

Super Bowl LV Sports Biz Scavenger Hunt!



SCAVENGER HUNT QUESTIONS:

1. What city hosted this year's Super Bowl?

Tampa, Florida

→ Consider discussing the concept of economic impact, Lesson 3.5 in SCC's textbook

2. How many people tuned in to watch Super Bowl LV on television?

Nielsen reported that the game drew an audience 96.4 million

→ Consider discussing the concept of ratings, Lesson 1.3 in SCC's textbook, and advertising, Lesson 4.8

3. What percentage increase or decrease in television audience was reported for this year's Super Bowl?

Nielsen reported the figure of 96.4 million viewers represented an 8% decline from last year's Super Bowl audience

→ Consider discussing the concept of ratings, Lesson 1.3 in SCC's textbook, and advertising, Lesson 4.8

4. Which two markets (cities) had the highest television viewership totals for Super Bowl LV?

According to John Ourand of the *Sports Business Journal*, the markets with the biggest ratings numbers for the game included:

1. Kansas City
2. Boston
3. Tampa
4. Minneapolis

→ Consider discussing the concept of ratings, Lesson 1.3 in SCC's textbook, and advertising, Lesson 4.8

5. This year's Super Bowl set a new streaming record. What percentage increase in streaming audience did the NFL see for the game?

The game drew an average of 5.7 million viewers per minute, up 65% from last year (which previously held the Super Bowl streaming record)

→ Consider discussing the concept of ratings, Lesson 1.3 in SCC's textbook, and advertising, Lesson 4.8

6. Which brand had the presenting rights to this year's Super Bowl halftime show?

Pepsi

→ Consider discussing the concept of sponsorship, Lesson 8.1 and 8.3 in SCC's textbook

7. Which artist performed at this year's halftime show?

The Weeknd

→ Consider discussing the concept of publicity, lesson 11.2 in SCC's textbook

8. How much did the NFL pay this year's artist for performing at halftime of the Super Bowl?

NOTHING. The NFL enforces a strict policy and does not pay any performers for half-time shows.

→ Consider discussing the concept of publicity, lesson 11.2 in SCC's textbook

9. Which of the halftime performers songs saw the biggest immediate spike in streaming activity on Spotify (based on total number of streams)?

The Weeknd's most-streamed song on Feb. 7-8 was his long-running Billboard Hot 100 hit "Blinding Lights" (6.54 million; up 42%), which also served as his halftime-closer, according to a [Billboard report](#)

→ Consider discussing the concept of publicity, lesson 11.2 in SCC's textbook

10. For the first time since 2007, one brand took the top two spots in the USA TODAY Ad Meter rankings. What brand was it?

Rocket Mortgage

→ Consider discussing the concept of advertising, Lesson 4.8

11. Which brand had the lowest rated ad according to USA TODAY Ad Meter rankings?

Oatly

→ Consider discussing the concept of advertising, Lesson 4.8

12. What type of product does Oatly make?

According to the company's website, Oatly is a Swedish oat drink company that turns liquid oats into food and drinks with maximum nutritional value and minimal environmental impact.

→ Consider discussing the concept of advertising, Lesson 4.8

13. According to the stadium's official website, what is the maximum capacity at Raymond James Stadium?

According to the stadium's official [website](#), the maximum capacity of the stadium is 75,000 (that's extended capacity for special events, Wikipedia suggests the stadium capacity is 65,890)

→ Consider discussing the concept of revenue (lesson 3.2) and social issues in sports (COVID-19)

14. According to the NFL, how many fans were in attendance at this year's Super Bowl at Raymond James Stadium?

25,000 fans attended this year's Super Bowl, according to an official [statement](#) from the NFL

→ Consider discussing the concept of revenue (lesson 3.2) and social issues in sports (COVID-19)

15. According to the NFL, how many of the fans at this year's Super Bowl were vaccinated healthcare workers?

Of the 25,000 fans who attended this year's Super Bowl, 7,500 were vaccinated healthcare workers according to an official [statement](#) from the NFL

→ Consider discussing the concept of revenue (lesson 3.2), publicity (lesson 11.2) and social issues in sports (COVID-19)

16. How much did those vaccinated healthcare workers pay for their tickets to attend this year's Super Bowl in Tampa?

\$0.00. 7,500 vaccinated healthcare workers received tickets from the NFL for free.

→ Consider discussing the concept of publicity (lesson 11.2) and social issues in sports (COVID-19)

17. How many cardboard cutouts of fans were placed in the stands at Raymond James Stadium for this year's Super Bowl?

30,000 cardboard cutouts were placed in the stands for Super Bowl LV according to an official [statement](#) from the NFL

18. According to reports, how much did Raymond James Financial originally pay for naming rights to the stadium?

Raymond James Financial has held naming rights to the stadium since its opening, originally investing \$32.5 million for a 13-year deal. The company signed a 12-year extension in 2016.

→ Consider discussing the concept of sponsorship, Lesson 8.1 and 8.3 in SCC's textbook

19. According to CBS Sports, how much did a Reuben sandwich cost from the concessions menu at Super Bowl LV in Tampa?

According to a CBS Sports [report](#), a Reuben sandwich on the concessions menu at this year's Super Bowl was priced at \$18

→ Consider discussing the concept of pricing, Lesson 2.4 SCC's textbook

20. According to New Jersey's Division of Gaming Enforcement, how much money was wagered on the Super Bowl in the state of New Jersey alone?

Garden State football fans wagered \$117.4 million on Sunday's pro football title game, marking a 116-percent hike from last year's handle of \$54.3 million, according to [data](#) from New Jersey's Division of Gaming Enforcement.

→ Consider discussing the concept of social issues in sports (gambling)

Super Bowl LV Scavenger Hunt Activity ANSWER KEY