

Super Bowl LV Sports Biz Scavenger Hunt!



Student name: _____

Class period: _____

SCAVENGER HUNT QUESTIONS:

1. What city hosted this year's Super Bowl?
2. How many people tuned in to watch Super Bowl LV on television?
3. What percentage increase or decrease in television audience was reported for this year's Super Bowl?
4. Which two markets (cities) had the highest television viewership totals for Super Bowl LV?
5. This year's Super Bowl set a new streaming record. What percentage increase in streaming audience did the NFL see for the game?
6. Which brand had the presenting rights to this year's Super Bowl halftime show?

7. Which artist performed at this year's halftime show?
8. How much did the NFL pay this year's artist for performing at halftime of the Super Bowl?
9. Which of the halftime performers songs saw the biggest immediate spike in streaming activity on Spotify (based on total number of streams)?
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?
11. Which brand had the lowest rated ad according to USA TODAY Ad Meter rankings?
12. What type of product does Oatly make?
13. According to the stadium's official website, what is the maximum capacity at Raymond James Stadium?
14. According to the NFL, how many fans were in attendance at this year's Super Bowl at Raymond James Stadium?
15. According to the NFL, how many of the fans at this year's Super Bowl were vaccinated healthcare workers?
16. How much did those vaccinated healthcare workers pay for their tickets to attend this year's Super Bowl in Tampa?

17. How many cardboard cutouts of fans were placed in the stands at Raymond James Stadium for this year's Super Bowl?
18. According to reports, how much did Raymond James Financial originally pay for naming rights to the stadium?
19. According to CBS Sports, how much did a Reuben sandwich cost from the concessions menu at Super Bowl LV in Tampa?
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?

GOOD LUCK!