV, VII, XI	Trepinski, Paul—V
Coukart, Ed—XXXVII	Jury, Al—XX, XXII, XXIV, XXVIII, XXXIV	Parker, Walt—III	Tunney, Jim—VI, XI, XII
Conway, Al—IX, XIV, XVI, XXII	Keck, John—XXX	Parry, Dave—XVII	Ulman, Bernie—I, IX
Creed, Dick—XXVI, XXX	Kelleher, Tom—IV, VII, XI, XV, XIX	Patterson, Rick—XXXVII, XXXIX	Vandenberg, Ralph—VI
Daopoulos, Jim—XXXIII	Kessle, Harry—IV	Phares, Ron—XXVII, XXIX, XXXVI	Vaughan, Jack—XX, XXV, XXIX
Demmas, Art—XIII, XVII, XXV, XXVIII	Knight, Pat—XIII	Poole, Jim—XXI, XXVII	Vest, Jack—II
Dodez, Ray—XIX	Kukar, Bernie—XXXIII, XXXVI	Quinby, Bill—XIX	Veteri, Tony—II, VII, XII, XV
Dolack, Dick—IX	Lane, Gary—XXIII, XXXIII	Quirk, Jim—XXXII	Veteri Jr., Tony—XXXV
Dooley, Tom—XV	Leavy, Bill—XXXIV	Reader, Jack—I, III	Wedge, Don—XXII
Dorkowski, Don—XXXII	Lepore, Cal—III	Reynolds, Bill—XVII	Weidner, Paul—XXX
Douglas, Ray—IX, XII	Lewis, Bob—XIX	Rice, Bob—XVI, XX	Wells, Gordon—XVIII, XXIII
Dreith, Ben—VIII, XV	Lisetski, Mike—I	Rice, Jeff—XXXVI, XXXVIII	Williams, Banks—XXV
Fette, Jack—V, VIII, X, XII, XXII	Look, Dean—XIII, XV, XXVII	Rivers, Sanford—XXXIII	Williams, Dale—XX, XXVI, XXXVII
	Lovett, Bill—XXXV	Sabato, Al—I, VI	Wortman, Bob—VI, XII
	Luckett, Phil—XXXI		Young, George—I

## Super Bowl Referees

I	Norm Schachter	XIV	Fred Silva	XXVII	Dick Hantak
II	Jack Vest	XV	Ben Dreith	XXVIII	Bob McElwee
III	Tom Bell	XVI	Pat Haggerty	XXIX	Jerry Markbreit
IV	John McDonough	XVII	Jerry Markbreit	XXX	Red Cashion
V	Norm Schachter	XVIII	Gene Barth	XXXI	Gerry Austin
VI	Jim Tunney	XIX	Pat Haggerty	XXXII	Ed Hochuli
VII	Tom Bell	XX	Red Cashion	XXXIII	Bernie Kukar
VIII	Ben Dreith	XXI	Jerry Markbreit	XXXIV	Bob McElwee
IX	Bernie Ulman	XXII	Bob McElwee	XXXV	Gerry Austin
X	Norm Schachter	XXIII	Jerry Seeman	XXXVI	Bernie Kukar
XI	Jim Tunney	XXIV	Dick Jorgensen	XXXVII	Bill Carollo
XII	Jim Tunney	XXV	Jerry Seeman	XXXVIII	Ed Hochuli
XIII	Pat Haggerty	XXVI	Jerry Markbreit	XXXIX	Terry McAulay

## ECONOMIC AND MARKETING IMPACT

### Super XXXVIII Host

The Houston Super Bowl XXXVIII Host Committee and the NFL estimated that the week's Super Bowl festival produced a \$250 million to \$300 million economic impact for the city.

"The reality is this is an absolutely tremendous plus [for Houston]," said Harris County Commissioner Steve Radack. "When they see Reliant Stadium and all the behind-the-scenes, it is going to be catalyst for others to take a closer look at Houston."

"Taking the Super Bowl to more cities represents a couple of things. Number one, the recognition that the game is a tremendous asset to the community and the impact of the game goes way beyond football and can be a positive for the entire tourism and travel economy of many, many different cities. And secondly, it reflects the fact that so many cities have invested public monies, either in total or in part, to build new stadiums and, in those circumstances, our ownership has felt it's important to support those investments with the Super Bowl game."

—NFL Commissioner  
Paul Tagliabue

### Super Profits

"The Super Bowl is 25 to 30 percent of your profit for a year. It means an awful lot to us."

—Jerry Anderson, General Aviation  
operations manager

### Super Impact on Hosts

"You land that Super Bowl and all of a sudden you're a Super Bowl city, which only a handful of cities can say. There

## \$292 MILLION IMPACT

### Super Bowl XXXIV Generated \$292 Million Economic Impact

Super Bowl XXXIV generated a total economic impact of \$292 million for the state of Georgia, according to a study released by Georgia State University of Atlanta. Highlights of the study, jointly funded by the Atlanta Sports Council and the NFL included:

- 94,000 people visited metropolitan Atlanta and Georgia for the Super Bowl and related activities.
- Atlanta received \$215 million of the total \$292 million economic impact.
- Of the 72,625 spectators attending Super Bowl XXXIV, 65,250 were out-of-town visitors.
- A total of 29,362 fans visited Georgia but did not attend the game.
- The average visitor spent \$350 per day.
- 87 percent of visitors stayed in hotels.
- \$48.72 was spent by the average fan for food, beverages, and souvenirs at the game.
- Corporations spent \$11.2 million in Atlanta during Super Bowl week.
- Media companies spent \$6.5 million covering the Super Bowl.

are two ways to look at it. One from the economic impact, which is obvious and definitely very beneficial for the city. The second one is it gives them an incredible selling tool to go out and help make money for the upcoming years."

—Chris Smith, chief strategy officer  
of The Marketing Arm

### Many Happy Returns

"Economic impact is one reason the Super Bowl is so widely sought. For a \$3.6 million investment to put on the game, a metropolitan area stands to net tremendous returns over a substantial period of time. Any investment which garners a 5,000 percent return is a pretty sound business move."

—Charles Scurr, president of the South  
Florida Host Committee (XXIX)

### Does It Get a Trophy, Too?

"The Dallas Cowboys beat the Pittsburgh Steelers on Super Sunday, but the real winner of Super Bowl XXX was the state of Arizona."

—Arizona Governor Fife Symington

### They Play a Game, Too

"Today's Super Bowl XXXII is the world's premier corporate musical, the ultimate production in an entertainment marketplace created and hyped by multinational capitalists run amok."

—San Diego Union-Tribune

### And Tigger, Too

"With the Super Bowl, we're like Winnie the Pooh in a vat of honey. If we had a chance to host it every year, we would.... This is a sophisticated tourism market, and it's hard to find events like the

## Closing the Deal

**"NEARLY A HUNDRED THOUSAND PEOPLE JOURNEY TO THE [SUPER BOWL] AND MILLIONS WORLDWIDE TUNE IN EACH YEAR TO WATCH HOURS OF COSTLY ADVERTISEMENTS AND FANTASTIC HALFTIME SPECTACLES...SOMETIME BEFORE THE BIG KICKOFF IN ATLANTA [SUPER BOWL XXVIII], SEVERAL CORPORATIONS COLLECTIVELY SPENT SOMEWHERE IN THE NEIGHBORHOOD OF \$3.7 BILLION TO HAVE THEIR NAME ATTACHED TO THE SUPER BOWL, AND SPONSORSHIPS LIKE THAT CAN'T GO UNRECOGNIZED."**

—Special Events Magazine

Super Bowl that attract almost 200,000 people spending that kind of money.”

—*Ft. Lauderdale Convention and Visitor's Bureau President Nikki Grossman*

**Wide-Ranging Effects**

“While the Super Bowl has become an entrenched American tradition in sales, social, and advertising circles, its reach now extends into the corporate motivational arena.”

—*Washington Post*

**RIPPLE EFFECT**

“The Super Bowl has to be the quintessential opportunity for destination marketing—the plum that every city of any size plots for and schemes toward. I know. I was chairperson for the 1992 Super Bowl, and while the game of the year is won in a matter of hours, winning the Super Bowl for one’s home city can—and in our case, did—take years. And it was worth every iota of effort it took.

“Few people realize the positive effects a Super Bowl can have on a state’s economy, tourism, and overall image. The ‘ripple’ can provide an even more dramatic economic impact than the game itself. While more than \$100 million is likely to be spent in a host city in the span of a few winter days, the ripples spreading through the months thereafter are harder to track but no less significant. Savvy planners use the Super Bowl to build their area’s future image and business. They make the most of their time in the spotlight to pinpoint the area as a positive destination for years to come.”

—*Marilyn Carlson Nelson, Chair, Super Bowl XXXVI Task Force*

**Long-Term Implications**

“If history is any judge, many companies will eventually relocate here as a direct result of corporate executives who came to see the game and walked away impressed with the area’s natural beauty, lifestyle, and business-friendly environment... To be honest, there are a lot of people who still think Arizona looks like Saudi Arabia. The benefits Arizona sees in January 1996, are not the issue. Our belief is that the Super Bowl will create significant long-term benefits.”

—*Rich Warnick, Young, Cunningham, & Co.*

**Owning Part of History**

Less than one month after winning the Super Bowl [XXXVII], nearly one million Tampa Bay Buccaneers championship T-shirts and hats were sold, second only to the sales racked up by the Denver Broncos when they won their first Super Bowl in 1998. The buyers were not from Buccaneers territory only. About half the sales came from outside Florida.

**Everyone is a Winner**

Some 10,000 NFL-licensed items—many printed with “Oakland Raiders Super Bowl [XXXVII] Champions”—went to World Vision, a Christian relief and development organization assisting 70 million people in 92 countries. For many years, the NFL has sent its surplus championship apparel to World Vision for shipment to any of the 29 countries in Africa and Eastern Europe to which the NFL requested its gifts be sent.

**New England Patriots Filmography**

According to USA Entertainment, 300,000 copies of the *New England Patriots Super Bowl XXXVI Champions* video produced by NFL Films were ordered by dealers before the release date, a 33-percent increase over the previous biggest seller.

—*Boston Globe*

**Don't Be Late**

According to Ken Flanders, the director of retail operations at Foxboro Stadium, people began lining up outside the Patriots’ Pro Shop at 7:30 a.m. to buy merchandise after Super Bowl XXXVI. By the end of the day, the entire shop was virtually void of any championship paraphernalia.

—*Boston Globe*

**Mmmm Good**

One Super Bowl XXXVI advertiser, AT&T mlife.com, emerged from nowhere to become a recognizable online brand overnight. The company’s annual Super Bowl traffic ratings and analysis found that AT&T mlife.com registered traffic for the first time on the Saturday before Super Bowl XXXVI with 34,000 unique visitors; traffic then spiked to 681,000 unique visitors on Super Bowl Sunday. The success prompted the brand’s parent company AT&T Wireless to become the sponsor of the Super Bowl XXXVII Halftime Show.

—*Jupiter Media Metrix*

**XXIX Good For South Florida**

The January 29 [1995] game attracted more visiting fans than any other championship in NFL history and pumped \$204.5 million into south Florida.

—*Report by Barry University*

**Direct and Indirect**

“Indirect activity—that bigger bleach buy for cleaning all those hotel sheets, those extra crates of tomatoes that restaurants buy from South Dade farmers, those National Football League souvenirs bought by folks who don’t even go to the game—accounts for a big part of the benefits for a Super Bowl host city:

- San Diego (1988) \$136 million total impact, \$70.6 million indirect;
- Tampa (1991) \$118 million total impact, \$58 million indirect;
- Los Angeles (1993) \$182 million total impact, \$100 million indirect;
- Atlanta (1994) \$166 million total impact, \$90 million indirect.

“Indirect activity is a huge component,” said Kathleen Davis, coordinator of Barry University’s Sports Management Program. “I think this event is going to realize some very healthy numbers for Miami—probably beyond projections.”

The Los Angeles study, prepared by the John E. Anderson Graduate School of Management at the University of California Los Angeles, estimated the 1995 game would bring as much as a \$146 million economic boost to the Miami area, \$80.3 million of that from indirect economic activity.

—*Miami Herald*

### Cheeseheads Unite

The *Super Bowl XXXI Champions* video sold 70,000 copies in the city limits of Green Bay, a city of 100,146. The first 65,000 videos were sold within the first five days, making it the fastest selling sports video ever.

Logo Athletic sold more than 650,000 locker-room hats worn by Green Bay players during the Lombardi Trophy ceremony. The previous record was 450,000.

More than 950,000 Super Bowl programs were sold, beating the previous record of 700,000 set in 1986.

### Sport's Mecca

The Super Bowl is the Woodstock of corporate America. Corporate jets are expected to land in New Orleans every three-to-four minutes Sunday morning...The game's bottom line: an estimated \$250 million local economic impact, a 56 percent increase from New Orleans's 1990 Super Bowl. (Source: MetroVision Research, the economic development arm of the region's Chamber of Commerce.)

On average, Super Bowl visitors are expected to spend \$900-1,000 a day over two to three days.

—USA Today

### Everyone Wins

The Espiritu Community Development Corporation beat out 14 other non-profit groups to receive \$1 million from the NFL to transform its Montessori preschool and charter school into a Youth Education Town in Phoenix.

### Hungry Fans

The Hostess bakery in Salt Lake City, which services the Denver area, has been stocking up on blue-and-orange dyed Sno Balls for weeks. Last year, they sold 150,000 packages of the colorful cakes per week during the NFL postseason, which is more than 10 times what they normally sell.

—Miami Herald  
*Super Bowl XXXIII, 1999*

**“TICKET SALES  
FROM THE [SUPER  
BOWL XXX]  
NFL EXPERIENCE  
IN TEMPE AND  
THE NFL GOLF  
TOURNAMENT  
GENERATED  
\$1 MILLION.”**

—Tribune Newspapers

## FAST FURNITURE?

“Last year we received orders four hours before kickoff,” said Paul Goldenberg, a large dealer of big-screen TVs in southern California. Goldenberg expects to sell more than 500 big screens—at \$1,400 to \$4,800—between Friday and Sunday. That’s about five times more than a typical weekend. Couches and recliners also see sales bumps Super Bowl week. “Some people buy home entertainment centers hours before the game,” said Edward Gilligan of Levitz Furniture.

—USA Today

## Economic Impact— Super Bowl XXXVII

Super Bowl XXXVII generated a total economic impact on San Diego County of \$367 million, according to a study by Marketing Information Master, Inc.

Highlights of the Super Bowl XXXVII study include:

- 133 non-local corporations were in San Diego spending a total of \$61.6 million during Super Bowl week, in addition to spending \$3.3 million in site visits prior to January 2003.
- Super Bowl activities generated 168,600 total hotel room nights in San Diego.
- Among spectators who stayed overnight in San Diego, 74 percent stayed three-or-more nights.
- Of the total 67,603 spectators attending the game, 60,720 were out-of-town visitors.
- \$12.2 million was spent by out-of-town media covering the game.
- 61 percent of male visitors and 56 percent of female visitors to San Diego during Super Bowl week were in the 25-to-44-year old demographic.
- 87 percent of San Diego households surveyed by phone were pleased that San Diego hosted the Super Bowl.
- \$7.3 million in increased tax revenue was generated by the game.
- The NFL held more than 40 charitable events in San Diego in the weeks preceding Super Bowl.
- As part of the first-ever Super Bowl Latino Leadership Initiative, the NFL donated more than \$300,000 to the Latino communities of San Diego and Tijuana, Mexico.

## A Super Bull Market

While there's no reason to believe that a professional football game should have any connection to the stock market, few indicators are better known on Wall Street than the Super Bowl Theory. The Super Bowl indicator holds that a victory by an NFC team or an original (pre-1970 merger) NFL team—the Browns, Colts, and Steelers—point to a bullish market the following year. An AFC victory signals a bearish drop in the market. The Super Bowl Theory has been an accurate indicator 31 times.

Year/SB	Dow Jones Close	Indicator	Winner
1967/I	905.11	Up	Packers, NFL
1968/II	943.75	Up	Packers, NFL
1969/III	800.36	Down	Jets, AFL
1970/IV	838.92	Up	Chiefs, AFL*
1971/V	890.20	Up	Colts, Old NFL
1972/VI	1,020.02	Up	Cowboys, NFC
1973/VII	850.38	Down	Dolphins, AFC
1974/VIII	815.24	Down	Dolphins, AFC
1975/IX	852.41	Up	Steelers, Old NFL
1976/X	1,004.65	Up	Steelers, Old NFL
1977/XI	831.17	Down	Raiders, AFC
1978/XII	805.01	Down	Cowboys, NFC*
1979/XIII	838.74	Up	Steelers, Old NFL
1980/XIV	963.99	Up	Steelers, Old NFL
1981/XV	875.00	Down	Raiders, AFC
1982/XVI	1,046.55	Up	49ers, NFC
1983/XVII	1,258.64	Up	Redskins, NFC
1984/XVIII	1,211.57	Down	Raiders, AFC
1985/XIX	1,546.67	Up	49ers, NFC
1986/XX	1,895.95	Up	Bears, NFC
1987/XXI	1,938.83	Up	Giants, NFC
1988/XXII	2,168.57	Up	Redskins, NFC
1989/XXIII	2,753.20	Up	49ers, NFC
1990/XXIV	2,633.66	Down	49ers, NFC*
1991/XXV	3,168.83	Up	Giants, NFC
1992/XXVI	3,301.11	Up	Redskins, NFC
1993/XXVII	3,754.09	Up	Cowboys, NFC
1994/XXVIII	3,834.44	Up	Cowboys, NFC
1995/XXIX	5,117.12	Up	49ers, NFC
1996/XXX	6,448.27	Up	Cowboys, NFC
1997/XXXI	7,908.25	Up	Packers, NFC
1998/XXXII	9,181.43	Up	Broncos, AFC*
1999/XXXIII	11,497.12	Up	Broncos, AFC*
2000/XXXIV	10,786.85	Down	Rams, NFC*
2001/XXXV	10,021.50	Down	Ravens, AFC
2002/XXXVI	8,341.63	Down	Patriots, AFC
2003/XXXVII	10,453.82	Up	Buccaneers, NFC
2004/XXXVIII	10,783.01	Up	Patriots, AFC*
2005/XXXIX			Patriots, AFC

\* incorrect

## TELEVISION-RADIO/ADVERTISING

“For marketers, the Super Bowl is the Oscars of advertising. In addition to being the most-watched TV show each year, it appeals to all demographics.”

—USA Today

### Super Bowl XXXVIII Most-Watched Television Show Ever

What can get 144 million Americans to do the same thing on a Sunday? Only the Super Bowl. This year’s game attracted a U.S. audience of 144.4 million, making it the most-watched program in television history. The 10 most-watched shows in TV history are Super Bowls. Super Bowl XXXVIII earned a 41.4 national rating with a 63 share. It was the fourteenth consecutive year that the Super Bowl earned a 40.0-plus rating. Approximately 40 million women watched the New England Patriots’ victory.

### And the Oscar Goes to...

#### The Super Bowl

More women watch the Super Bowl than the Academy Awards. This year, 44 percent more women watched Super Bowl XXXVIII (39.2 million) than watched the Academy Awards (27.1 million).

—Nielsen Media research

### High Definition Super Bowl

This [XXXVIII] was the first “high-definition” Super Bowl, with the entire

game and pregame show shot with HD cameras. All replays were shown with the newest digital replay machinery.

### Tuning In

In Houston, Super Bowl XXXVIII had a 51.4 rating and 73 share on KHOU (Channel 11), the fifth-highest rating in the country and the fourth-highest rating in history for a Super Bowl host city. Kansas City, despite not having a team involved in the Super Bowl, was No. 1 among Nielsen’s 55 metered markets with a 57.2 rating (71 audience share). Boston checked in at No. 4 with a 52.2 rating but a whopping 78 share, meaning four out of every five sets in use were tuned to the game. Sunday’s game, with 2,922,000 viewers, was the most watched Patriots game in the Boston market.

### The Troops Tuned In

Exhausted U.S. troops watched Super Bowl XXXVIII at Saddam’s former palace when the game kicked off at 2:25 a.m. Iraqi time. The troops had to walk a half-hour from their living quarters in a steady rain to watch the game. The game between the New England Patriots and the Carolina Panthers provided a welcome diversion and a slice of home for many of the more than 100,000 U.S. soldiers stationed in Iraq, where deadly bombings, shootings and mortar attacks are a daily occurrence. “It makes me homesick to watch here, but my soldiers wanted to see the game,” said Sgt. Lee Fleming, from Buffalo,

**“FOR ONE MOMENT, FOR THREE HOURS, THE WORLD WATCHES AMERICA IN AWE. I COULD DIE HAPPY ON MONDAY FOR ME TO BE INVOLVED IN A SUPER BOWL PRODUCTION ON SUNDAY.”**

—David Hill, FOX Sports president

N.Y. “It builds up their morale.” The game was broadcast live from Houston on the American Forces Radio and Television Service to battalion headquarters across Iraq.

—Associated Press

### High Energy

Sports marketing and research firm Front Row Marketing Services estimates that Reliant Energy received \$16.5 million of its broadcast media value during Super Bowl XXXVIII from its naming rights deal for Reliant Stadium. The estimated three minutes and 41 seconds of exposure was generated from 0:50 of exterior signage, 0:31 of scoreboard signage, 0:13 of on-screen graphics and 11 verbal mentions. The rate was based on the reported \$2.25 million cost of a 30-second ad.

—Front Row Marketing Services

## 10 Most-Watched Television Programs

Estimated total number of viewers (Based on A.C. Nielsen Figures)

Program	Date	Network	Teams	*Total Viewers
Super Bowl XXXVIII	February 1, 2004	CBS	New England Patriots vs. Carolina Panthers	144,400,000
Super Bowl XXXVII	January 26, 2003	ABC	Tampa Bay Buccaneers vs. Oakland Raiders	138,900,000
Super Bowl XXX	January 28, 1996	NBC	Dallas Cowboys vs. Pittsburgh Steelers	138,488,000
Super Bowl XXVIII	January 30, 1994	NBC	Dallas Cowboys vs. Buffalo Bills	134,800,000
Super Bowl XXXIX	February 6, 2005	FOX	New England Patriots vs. Philadelphia Eagles	133,700,000
Super Bowl XXXII	January 25, 1998	NBC	Green Bay Packers vs. Denver Broncos	133,400,000
Super Bowl XXVII	January 31, 1993	NBC	Dallas Cowboys vs. Buffalo Bills	133,400,000
Super Bowl XXXVI	February 3, 2002	FOX	New England Patriots vs. St. Louis Rams	131,700,000
Super Bowl XXXV	January 28, 2001	CBS	Baltimore Ravens vs. New York Giants	131,200,000
Super Bowl XXXIV	January 30, 2000	ABC	St. Louis Rams vs. Tennessee Titans	130,744,800

\*Watched some portion of the broadcast

**Super Brand**

“Super Bowl, super sport, super brand. The NFL is the dominant sport in the United States today. The Super Bowl will be watched on television in more than 40 million households, more than three times the audience that watched the World Series and six times the audience that watched last year’s National Basketball Association finals. The eyeball gap is almost as big during the regular season....No matter how the game comes out on Sunday, the one guaranteed winner will be the NFL.”

—*Boston Globe*

**Super Bowl—Part of TV’s Golden Era**

“The Super Bowl matters, and not just to the teams playing for the championship. It is the last vestige of network television’s golden era, a time when millions of people gather to watch the same program.”

—*Houston Chronicle*

**Super Bowl Advertising**

The appeal of advertising in the Super Bowl comes from reaching attentive

consumers, who are of increasingly important value, marketers say, as the television landscape undergoes wrenching alterations. “At the affluent end of the market, our customers have so many media choices, like the Internet, DVD’s and 500 channels,” said Mark LaNeve, general manager of the Cadillac division

of General Motors in Detroit. “But they take time out of their lives for ‘big event’ television like the Super Bowl, one of the few properties that exist today where people are still watching the commercials. It would be incredibly inefficient if you did all your media buying this way, and every year we ask if the Super Bowl makes sense. So far, it has.”

—*New York Times*

**Super Bowl XXXV Telecast by the Numbers**

CBS used the following hardware to televise Super Bowl XXXV, *The Super Bowl Today*, and HDTV broadcast from Raymond James Stadium in Tampa:

**Super Bowl XXXV game coverage**

- 83,000 feet of cable
- 17 hard cameras
- 4 hard super slo motion cameras
- 4 cabled handheld cameras
- 2 RF handheld cameras
- 1 umpire camera
- 2 goal post remote-controlled cameras
- 1 blimp
- 1 unmanned POV camera (beauty shot)
- 1 jib
- 3 Chapman sideline vehicles
- 2 Digibeta tape machines
- 5 EVS super slow motion tape devices
- 2 EVS edit devices
- 2 profiles
- 1 Infini
- 2 SGI
- 8 parabolic RF microphones

**The Super Bowl Today**

- 3 hard cameras in studio configuration
- 7 cabled handheld cameras (2 on jibs)
- 2 RF handheld cameras
- 7 ENG cameras
- 1 Crow’s Nest (pirate ship) remote-controlled camera
- 3 remote-controlled cameras
- 2 jibs
- 8 Digibeta tape machines
- 1 EVS edit device
- 2 profiles
- 1 SGI
- 2 Pinnacle Dekos
- 3 roving uplink trucks in addition to site transmission (2 at team hotels, 1 for beauty shots)

**Super Bowl XXXV HDTV Broadcast**

- 6 hard cameras
- 2 handheld cameras
- 6 HD cam tape machines
- 1 profile
- 1 SGI
- 1 Pinnacle Deko

**The Game Within the Game**

The Super Bowl brings to a boil the competitive and creative juices of just about everyone, be they a coach, player, fan, or ad director. The NFL, television, and advertising had been a winning trifecta throughout the post-World War II era. But Super Bowls lifted this success to a much loftier level. Then came Super Bowl XVI.

San Francisco fans recall XVI as the first of the 49ers’ five NFL championships.

Television and advertising people recall the socko rating: 49.1—the highest ever for a live television event. A fluke? Hardly. Super Bowl XVII between Miami and Washington hung up a 48.6 rating.

In fact, eight of the 15 top-rated shows in television history are Super Bowls, and the top 10 most-watched shows of all time are all Super Bowls, according to A.C. Nielsen.

**A Cultural Phenomenon**

“The Super Bowl gets to be more of a cultural phenomenon every year. It’s a great place to launch something.”

—*Len Short (executive VP for brand marketing at AOL) on advertising during the Super Bowl*

**High Stakes**

On Super Bowl Sunday, the stakes are huge. The world’s most powerful marketers spent well over a combined \$100 million on Super Bowl airtime—all hoping to present the one knockout commercial that folks nationwide talk about around the water cooler the next day. Marketers hope that office buzz about Super Bowl ads evolve into brisk sales.

—*USA Today*

**Advertising Bonanza**

“The Super Bowl is uniquely American. For us, it is the biggest show in America.”

—*Mark LaNeve, Cadillac’s general manager*

**Happy Super Bowl!**

“What really drives the ratings is the fact that it is a true national holiday.”

—*CBS Sports president Sean McManus*

**“FOX TV NETWORK AND STATIONS GENERATED UP TO \$190 MILLION IN GROSS REVENUES ON SUPER BOWL SUNDAY, SETTING A SINGLE-DAY REVENUE RECORD FOR ANY NETWORK.”**

—*Electronic Media*

**Super Commercials**

“The Super Bowl is the one time of the year when the viewers look forward to the commercials. It’s a one-of-a-kind event reaching everybody: men, women, children, and pets. If you’re trying to stand out, it’s the place to be.”

—*Jon Mandel, Mediacom*

**Prom Night**

“Super Bowl Sunday is the day the advertising business faces itself. If we’re about inventing desire, then it’s the most significant prom, and the king and queen had better exude sex appeal.”

—*Marian Salzman, Young & Rubicam*

**Not Afraid to Look**

“When you go to a focus group, people always say, ‘I never watch the ads.’ But the Super Bowl is the only program where people are proud to say they watched the ads.”

—*David Blum, Eisner & Associates*

**Super Bowl XXXVI Fun Facts**

- 30-second ads during game: approximately 60
- Average cost: \$1.9 million
- FOX cameras used during game: 27 (regular season: 12)
- FOX tape machines: 18 (10)
- Length of audio, fiber-optic, and video cable used to hook the game into FOX’s telecast: 125,000 feet
- FOX staffers working the game: 250
- Sold-out hotel rooms in New Orleans metro area: 30,000
- Additional tourists expected during Super Bowl week: 125,000
- Mardi Gras parades that had to be rescheduled because of Super Bowl: 6

**Instant Exposure**

A Super Bowl ad is unlike any other. It can catapult a company from obscurity to household-name status. For established brands, the spot has helped create new images or buzz.

—*Brill’s Content Magazine*

**More on the Ad Game**

“It’s the advertising championship. No matter what you are selling, you know buyers from every category are out there watching the game.”

—*Jerry Della Femina, advertising executive*

**Quality Time**

It [the Super Bowl] is now about the only time America sits down together to watch television.

—*Advertising Age*

**Women’s Favorite, Too**

“Women watch the Super Bowl more than the championship of any other male sport. An estimated 57 million women watched Super Bowl XXXII, [which was] about 40 percent of all viewers.”

**Viewer Friendly**

“The networks want the crown jewel. It’s a flagship property they can use to sell themselves.”

—*Keith Bruce, director of sports marketing, Foote, Cone & Belding*

**Highest-Rated TV Program**

SuperBowl.com explains, “The Super Bowl, the NFL’s championship game, is annually the nation’s highest-rated TV program and the most-watched single-day sporting event.”

**Advertising Bonanza**

The Super Bowl is typically the biggest day of the year for advertising as well as for football, as marketers spend an estimated \$150 million to \$200 million to run commercials before, during and after the game. Those spots are supplemented with print ads, promotions, online campaigns and publicity—at a cost of tens of millions more—all intended to stimulate viewership levels that sometimes climb to as high as half the American population.

—*New York Times*

**Lights, Camera, Action**

ABC used 40 cameras at Qualcomm Stadium for Super Bowl XXXVII,

including one robotic camera fixed on each goal line, one remote camera on each goal post, “Ump Cam” on the umpire’s cap and “Sky Cam,” which was suspended above the playing field. There were 31 control trucks, mobile units and office trailers parked outside the stadium. Twenty miles of camera and microphone cable was used, and more than 300 people worked the game for ABC. Super Bowl XXXVII was broadcast in HDTV as ABC used seven high-definition cameras.

—*San Diego Union-Tribune*

**Super Ad Rate**

Price for 30-second commercial

XXXIX	2005	\$2,300,000
XXXVIII	2004	\$2,200,000
XXXVII	2003	\$2,100,000
XXXVI	2002	\$1,900,000
XXXV	2001	\$2,100,000
XXXIV	2000	\$1,900,000
XXXIII	1999	\$1,600,000
XXXII	1998	\$1,300,000
XXXI	1997	\$1,200,000
XXX	1996	\$1,085,000
XXIX	1995	\$1,150,000
XXVIII	1994	\$900,000
XXVII	1993	\$850,000
XXVI	1992	\$850,000
XXV	1991	\$800,000
XXIV	1990	\$700,000
XXIII	1989	\$675,000
XXII	1988	\$645,000
XXI	1987	\$600,000
XX	1986	\$550,000
XIX	1985	\$525,000
XVIII	1984	\$368,000
XVII	1983	\$400,000
XVI	1982	\$324,000
XV	1981	\$275,000
XIV	1980	\$222,000
XIII	1979	\$185,000
XII	1978	\$162,000
XI	1977	\$125,000
X	1976	\$110,000
IX	1975	\$107,000
VIII	1974	\$103,000
VII	1973	\$88,000
VI	1972	\$86,000
V	1971	\$72,000
IV	1970	\$78,000
III	1969	\$55,000
II	1968	\$54,000
I	1967	\$42,000

Source: NFL Research (rates are set by the networks, not by the NFL).



Super TV By the Numbers

SUPER BOWL	SEASON	DATE	NETWORK	RATING	SHARE	AVG HOMES (000)	TOTAL VIEWERS (MILLIONS)	TEAMS
I	1966	Jan. 15, 1967	CBS	22.6	43	12,410	39.9	GREEN BAY/Kansas City
I	1966	Jan. 15, 1967	NBC	18.5	36	10,160	35.6	GREEN BAY/Kansas City
II	1967	Jan. 14, 1968	CBS	36.8	68	20,610	51.3	GREEN BAY/Oakland
III	1968	Jan. 12, 1969	NBC	36.0	70	20,520	54.5	NY JETS/Baltimore
IV	1969	Jan. 11, 1970	CBS	39.4	69	23,050	59.2	KANSAS CITY/Minnesota
V	1970	Jan. 17, 1971	NBC	39.9	75	23,980	58.5	BALTIMORE/Dallas
VI	1971	Jan. 16, 1972	CBS	44.2	74	27,450	67.3	DALLAS/Miami
VII	1972	Jan. 14, 1973	NBC	42.7	72	27,670	67.7	MIAMI/Washington
VIII	1973	Jan. 13, 1974	CBS	41.6	73	27,540	63.2	MIAMI/Minnesota
IX	1974	Jan. 12, 1975	NBC	42.4	72	29,040	71.3	PITTSBURGH/Minnesota
X	1975	Jan. 18, 1976	CBS	42.3	78	29,440	73.3	PITTSBURGH/Dallas
XI	1976	Jan. 9, 1977	NBC	44.4	73	31,610	81.9	OAKLAND/Minnesota
XII	1977	Jan. 15, 1978	CBS	47.2	67	34,410	102.0	DALLAS/Denver
XIII	1978	Jan. 21, 1979	NBC	47.1	74	35,090	96.6	PITTSBURGH/Dallas
XIV	1979	Jan. 20, 1980	CBS	46.3	67	35,330	97.8	PITTSBURGH/LA Rams
XV	1980	Jan. 25, 1981	NBC	44.4	63	34,540	94.1	OAKLAND/Philadelphia
XVI	1981	Jan. 24, 1982	CBS	49.1	73	40,020	110.2	SAN FRANCISCO/Cincinnati
XVII	1982	Jan. 30, 1983	NBC	48.6	69	40,480	109.0	WASHINGTON/Miami
XVIII	1983	Jan. 22, 1984	CBS	46.4	71	38,880	105.2	LA RAIDERS/Washington
XIX	1984	Jan. 20, 1985	ABC	46.4	63	39,390	115.9	SAN FRANCISCO/Miami
XX	1985	Jan. 26, 1986	NBC	48.3	70	41,490	127.1	CHICAGO/New England
XXI	1986	Jan. 25, 1987	CBS	45.8	66	40,030	119.7	NY GIANTS/Denver
XXII	1987	Jan. 31, 1988	ABC	41.9	62	37,120	114.6	WASHINGTON/Denver
XXIII	1988	Jan. 22, 1989	NBC	43.5	68	39,320	110.8	SAN FRANCISCO/Cincinnati
XXIV	1989	Jan. 28, 1990	CBS	39.0	63	35,920	109.0	SAN FRANCISCO/Denver
XXV	1990	Jan. 27, 1991	ABC	41.9	63	39,010	112.1	NY GIANTS/Buffalo
XXVI	1991	Jan. 26, 1992	CBS	40.3	61	37,120	119.7	WASHINGTON/Buffalo
XXVII	1992	Jan. 31, 1993	NBC	45.1	66	41,990	133.4	DALLAS/Buffalo
XXVIII	1993	Jan. 30, 1994	NBC	45.5	66	42,860	134.8	DALLAS/Buffalo
XXIX	1994	Jan. 29, 1995	ABC	41.3	62	39,400	125.2	SAN FRANCISCO/San Diego
XXX	1995	Jan. 28, 1996	NBC	46.0	68	44,110	138.5	DALLAS/Pittsburgh
XXXI	1996	Jan. 26, 1997	FOX	43.3	65	42,000	128.9	GREEN BAY/New England
XXXII	1997	Jan. 25, 1998	NBC	44.5	67	43,630	133.4	DENVER/Green Bay
XXXIII	1998	Jan. 31, 1999	FOX	40.2	61	39,992	127.5	DENVER/Atlanta
XXXIV	1999	Jan. 30, 2000	ABC	43.3	63	43,618	130.7	ST. LOUIS/Tennessee
XXXV	2000	Jan. 28, 2001	CBS	40.4	61	41,270	131.2	BALTIMORE/NY Giants
XXXVI	2001	Feb. 3, 2002	FOX	40.4	61	42,664	131.7	NEW ENGLAND/St. Louis
XXXVII	2002	Jan. 26, 2003	ABC	40.7	61	43,433	138.9	TAMPA BAY/Oakland
XXXVIII	2003	Feb. 1, 2004	CBS	41.4	63	44,908	144.4	NEW ENGLAND/Carolina
XXXIX	2004	Feb. 6, 2005	FOX	41.1	62	45,070	133.7	NEW ENGLAND/Philadelphia

**RATING** is a percentage of all TV Households watching the Super Bowl. **SHARE** is a percentage of all Households Using TV watching the Super Bowl. Super Bowl winner in ALL CAPS

**Over the Air**

The CBS Radio/Westwood One broadcast of Super Bowl XXXVII was heard on more than 575 domestic stations and in more than 170 countries and ships at sea on the American Forces Radio Network.

**Super Bowl Plays to Big Room**

The Super Bowl “is the biggest audience you can reach at a single time in the world.”

—Pat Fallon, Chairman of Fallon Advertising Agency

**Air Time**

During the week of Super Bowl XXXIII, ESPN used a staggering 33 announcers to fill more than 150 hours on the main network, ESPN2, ESPN News, and ESPN Radio.

—Miami Herald

**Don't Change the Channel**

The Super Bowl XXXVII halftime show drew a 40.1/61 rating on ABC and held 97 percent of the previous quarter hour's audience. The halftime show far out-rated the competition, easily beating the 2.5/4 that the special "Saturday Night Live" received on NBC.

**Record Boston Market**

Super Bowl XXXVI was the most-watched program in Boston television history. The Boston market produced a 56.1 rating and 78 audience share, meaning a Boston-record 1.3 million homes and a projected 3.1 million viewers were watching.

—*Boston Globe*

**SUPER RATINGS**

Super Bowl XXXVII was, at the time, the most-watched television program in history with 138.9 million viewers.

Ten local markets pulled ratings for Super Bowl XXXVII in the 50.0 range, including the top market of the day, San Diego, which had its highest Super Bowl rating ever (53.9). Tampa was second (52.7), followed by Pittsburgh (51.5), Denver (50.8), and Buffalo (49.8) in the top five. The Super Bowl XXXVII telecast was the highest-rated show for the week in all 55 Nielsen-metered markets.

**And the Oscar Goes to... the Super Bowl**

The Vince Lombardi Trophy vs. Oscar? It's no contest. Among women of all ages, according to Nielsen Television Ratings, the results are in and the Super Bowl is the big winner.

Super Bowl XXXVII: 38,297,000  
2002 Academy Awards: 25,793,000  
SB Advantage: +48%

Among Women 18-34  
Super Bowl XXXVII: 9,418,000  
2002 Academy Awards: 5,088,000  
SB Advantage: +85%

Among Women 18-49  
Super Bowl XXXVII: 20,416,000  
2002 Academy Awards: 12,151,000  
SB Advantage: +68%

Among Women 25-54  
Super Bowl XXXVII: 19,946,000  
2002 Academy Awards: 13,298,000  
SB Advantage: +50%

**Have No Fear, U2 is Here**

Nielsen estimates that more than seven times as many viewers (82.5 million versus 11.5 million) were watching the Super Bowl Halftime Show featuring U2 than the scantily clad Playmates on NBC's Fear Factor.

—*Daily Variety Gotham*

**A Word From Our Sponsors**

The countdown was on. Board rooms buzzed. Computers hummed. Story boards shuffled. The goal: Win the Super Bowl ad game.

It is generally agreed that Super Bowl XVIII brought to more than 100 million viewers the landmark commercial that launched the annual Ad Bowl. It was the 1984 spot created by Chiat/Day of Los Angeles, which introduced Apple Macintosh computers.

**New Wave**

The first Internet company to advertise during the Super Bowl was Autobyte.com. The Irvine, California, car dealer had been in business for about two years when it bought an ad in the 1997 Super Bowl for \$1.2 million. It returned to the Super Bowl in 1998, and the commercial led to a 1,700 percent increase in visits to its website after halftime. Purchase-request activity was up 104 percent after halftime, and up 78 percent postgame.

—*Miami Herald*

**Tuned In**

Nielsen reported that 44.1 percent of Miami-Fort Lauderdale homes with television sets watched Super Bowl XXIX on Channel 10, making the game the highest-rated sporting event on south Florida television in the 1990s, according to local TV researchers.

—*Miami Herald*

**THE FIRST "MILLION-DOLLAR MINUTE" IN TELEVISION ADVERTISING OCCURRED DURING SUPER BOWL XIX. THE PRICE TO AN ADVERTISER FOR A 30-SECOND SPOT ON NBC'S TELECAST OF SUPER BOWL XXVII WAS ALMOST \$900,000...OR CLOSE TO \$30,000 PER SECOND.**

**Radio Daze**

Forty-seven radio stations are originating sports call-in shows from the lobby of the Hyatt Regency in downtown Miami this week. At the 1986 Super Bowl, there were just five stations, and only 18 in 1993.

—*Miami Herald, Super Bowl XXIX, 1995*

**NFC Loves ABC**

With the Buccaneers victory in Super Bowl XXXVII, the NFC is now 7-0 in Super Bowls broadcast on ABC.

**TV TIME OUT**

The average price for a 30-second commercial airing during the 1995 Super Bowl [XXIX] on ABC topped the \$1 million mark for the first time...The Super Bowl is still the only place an advertiser can reach a large target audience all at once. You can bet an ad on the Super Bowl is going to be seen by a company's customers, competitors, and its employees.

—*USA Today*

## INTERNATIONAL MEGA EVENT

### How Do You Say "Touchdown" In Chinese?

Philadelphia Eagles tight end Chad Lewis provided color analysis on the first-ever Chinese Super Bowl TV broadcast alongside a play-by-play partner he had never met and only knew as "Mr. Han." "I've never even broadcast a game in English, not even a junior high game," Lewis said. "So to broadcast the Super Bowl in Mandarin Chinese is really something. I'm studying as much vocabulary as I can, listening to tapes, trying to get the accent right."

—*Philadelphia Daily News*

**"THE SUPER BOWL REMAINS ONE OF THE MOST EXCITING TELEVISION SPORTS EVENTS OF THE YEAR... [AS] MILLIONS OF PEOPLE AROUND EUROPE WILL BE...STAYING UP THROUGH THE NIGHT TO WATCH THE GAME."**

—*Sky Sports commentator  
Nick Halling*

### The Whole World is Watching

Super Bowl XXXVII was televised in 220 countries, with live broadcasts in 27 languages, including these originating from the stadium: Dutch, English, French, German, Italian, Japanese, Portuguese, Russian and Spanish.

### China's Watching

The game was broadcast live on Central Television's cable sports channel, CCTV-5. The estimated audience: 300 million. "It's not just the sport. It's all about American culture," said Michael Lu, a buying manager for a local sportswear company. For the first time, a crew from China was among the 14 television and radio stations from 10 countries broadcasting the game [XXXVIII] on site from Houston.

—*Associated Press*

**"FOOTBALL—ESPECIALLY THE SUPER BOWL—REPRESENTS THE SOUL OF AMERICA TO THE FRENCH. IT'S A LIVE SPECTACLE AND DRAWS A BIG AUDIENCE EVEN WITH THE TIME DIFFERENCE."**

—*Enrique Shutany, Canal+/France*

### The World Tunes In

In the United Kingdom, more than one million viewers tuned in to watch the Super Bowl on either Channel 5 or BSKYB. In Canada, Global TV recorded a peak audience of 9.8 million viewers, plus more than 1.7 million RDS (French language) viewers. Televisa, Mexico's top network, posted a 7.8 rating, up 38 percent from previous year. In addition, more than 36 million watched Super Bowl XXXVII highlights and the halftime show live on Globo Television, Brazil's number-one network.

### North of the Border

Super Bowl XXXIII attracted an average of 3,399,000 viewers, the largest Super Bowl audience in Canadian TV history and five percent higher than last year.

—*Toronto Star*

## WATCHING FROM AROUND THE WORLD

Scores of United States Marines stayed up all night at an American military base in Kuwait to watch the Super Bowl [XXV]. The Marines, all members of the 45,000-strong 1st Marine Expeditionary Force based in Camp Pendleton, California, held up banners, smiled, laughed, sang, applauded and painted their faces. More than 5,000 Super Bowl programs were sent by the NFL overseas to the troops.

—*USA Today*

### World Hooked on Super Bowl

"Perhaps the best Super Bowl [XXXVIII] ever played. And that, ladies and gentlemen, is why a couple of billion people around the globe are hooked on the sport. The greatest quarterback duel the title game has ever seen. What they all did, Patriots and Panthers alike, was elevate sport into something noble."

—*Boston Globe*

### Oh, Canada...

In Canada, Super Bowl XXXIV went head-to-head with the Genie Awards—the Canadian equivalent of the Academy Awards. Because viewers tuned to the Super Bowl by more than an 8-1 margin, this year's Genie Awards were moved to Monday.

—*New York Times*

### ...You're Looking Live

According to ABC announcer Brent Musburger, "The Super Bowl is global theater."

**A Super Bowl Appearance is Seen Around the World**

International Broadcasters made Super Bowl XXXIX available to an estimated audience of 1 billion in 222 countries and territories.

(Listed in alphabetical order below)

Afghanistan	Burkina	Eritrea	Italy	Micronesia	Romania	Sweden
Albania	Burundi	Estonia	Jamaica	Moldova	Russia	Switzerland
Algeria	Cambodia	Ethiopia	Japan	Monaco	Rwanda	Syria
American Samoa	Cameroon	Fiji	Johnson Atoll	Mongolia	Saipan	Tahiti
Angola	Canada	Finland	Jordan	Montenegro	San Marino	Taiwan
Anguilla	Cape Verde	France	Kazakistan	Montserrat	Sao Tome &	Tajikistan
Antarctica	Cayman Islands	French Guyana	Kenya	Morocco	Principe	Tanzania
Antigua &	Central African	French Polynesia	Kosovo	Mozambique	Saudi Arabia	Thailand
Barbuda	Republic	Futuna Islands	Kosrae	Myanmar	Scotland	Togo
Argentina	Chad	Gabon	Kuwait	(Burma)	Senegal	Trinidad &
Armenia	Chile	Gambia	Kyrgyzstan	Namibia	Serbia	Tobago
Aruba	China	Georgia	Laos	Nepal	Seychelles	Tunisia
Ascension Island	Colombia	Germany	Latvia	Netherlands	Sierra Leone	Turkey
Australia	Congo	Ghana	Lebanon	New Caledonia	Singapore	Turkmenistan
Austria	Costa Rica	Greece	Lesotho	New Zealand	Slovak Republic	Turks & Caicos
Azerbaijan	Cote d'Ivoire	Greenland	Liberia	Nicaragua	Slovenia	Uganda
Bahamas	Croatia	Grenada	Libya	Niger	Somalia	Ukraine
Bahrain	Cuba	Guadeloupe	Liechtenstein	Nigeria	South Africa	United Arab
Bangladesh	Curacao	Guam	Lithuania	Norway	South Korea	Emirates
Barbados	Cyprus	Guatemala	Luxembourg	Oman	Spain	United States
Belarus	Czech Republic	Guinea	Macau	Pakistan	Sri Lanka	Uruguay
Belgium	Denmark	Guinea-Bissau	Macedonia	Palau	St. Barthelemy	Uzbekistan
Belize	Diego Garcia	Guyana	Madagascar	Palestine	St. Christopher	Vatican City
Benin	Djibouti	Haiti	Malawi	Panama	& Nevis	Venezuela
Bermuda	Dominica	Honduras	Malaysia	Papua New	St. Kitts	Vietnam
Bhutan	Dominican	Hong Kong	Maldives	Guinea	St. Lucia	Wake Island
Bolivia	Republic	Hungary	Mali	Paraguay	St. Maarten	Wales
Bosnia	East Timor	Iceland	Malta	Peru	St. Pierre and	Yemen
Botswana	Ecuador	India	Marshall Islands	Philippines	Miquelon	Zaire
Brazil	Egypt	Indonesia	Martinique	Poland	St. Vincent &	Zambia
British Virgin	El Salvador	Iran	Mauritania	Portugal	The Grenadines	Zimbabwe
Islands	England	Iraq	Mauritius	Puerto Rico	Sudan	
Brunei	Equatorial	Ireland	Mayotte	Qatar	Suriname	
Bulgaria	Guinea	Israel	Mexico	Reunion	Swaziland	

## MEDIA/INTERNET

### In the Spotlight

Hosting a Super Bowl, which has evolved into a pop culture phenomenon, (and by the way there is a game, too) has become a sought-after marketing tool. No one underestimates media impact. From the season-long buildup to reach the big game in Houston to postcard-like scenes of the city to tales of unbridled hospitality, the Super Bowl city is always in the spotlight.

—Fort Worth Star Telegram

### Reporting Live

Tom Brokaw was in his seat a full three hours before Super Bowl XXX. "I'm an event guy," the NBC News anchor said. "This is great...I have watched this thing [the Super Bowl] grow up. It's amazing."

—Arizona Republic

### Credential Crush

There were 338 credentials issued to members of the media at Super Bowl I in Los Angeles. For recent Super Bowls, the NFL has issued an average of 3,100 media-related credentials, depending on the requirements of the originating television network.

## SUPER BOWL XXX: SIX MILLION HITS

SuperBowl.com was the most successful website in the short history of the Internet. With more than six million hits on game day (January 28, 1996), it generated the most traffic any sports site had sustained in a single day.

**SuperBowl.com Attracts 1.18 Million**  
SuperBowl.com again lived up to its billing as the premier site for fans to experience the world's largest sporting event by drawing 1.18 million unique users, a 58 percent increase over the 745,000 unique users for Super Bowl XXXV.

**"THE SUPER BOWL IS ONE OF THE MOST IMPORTANT MEDIA EVENTS IN AMERICAN CULTURE."**

—Robert Hanson, *Levi's*

### Boston Uncommon

Boston.com recorded more than six million page views by 6 p.m. on Monday, February 4, 2002, as fans posted tributes on message boards, read articles from *Boston Globe* columnists and cast their votes for the greatest season in New England sports history.

—Boston Globe

### Monday's Sales Probably Were Pretty Good, Too

The 1994 Super Bowl was a boon to the city of Atlanta and to the *Atlanta Journal-Constitution*. The paper reported circulation of 747,929 on Super Bowl Sunday, the best-ever numbers for the Sunday edition.

—Editor & Publisher

### Start the Presses

On January 24, the *Miami Herald* ran the first of 12 special sections, the largest of which was a 14-page tab on Super Bowl Sunday. The *Herald* bumped up the press run for each day of the special sections by 40,700-50,000 copies, with the largest bump of 80,000 on game day. The *Herald's* regular daily circulation is 350,000, with 477,000 on Sundays.

### Online Sales Hot

\$2.2 million worth of Patriots' merchandise was sold through NFLShop.com the week after Super Bowl XXXVI, the largest-ever seven-day sales period for the online merchant.

—Sports Illustrated and Sports Business Journal

**THE NFL HELPED ADD A WRINKLE TO SPORTS HISTORY WHEN IT ALLOWED FANS TO HELP DECIDE THE SUPER BOWL XXXV MOST VALUABLE PLAYER BY VOTING ONLINE ON SUPERBOWL.COM.**

### Super Bowl Impact Unsurpassed

"In terms of reach and impact, there's nothing like the Super Bowl."

—Mike Sheehan, the president of Boston ad agency Hill Holiday Connors Cosmopolos, on advertising during the Super Bowl

## INTERNET AD BLITZ

For Super Bowl XXXIV, 17 of the 60 ads during the broadcast were bought by Internet companies, compared with 1 for Super Bowl XXXI in 1997.

—Atlanta Journal-Constitution

## SUPER BOWL RING/TROPHY

### The Ring's the Thing

"Whenever you can look at something, and you can feel what it felt like for a year of your life, it's special. Every single ring I have, the experiences we went through, I feel it. I look at this third one, I smell the grass, I hear the crowd. I remember being on the field before the Super Bowl with my sons...everything was encapsulated in this ring when I look at it...and that's why it means so much to me."

—Tedy Bruschi  
New England Patriots

"The [Super Bowl] ring is the single most important thing in sports. It's the best of all the world championship rings."

—Joe Theismann, Washington Redskins

"Money comes and goes, the fame comes and goes, but the ring is the reminder of the group of men that you sacrificed and played with."

—The Tennessean

## HISTORY OF ROZELLE TROPHY

Super Bowl XXV marked the initial presentation of the Pete Rozelle Trophy to the most valuable player of the game. It was named in honor of former NFL Commissioner Pete Rozelle, who led the league for 30 years, from 1960 until he retired in 1989. Running back Ottis Anderson of the New York Giants was the recipient of the first Rozelle Trophy.

**"IT'S A SYMBOL OF EXCELLENCE. IT'S A SYMBOL THAT YOU ARE THE DEAL, THE BEST TO EVER DO IT. WHAT IT ALL BOILS TO IS THAT YOU WANT TO WIN A SUPER BOWL RING."**

—Torry Holt, St. Louis Rams

"Forget about being MVP, forget about being in the Pro Bowl. Those things are nice consolation prizes if you don't get a Super Bowl ring."

—Lynn Swann, Pittsburgh Steelers

"The ring, frankly, is a way we express ourselves in sports. You ask any golfer in America what it means to put on a green jacket at the Masters, and that's the same feeling."

—Art Modell

"The Super Bowl ring is the single most important, most impressive symbol of being a champion in all of sports."

—Jerry Jones, Dallas Cowboys owner

"I've always said, no matter how many rings I've earned after the first one, the first one would always be the most important, because there's nothing like the first. The first one was the greatest feeling that I had."

—Shannon Sharpe,  
Baltimore Ravens tight end,  
who won two with Denver  
and one with Baltimore

"The ring is everything. There are so many guys who play this game that have never gotten the opportunity to play in a Super Bowl, let alone win one. There's no sense in playing if you can't ever get the feeling of standing on top of the mountain and saying, 'I'm the king of the hill.'"

—Marshall Faulk, St. Louis Rams

"People ask all the time: What's your favorite ring? It's like asking: Who's your favorite kid? I've got three Super Bowl rings. I also have three kids. I can't pick out which one of those is my favorite."

—Randy Cross, former  
San Francisco 49er and  
current CBS Sports analyst

### The People's Trophy

"The Lombardi Trophy represents a world championship for the Baltimore Ravens, for the city of Baltimore, and that was a very special thing. The Super Bowl ring represents a Super Bowl victory for Brian Billick, for Shannon Sharpe, for Ray Lewis—it's a very personal, individual thing. It's something that's a source of pride and satisfaction that I don't think anybody without one can truly understand."

—Brian Billick, Baltimore  
Ravens head coach

**"YOU CAN NEVER TAKE THIS AWAY FROM US. THE RINGS, EVERYTHING THAT WE'VE ACCOMPLISHED. THIS IS SOMETHING SO MANY GUYS HAVE WORKED SO HARD FOR, SACRIFICED SO MANY THINGS—FAMILY, KIDS, SO MANY THINGS IN THEIR LIFE—TO BE A WORLD CHAMPION."**

New England Patriots  
safety Rodney Harrison

"The [Vince Lombardi] trophy is treated like a celebrity here. If it goes to a different floor of the building, employees try to sneak a peek."

—Scott Shibley, vice president of business  
sales for Tiffany's, the trophy's maker

## LOMBARDI TROPHY

The Vince Lombardi Trophy is presented each year to the winner of the Super Bowl for permanent possession. It is a memorial to the late coach of the Green Bay Packers, who won Super Bowls I and II, plus NFL championships in 1961, 1962, 1965, 1966, and 1967. Following four years as the AFL-NFL World Championship Game Trophy, it was renamed for Lombardi in 1970.

The Lombardi Trophy is handcrafted of sterling silver, stands 21 inches high, and weighs seven pounds. A stylized football of regulation size sits atop a three-sided base with convex faces. Each trophy is valued at \$25,000. It is crafted by Tiffany & Co.

## **SUPER BOWL WEEK—PREGAME, HALFTIME & POSTGAME EVENTS**

### **Super Bowl XXXVIII Main Event**

The Main Event, the Host Committee's effort to bring people together for a downtown party, was a huge success, drawing at least 100,000 on Friday night and an estimated 150,000 on Saturday.

—*Houston Chronicle*

### **Houston Gets Two YET Centers**

The NFL has established YET centers in each of the Super Bowl host cities for the last 10 years. The league funded two of the centers in the same city for the first time [at Super Bowl XXXVIII]. The NFL supplied up to \$2 million for the construction and administration of the centers.

—*Houston Chronicle*

### **What an (NFL) Experience**

Spreading over more than 800,000 square feet, the NFL Experience featured more than 50 interactive games and activities that together added up to a huge football theme park that gets bigger and, according to the NFL, better every year.

—*Houston Chronicle*

### **Pregame Praise**

Super Bowl XXXVIII provided America with another reason to celebrate Sunday, but not until the National Football League remembered Houston's fallen heroes. In an emotional pregame tribute that tugged at the hearts of a juiced-up crowd, the seven Columbia astronauts who lost their lives a year ago February 1 were honored in the hometown of the Johnson Space Center.

—*USA Today*

### **America's Heroes Honored**

"The [Super Bowl XXXVII] entertainment was a show that was as flag-waving, hero-thanking, sentimental, loud and ethnically diverse as possible—something that reflected the mood of the country."

—*Boston Globe*

### **The Champions Are Honored**

Two years ago, we thought it just couldn't get any better than this—a day of such unmitigated joy and good spirits that it could never be repeated.

But yesterday's celebration for the NFL's Super Bowl [XXXVIII] champion Patriots topped it all....That this community got to share it with them is a gift we can never repay and never, ever forget."

—*Boston Herald*

### **A Lasting Impression**

"When all the hoopla is over, when the teams have gone home, and when we all go back to doing what we ordinarily do, there will remain in this community a facility to serve the constructive needs of young people well into the next century."

—*Dr. Herb Carter, President, United Way of Greater Los Angeles, discussing NFL Youth Education Towns*

## **BROAD STRIPES, BRIGHT STARS**

An American flag that survived the collapse of the World Trade Center's Twin Towers on September 11 was featured during the singing of the National Anthem of Super Bowl [XXXVI] Sunday.

### **The Place to Be**

Super Bowl Week brought to the Valley more celebrities, more entertainment, more limousines, and more parties than ever before....

More than 3,000 visiting journalists filed more than 10 million words during Super Bowl Week about the goings-on in our town.

—*Arizona Republic Super Bowl XXX, 1996*

"If there was a more moving spectacle during a Super Bowl telecast, I don't remember it. But I'll likely remember Bono bouncing around the oval stage at Super Bowl XXXVI for years to come."

—*New York Post*

**"SUPER BOWL XXXVI SURPASSES THE OTHERS BECAUSE OF WHAT HAPPENED ON THE FIELD, AND OFF IT."**

—*New York Times*

### **It's a Super Week**

"I think the Super Bowl hosted by San Diego in 1988 [XXII] set in motion the type of event we're now hosting. In 1988, we were the first city to feature corporate tents, a concert series, and a public fireworks display. That helped change the focus...from the game to a much more expanded public event."

—*Chuck Nichols, executive director, Super Bowl XXXII Host Committee*

### **What an Experience**

The one day NFL Experience attendance record was set the day before Super Bowl XXXVII as 60,177 fans visited the interactive theme park presented by AOL, on Saturday, January 25, 2003.

### **Halftime is Intense**

"It's amazing, all the reporters, all the workers, all the volunteers, all the people. What a spectacle. Look at us, we've got 1,000 people and we're cramming them into a 10-minute show. Ten minutes, can you imagine that? The preparation is intense. Everything is laid out to the last second. I just look around and say, 'Thank God I'm not the choreographer.'"

—*Smokey Robinson, on the Super Bowl XXXII Halftime Show*

### **Show of Force**

"To add some excitement and to show the American taxpayer and those in other nations our air power...it's an incredible opportunity."

—*Maj. Eric Schnaible, Air Force spokesman, on the flyover before Super Bowl XXXII*

### **Is it the Fourth of July?**

The night before Super Bowl XXXVII, San Diego put on the biggest fireworks display in local history. Six barges in San Diego Bay shot off 14,000 shells for the 21-minute display.

—*San Diego Union-Tribune*

**CORPORATE HOSPITALITY VILLAGE AND STADIUM CLUB**

The following approximate quantities were used in the village:

- 2,500 plants
- 2 tons of pier post pilings
- 3,000 feet of pier post rope
- 900 tons of sand
- 260 banners
- 800 centerpieces
- 3,120 pieces of linen
- 19,000 feet of ceiling fabric
- 100,000 cubic feet of asphalt
- 17 tents = 250,000 square feet
- 15 trucks of wood flooring
- 12 trucks of tenting
- In excess of 145,000 sq. ft. of wood floor
- In excess of 150,000 sq. ft. of tenting
- 4,700 sheets of plywood
- 280,000 screws for the plywood
- 268 rolls of special new matting carpet
- 8,000 feet of fence
- 8,000 feet of fence fabric
- Stadium Club is longer than a football field (one of the tents)
- Parking for more than 100 buses, 175 cars, 80 limousines/sedans
- 24-man crew for flooring and tenting
- In excess of 40 French glass doors
- 30,000 inches of Cuban sandwiches
- 5,000 pounds of assorted salads
- 14,300 assorted desserts
- 4,400 pounds of beef
- 500 gallons of conch chowder
- 4,000 chicken breasts
- More than 100 volunteers
- 288 man-hours of on-site construction
- 16,500 beer glasses
- 27,000 soda glasses
- 7,500 wine glasses
- 30,000 pounds of ice
- More than 800 tables and 8,000 chairs

**Remnants of the Game**

In addition to the \$187 million economists expect to be dropped in Arizona during Super Bowl [XXX] week, there will be other tangible goodies: \$1 million donated by the NFL for a new youth center, \$4 million in charities raised by Super Bowl-related events, improvements to Sun Devil Stadium, not to mention an estimated 15 tons of leftover food.

—*Arizona Republic*

“What the Super Bowl offers to a performer is the largest live audience that they could ever have. It is the whole experience. It’s the edge, the fans. No one place, aside from the Super Bowl, gives performers as much exposure and excitement. There is nothing like the electricity on the field. Cher really got into it; Tina Turner really got into it. It becomes almost spiritual for that performer,” explains Lesslee Fitzmorris of American All-Star, choreographer and director of many pregame shows.

**Turnstile Count**

Over 140,000 people passed through The NFL Experience in Atlanta.

—*South Florida Business Journal*

**TALL ORDER**

Cooking jambalaya for 115,000: How would you like to peel the shrimp for that dish? Chef Leon West and his staff did that and more at Super Bowl XXXI in New Orleans. They prepared food for the NFL Experience and the “World’s Largest Tailgate Party.” The grocery list for the Tailgate Party included:

- 250 gallons of crawfish étouffée
- 8,000 blackened chicken breasts
- 200 gallons of shrimp Creole
- 1,000 pounds of BBQ ribs
- 5,000 Louisiana crabcakes
- 150 gallons of corn and crab bisque
- 350 gallons of jambalaya
- 150 gallons of crawfish Cardinale
- 200 gallons of red beans and rice
- 4,000 crawfish beignets
- 3,000 bratwurst
- 3,000 oyster ravioli
- 3,000 knockwurst
- 2,000 fried oyster po-boys
- 50,000 hot dogs
- 2,000 fried shrimp po-boys
- 10,000 hamburgers
- 1,000 fried catfish
- 200 gallons of seafood gumbo
- 2,000 muffalettas
- 1,500 pounds of rice
- 1,000 heads of romaine lettuce
- 10 gallons of hot sauce
- 1,000 grilled chicken Caesar salads
- 10,000 pizzas
- 1,000 bags of potato chips

—*USA Today*

**LENDING A HELPING HAND**

More than 7,000 volunteers worked the Super Bowl [XXXII] in San Diego. Here is a breakdown (many volunteers work more than one venue):

- 5,000 for the NFL Experience
- 400 to move the stage on and off the field for the halftime show
- 300 to help with transportation
- 300 to greet guests at hotels
- 150 at Corporate Hospitality Village
- 100 at Taste of the NFL
- 75 to herd the halftime show’s cast and dancers on and off the stage
- 75 for the Stay Cool in School clinic for 1,000 children
- 50 for a cheerleading clinic for 500 youngsters
- 50 utility volunteers
- 6 bilingual volunteers to assist foreign guests

**HALFTIME**

- Time to set up the stage and sound and lighting for a rock concert at Qualcomm Stadium: 2-3 days
- Time to set up and break down the stage for the Super Bowl halftime show, including the 12-minute show itself: 27 minutes
- Number of crew members needed to accomplish this: 2,500
- Number of pieces making up the stage: 21 (each the size of a small truck)
- Total weight of stage and equipment: 10 tons
- Number of stage “scene” sets: 5

—*San Diego Union Tribune, Super Bowl XXXVII*



## STATISTICS

### Air Show

Jake Delhomme and Tom Brady each passed for more than 300 yards in Super Bowl XXXVIII. Only two other quarterbacks in Super Bowl history have thrown for more than 300 yards in the same game. One was Joe Montana and the other was Dan Marino in Super Bowl XIX.

### Going My Way?

How did fans arrive at Reliant Stadium for Super Bowl XXXVIII?

Private buses: 35,000-45,000

Cars, taxis: 18,000-28,000

Light rail: 4,000-7,000

Limousines: 3,000-5,000

—*Ridgeway International*

### That's a Lot of Film!

NFL Films turned around *The Super Bowl XXXVII Champions Video* in a record 16 days, culling from 135,000 feet of film captured by 22 cameras.

—*Sports Illustrated*

## THE NUMBERS TELL THE STORY

Seventy-thousand folks will see [Super Bowl XXXII] live, 3,000 media are credentialed, and the list goes on: 17,000 hotel rooms, 16,000 game-day parking passes, 600 private jets, an 800,000-square-foot hospitality village, 1,200 pregame-show dancers, 1,600 halftime performers, a 2,500-member security force, five Blue Angels, and one B-2 bomber.

—*USA Today*

### The Day After

In 1993, more than 40,000 homeward bound Super Bowl revelers gave Minneapolis-St. Paul International Airport its busiest day ever.

—*St. Paul Pioneer-Press*

### Super Relief

Sales of antacid increased 20 percent the day after Super Bowl Sunday.

—*Atlanta Journal-Constitution*

### Super Demographics

According to the *Associated Press*, 80 percent of Super Bowl ticket holders are in executive, management, professional, or sales positions; 35 percent attend the game on corporate expense accounts; 27 percent own their own companies; 25 percent are corporate officers; and 22 percent are on boards of directors.

### At the Stadium

- There were 15 buses used for special groups at Super Bowl I; 150 buses at Super Bowl VII; and 1,100 buses and 500 limousines at Super Bowl XXI.
- 60,000 game programs were sold at XIV in the Rose Bowl, or one for every 1.7 of the record 103,985 in attendance. The normal program sale ratio is 1 to 8. There were 500,000 XIV programs sold nationwide.
- Per capita sales at XXIII at Joe Robbie Stadium in Miami averaged \$36, consisting of \$2.9 million at hospitality tents, \$1.25 million for novelties, and \$1.35 million in concessions. The NCAA Final Four had a \$7 per capita average the same year.
- 100 extra commercial flights were added to the schedule for Miami International Airport for XXIX. There were 400 helicopter landings at San Diego Jack Murphy Stadium for XXII.

### Number 12, Please

If it's in the numbers, the number is 12. Twenty-three starting quarterbacks in the Super Bowl have worn number 12; 13 have been winners. Conversely, quarterbacks wearing number 7 have won only 3 times in 10 games. The winning 12s: Joe Namath (Jets, III), Roger Staubach (Cowboys, VI, XII), Bob Griese (Dolphins, VII, VIII), Terry Bradshaw (Steelers, IX, X, XIII, XIV), Ken Stabler (Raiders, XI), and Tom Brady (Patriots, XXXVI, XXXVIII, XXXIX). Those who wore number 12 and lost: Staubach (X, XIII), Griese (VI), Jim Kelly (Bills, XXV, XXVI, XXVII, XXVIII), Stan Humphries (Chargers, XXIX), Chris Chandler (Falcons, XXXIII) and Rich Gannon (Raiders, XXXVII).

Other winning starters include three who have worn 16 seven times: Len Dawson (Chiefs, IV), Jim Plunkett (Raiders, XV, XVIII), and Joe Montana (49ers, XVI, XIX, XXIII, XXIV). Winning in number 15 were Bart Starr (Packers, I, II) and Jeff Hostetler (Giants, XXV); in number 11, Phil Simms (Giants, XXI) and

Mark Rypien (Redskins, XXVI); in number 8, Troy Aikman (Cowboys, XXVII, XXVIII, XXX), Steve Young (49ers, XXIX), and Trent Dilfer (Ravens, XXXV); in number 4, Brett Favre (Packers, XXXI); in number 7, John Elway (Broncos, XXXII, XXXIII) and Joe Theismann (Redskins, XVII); in number 9, Jim McMahon (Bears, XX); in number 13, Kurt Warner (Rams, XXXIV); in number 14, Brad Johnson (Buccaneers, XXXVII); in number 17, Doug Williams (Redskins, XXII); and in number 19, Johnny Unitas (Colts, V). Losing while wearing number 7 have been: Elway (Broncos, XXI, XXII, XXIV), Craig Morton (Cowboys, V and Broncos, XII), Ron Jaworski (Eagles, XV), and Theismann (Redskins, XVIII).

### Defense Wins

The Buccaneers became the eighth team with the top-ranked defense to play in the Super Bowl [XXXVII] and the seventh to come out victorious.

### Heads or Tails?

Every team that has won the coin toss in the Super Bowl has elected to receive.

### Who Would Come?

Super Bowl weekend is the slowest weekend for weddings.

—*USA Today*

## STATISTICS DON'T LIE

- Super Bowl teams with fewer turnovers than their opponents are 29-2 (.935).
- Super Bowl teams with the time of possession advantage are 29-10 (.744).
- Super Bowl teams with the most time-consuming scoring drive during the game are 30-9 (.769).

### Warmest Super Bowls

Super Bowl	Date	Site	Temp
VII	Jan. 14, 1973	Los Angeles	84°
XXXVII	Jan. 26, 2003	San Diego	81°
XXIII	Jan. 22, 1979	Miami	76°
XXIX	Jan. 22, 1989	Miami	76°
XXI	Jan. 25, 1987	Pasadena	76°

### Coollest Outdoor Super Bowls

Super Bowl	Date	Site	Temp
VI	Jan. 16, 1972	New Orleans	39°
IX	Jan. 12, 1975	New Orleans	46°
VIII	Jan. 13, 1974	Houston	50°
XIX	Jan. 20, 1985	Stanford	53°
X	Jan. 18, 1976	Miami	57°

## SUPER BOWL MISCELLANY

### There's No Place Like 'Home'...Not

The designated "home" team at Super Bowl has not always found the comfort expected in friendly surroundings. The home team has won only 18 times, while "visitors" have won 21 titles.

No Super Bowl has been played at the home field of a participant, but two teams—the 1979 Los Angeles Rams and the 1984 San Francisco 49ers—did make it to the NFL title game in their home area. The Rams lost to the Steelers in XIV at the Rose Bowl in Pasadena. The 49ers defeated the Dolphins in XIX at Stanford Stadium.

### It's a Fact That...

- Long-distance telephone calls decrease 50 percent during a Super Bowl, but rise at halftime.
- San Francisco police reported arrests for minor crimes dropped from an average of 360 daily to 96 on the day of Super Bowl XVI between the 49ers and Cincinnati Bengals.
- Dallas water department officials reported water pressure dipped by five pounds during television commercials carried on the telecast of Super Bowl VI, in which the Cowboys defeated the Dolphins 24-3.

### Super Bowl MVPs by Position

Quarterbacks have won the Super Bowl Most Valuable Player award more times than any other position. Twenty quarterbacks have been named the Super Bowl MVP, including New England Patriots quarterback Tom Brady in Super Bowls XXXVI and XXXVIII.

### Super Bowl MVPs by Position

Quarterback	20
Running Back	7
Wide Receiver	4
Defensive End	2
Linebacker	2
Safety	2
Cornerback	1
Defensive Tackle	1
Kick Returner-Punt Returner	1

### What Do You Do For an Encore?

Five head coaches have guided their team to the Super Bowl in their first season with that club. In Super Bowl XXXVII, both head coaches were in their first season—Tampa Bay's Jon Gruden and Oakland's Bill Callahan.

Don McCafferty, Baltimore, 1970  
 Red Miller, Denver, 1977  
 George Seifert, San Francisco, 1989  
 Jon Gruden, Tampa Bay, 2002  
 Bill Callahan, Oakland, 2002

### Super Bowl Host Cities

New Orleans	9
Miami	8
Los Angeles	7
(LA Coliseum 2, Rose Bowl 5)	
San Diego	3
Tampa	3
Atlanta	2
Detroit	2
Houston	2
Jacksonville	1
Minneapolis	1
Stanford	1
Tempe	1

### Future Super Bowl Sites

**Super Bowl XLI** February 4, 2007  
 Dolphins Stadium, Miami, FL  
**Super Bowl XLII** February 3, 2008  
 Cardinals Stadium, Glendale, AZ  
**Super Bowl XLIII** February 1, 2009  
 Raymond James Stadium, Tampa, FL

### Put Me in, Coach

What is the best job at the Super Bowl?

Player	38.70%
Announcer/Reporter	32.98%
Cheerleader	17.25%
Coach	6.37%
Referee	4.71%

*USA Today Poll, 2002*

## SUPER BOWL MISCELLANY

### The Day After...

"This is the busiest day this airport has ever had."

—Houston Police Sgt. S.J. Collins on  
 Bush International Airport the  
 day after Super Bowl XXXVIII

### Good Grades

A Duxbury, Massachusetts, student said one of her teachers jokingly offered her an A+ grade in exchange for her ticket to the Super Bowl in Houston [XXXVIII]. Other kids in school asked, "Can I be in your suitcase?"

—Boston Globe

### The U-Haul Hotel?

Sal Mirabella, Jr., a deejay from Lexington, Massachusetts, booked two nights at a hotel room in Houston for his trip to Super Bowl XXXVIII, but spent the rest of the week in a rented 20-foot U-Haul with four pals. Not much of a

bachelor pad, he acknowledged, but it satisfied the budget-minded traveler.

—Boston Globe

### Winning's Contagious

A woman at the Patriots' victory parade called in sick a day in advance, saying she had the "New England flu."

—New York Times

**"I LIKE FOOTBALL AND GOING TO THIS GAME IS ONE OF THE HIGHLIGHTS OF MY YEAR. IT'S IDIOTIC FOR A GROWN-UP MAN TO SAY SO, BUT I LOVE IT."**

—Andy Rooney, 60 Minutes

### New Uniforms?

St. Patrick's Catholic School in Tampa allowed the students to wear Buccaneers merchandise to school instead of their

traditional uniforms after the team won Super Bowl XXXVII.

—Tampa Tribune

### Imagine if He Waited 20 Years

Rich Gonzalez, a Raiders fan from Valinda, California, swapped a 1989 Harley Davidson motorcycle for two Super Bowl XXXVII tickets. "Hey, this is the Super Bowl. I'm not going to wait another 19 years."

—San Diego Union-Tribune

### Looking for Love

A 35-year-old man with two tickets to Super Bowl XXXVII posted an ad on a Bay Area website seeking a "gorgeous young date" to go to the game with him. Within two hours, the man received five offers.

—San Francisco Chronicle

### Football in Church

Troubled by a 30-50 percent drop in attendance at the regular Sunday night service on Super Bowl Sunday, Reverend R. William Wyand of Broadfording

Brethren Bible Church replaced his pulpit with a big-screen TV and invited folks to watch the Super Bowl from the padded pews. The result? Attendance was back to normal.

—*San Diego Union-Tribune*

**MILLION-PATRIOT MARCH**

Despite 25-degree temperatures, a crowd of 1,250,000, twice the population of Boston, packed into downtown Boston to celebrate the Patriots' [XXXVI] victory.

—*Boston Herald*

**New England Digs**

The New England Patriots became the first team in NFL history to win the Super Bowl and open a new stadium (Gillette Stadium) the following season.

**Is That Seat Being Used?**

At the premiere of the *New England Patriots Super Bowl XXXVI Champions* video, so many people packed the movie theater in Boston Common, Patriots Pro Bowl safety Lawyer Milloy was forced to sit in the aisle.

—*Boston Globe*

**Bill Belichick was the Godfather**

At St. Mary of the Assumption Church in Brookline, Massachusetts, a baptism originally scheduled for Super Bowl Sunday was moved to another date when the Patriots made the big game.

—*Boston Globe*

**Get There Early**

Fans started lining up at City Hall at 2 a.m. the night before the Patriots' Super Bowl parade.

—*Boston Globe*

**No Room at the Inn**

Green Bay hotels reported no vacancies the night of Super Bowl XXXI. "That shocked everybody in the lodging industry, including us," said Mark Kanz of the Green Bay Area Visitor and Convention Bureau. "But if you stop and think about it, anybody who couldn't be in New Orleans figured Green Bay was the next-best place to be."

—*Bay Business Journal*

**Keep The Change?**

J. Snyder of Bloomington, Illinois, ate a \$100 bill as part of a promotion to win a free ticket to Super Bowl XXXIV.

**Police Chase**

Music City 103.3 FM of Nashville told listeners that one of the city's uniformed police officers was carrying two free Super Bowl XXXIV tickets. The station quickly canceled the promotion when residents began speeding after police cruisers and running through traffic to ask officers for the tickets.

—*USA Today*

**Tie a Yellow Ribbon**

Super Bowl XV at New Orleans was played five days after the release of American hostages from Iran. The Louisiana Superdome was wrapped with a huge yellow ribbon on the day of the game, January 25, 1981, and Raiders and Eagles players had yellow tape on their helmets.

**SUPER BOWL I, WORLD 0**

Frank Nitikman, a 61-year-old lawyer from Chicago, turned down an 18-day, all-expenses-paid around-the-world trip for two, estimated at \$18,000, in favor of two tickets to Super Bowl XXXVI. "To pass up the opportunity to go and take someone else—how could I do that?" Nitikman said.

**Immediate Successes**

Two rookie head coaches, Don McCafferty and George Seifert, have led their teams to Super Bowl victories.

McCafferty directed the Baltimore Colts to a 16-13 win over the Dallas Cowboys in Super Bowl V that was decided by Jim O'Brien's 32-yard field goal with five seconds remaining. Seifert, in contrast, rode the crest of a record-setting 55-10 victory by the San Francisco 49ers over the Denver Broncos in Super Bowl XXIV.

**Delivery Problem Solved**

In 1977, Georgetown University Hospital in Washington, D.C., installed television sets in the labor room of its maternity

**BELLMAN BILL**

When 49ers players arrived at their Detroit hotel six days before Super Bowl XVI, they were greeted by an overzealous bellman who began grabbing their luggage. Many ignored his efforts, virtually shoving him aside. It was several minutes before one of them recognized the fellow in the hotel uniform as their head coach, Bill Walsh, who said, "You've got to have some fun sometimes."

department to accommodate expectant fathers. The reason: Encourage husbands to get their laboring wives to the hospital on time for delivery and not wait for the completion of the Super Bowl.

**Heaven Sent**

John O'Neill, a corrections officer from Madison [Wisconsin], might have been the most photographed object outside the Dome, not counting the Dome itself. O'Neill was dressed in green-and-gold papal raiments—complete with a staff topped with a wedge of cheese and a miter on which he had written, "St. Vince."

—*Milwaukee Journal-Sentinel*  
*Super Bowl XXXI, 1997*

**Secret Pal**

Lea Tibbits, an 81-year-old Slidell [Louisiana] grandmother, said she almost passed out when she received two Super Bowl tickets in the mail. There was no note and Tibbits said she's not sure who sent them, but she guesses it was one of two professional football players she met while traveling recently in Europe. And she's not going to work

**EXPONENTIAL GROWTH**

**"The Super Bowl started as a game, then it became a day, now it's a week."**

—*Ed Goren, executive producer, FOX Sports*

## SUPER BOWL MISCELLANY

too hard to find the anonymous donor.

"I don't want them to change their mind," said Tibbits, who has never been to the Super Bowl. "I've got these tickets and I'm really going."

—*New Orleans Times-Picayune*

### Pass the Salsa

To honor the Broncos in Super Bowl XXXIII, Leopoldo's Tortillas of Fort Collins, Colorado, produced blue-and-orange tortillas for the second straight year. "My family is really intense about the Broncos," said owner Christi Godinez-Gabaldon. They sold more than 2,000 bags of chips the week before the Broncos appeared in Super Bowl XXXII.

—*Denver Post*

### Long Way From Home

At 4 a.m. on January 30, 1995, in Tengiz, West Kazakstan, a group of expatriate Americans gathered in hopeful anticipation. It had been an uncertain wait for this special event, but they had high expectations. And then it happened. The television screen lit up, and the live transmission of Super Bowl XXIX began.

The population of about 3,000 Americans—employees of Chevron and their families—were delighted to receive the transmission of the Super Bowl for the second year in a row. Tengizchevroll, as this Chevron division is known, is stationed at the Tengiz oil field on the Caspian Sea. Their ability to share in this premium American sporting event meant a lot, especially to the home-sick football fans.

—*The Intelsat Broadcaster*

### 800 Miles in 44 Minutes

How do you win 84 Emmys for excellence in film and video making? You don't cut corners, that's for sure! Just ask NFL Films.

In 2000, for its annual production, *The Road to the Super Bowl*, which requires coverage throughout an entire regular season, NFL Films shot 800

miles of film. That was pared down so that the final product of *The Road to the Super Bowl* ran 44 minutes.

If all 800 miles of film were run continuously through a single projector, it would consume 50 days and nights.

### Praise the Lord and Pass the Football

Hundreds of football fans came to GraceWay church in downtown Augusta, Georgia, to watch Super Bowl XXIX on a widescreen TV placed at the altar. During breaks, the congregation watched Christian music videos, and heard music by GraceWay singers and testimonies by audience members. "Where else could these people be—a bar?" asked the Reverend Gene Swinson.

### You Found Those Tickets Where?

"Super Bowl tickets are a valuable commodity. I understand that...But what I'm having a hard time getting my head around is the fact that I just watched a grown man stick his face—heck, his whole body—into 2,000 pounds of manure packed into the back of a pickup truck for tickets."

—*Bill Goodykoontz, Arizona Republic*

### Who Was He Rooting For?

One of the guests at Super Bowl XXX was Prince Bandar of Saudi Arabia. His entourage required extra security and something else: The prince required a praying room at the stadium. Officials quickly opened a stadium office. No one thought to ask, however, what team he was praying for.

—*Arizona Republic*

### Miracles Do Happen

Super Bowl talk was everywhere Sunday, even at morning Mass at St. Louis Cathedral. The Rev. Frank Montalbano ended the 10 a.m. Mass by noting that New Orleans has not yet sent a team to the big game and asking worshippers to remember the Saints in their prayers.

—*USA Today*

### We Hope She Didn't Wait 29 Years

At Super Bowl XXXI in 1997, the Green Bay Packers won their first Super Bowl ring in 29 years. And Lori Lewis got one, too.

"My fiancé, Bruce Atkinson, dropped to his knee in the stands and proposed," she said. "He said, 'I said I'd marry you if the Packers got to the Super Bowl. Will you be my wife?'"

"My family and neighbors decorated our house with banners saying, 'Return to Glory! Bruce proposed to Lori!'" Lewis said. "They sent us bouquets of green and gold carnations arranged with Super Bowl balloons."

—*Associated Press*

## Mission to Moscow

When Secretary of State James Baker went to Moscow on a stopover before continuing on to Israel for a round of Middle East peace talks in January 1992, he carried, in addition to important documents, another packet desired by U.S. Embassy staff members: Super Bowl XXVI videotapes.

Unlike many European countries, Russia did not rebroadcast the game, causing consternation among the small band of Redskins fans at the Embassy. Hopes rose that neighboring Finland would carry the game—prompting some Americans to make plane and hotel reservations—but the Finns did not.

U.S. Ambassador Robert Strauss then contacted Secretary Baker and requested the tapes. Baker was pleased to oblige. In fact, he delayed his departure for Israel to watch the tape along with the staff at the embassy on Tuesday night following Super Bowl XXVI.

### Lost and Found

When John Madden was coaching the Oakland Raiders in Super Bowl XI at the Rose Bowl, he was so wound up on game day he forgot something: a half-dozen of his players.

"I'd changed the itinerary, the time we were supposed to leave, and I just told the buses to leave," Madden said. "I got so excited, I just got on the bus and said, 'Take off.' We got to the stadium, and I couldn't find the players. They were afraid because they thought they were late and missed the bus. But I knew I lost them. As a head coach, you can't go around and say, 'Hey, I lost six players!' One of them was John Matuszak, and he was like 6-8, 310 pounds. How the hell do you lose him? You can't admit it if you're the head coach. But here I am playing hide-and-go-seek before the damn Super Bowl."

—*New Orleans Times-Picayune*

