**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**

1. 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**

1. 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**

1. 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**

1. 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**

1. 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**

1. Which artist performed at this year’s halftime show?

**The Weeknd**

**🡪 Consider discussing the concept of publicity, lesson 11.2 in SCC’s textbook**

1. 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**

1. 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**](https://www.billboard.com/articles/business/chart-beat/9524744/the-weeknd-streams-increase-super-bowl-halftime-show)

**🡪 Consider discussing the concept of publicity, lesson 11.2 in SCC’s textbook**

1. 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**

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

**Oatly**

**🡪 Consider discussing the concept of advertising, Lesson 4.8**

1. 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**

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

**According to the stadium’s official** [**website**](https://raymondjamesstadium.com/aboutrjs?rq=capacity)**, 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)**

1. 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**](https://www.nfl.com/news/official-attendance-expected-for-super-bowl-lv-25-000-fans-30-000-cutouts) **from the NFL**

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

1. 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**](https://www.nfl.com/news/official-attendance-expected-for-super-bowl-lv-25-000-fans-30-000-cutouts) **from the NFL**

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

1. 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)**

1. 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**](https://www.nfl.com/news/official-attendance-expected-for-super-bowl-lv-25-000-fans-30-000-cutouts) **from the NFL**

1. 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**

1. 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**](https://www.cbssports.com/nfl/news/2021-super-bowl-concession-prices-are-outrageously-high-for-chiefs-buccaneers-and-heres-what-they-look-like/)**, 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**

1. According 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**](https://www.nbcnews.com/news/us-news/while-super-bowl-tv-ratings-went-down-betting-big-game-n1257007) **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**