

Super Bowl LVI 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 LVI on television?
3. What was the total audience (including all platforms) that reportedly watched this year's Super Bowl?
4. Which city had the highest television viewership totals for Super Bowl LVI?
5. Which brand had the presenting rights to this year's Super Bowl halftime show?
6. According to a report from Deadline.com, what percentage increase in viewership did this year's halftime show see when compared to last year?

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. By what percent did streams of Dr. Dre's music increase on Spotify in the first hour following the halftime performance?
10. The same company that took first place in last year's USA TODAY Ad Meter rankings also took the top spot this year. What company was it?
11. Which brand had the lowest rated ad according to USA TODAY Ad Meter rankings?
12. Wallbox was a first-time advertiser in this year's Super Bowl. What type of product do they make?
13. According to the stadium's official website, what is typically the capacity at SoFi?
14. How much did it cost to build SoFi Stadium?
15. How much did local officials predict the Super Bowl would bring in economic impact to the Los Angeles area?

16. Who was the winner of this year's Super Bowl MVP award?
17. In 2020, the MVP of Super Bowl LVI signed a 3-year contract with the Rams. How much was his signing bonus?
18. While figures were not officially disclosed, how much is SoFi spending annually for the naming rights to the stadium (according to Sports Business Journal, Bloomberg or SportsPro Media)?
19. According to USA Today, how much did a jumbo hot dog cost from the concessions menu at Super Bowl LVI at SoFi Stadium?
20. According to Yahoo! Sports, Nevada sportsbooks saw a record volume of wagering on this year's Super Bowl. How much did fans bet?

GOOD LUCK!