

# **Super Bowl LVI Sports Biz Scavenger Hunt!**



## ***SCAVENGER HUNT QUESTIONS:***

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

**Los Angeles, California**

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

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

**The Super Bowl LVI broadcast averaged 99.18 million viewers on NBC and an additional 1.91 million on Telemundo for an over-the-air tally of 101.09 million viewers.**

**→ Consider discussing the concept of ratings, Lesson 3.2 in SCC's textbook, and advertising, Lesson 4.7**

3. What was the total audience (including all platforms) that reportedly watched this year's Super Bowl?

**Streaming and digital platforms, including Peacock, NBC Sports, and NFL and team properties, pushed the total to 112.3 million viewers.**

**→ Consider discussing the concept of ratings, Lesson 3.2 in SCC's textbook, and advertising, Lesson 4.7**

4. Which city had the highest television viewership totals for Super Bowl LVI?

**Cincinnati topped local-market viewership with a 46.1/84 rating**

**→ Consider discussing the concept of ratings, Lesson 3.2 in SCC's textbook, and advertising, Lesson 4.7**

5. 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**

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?

**According to Deadline.com, ratings were up 7% from last year's performance by The Weeknd, averaging 103.4 million viewers in the 8:15 -8:30 PM ET slot.**

**→ 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?

**Dr Dre, Eminem, Mary J Blige, Snoop Dogg and Kendrick Lamar with special guests 50 Cent and Anderson .Paak**

**→ 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. By what percent did streams of Dr. Dre's music increase on Spotify in the first hour following the halftime performance?

**Following the show, streams of Dr. Dre music saw an increase of nearly 185% in the first hour following the game on Spotify**

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

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?

**Rocket Homes and Rocket Mortgage**

**→ Consider discussing the concept of advertising, Lesson 4.7**

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

**Coinbase**

**→ Consider discussing the concept of advertising, Lesson 4.7**

12. Wallbox was a first-time advertiser in this year's Super Bowl. What type of product do they make?

**Wallbox is a smart electric vehicle charging and energy management provider which designs, manufactures and distributes electric vehicle charging technologies.**

**→ Consider discussing the concept of advertising, Lesson 4.7**

13. According to the stadium's official website, what is typically the capacity at SoFi?

**70,240**

**→ Consider discussing the concept of revenue (lesson 3.2)**

14. How much did it cost to build SoFi Stadium?

**It has been reported that the construction of SoFi Stadium cost \$5.5 billion making it one of the most expensive stadiums ever built**

15. How much did local officials predict the Super Bowl would bring in economic impact to the Los Angeles area?

**Los Angeles Mayor Eric Garcetti highlighted the economic benefits of hosting the Super Bowl, saying it is expected to generate about \$500 million for the L.A. region.**

**→ Consider discussing the concept of economic impact (lesson 3.5)**

16. Who was the winner of this year's Super Bowl MVP award?

**LA Rams wide receiver Cooper Kupp**

17. In 2020, the MVP of Super Bowl LVI signed a 3-year contract with the Rams. How much was his signing bonus?

**Cooper Kupp signed a 3-year, \$47,250,000 contract with the Los Angeles Rams, including a \$6,000,000 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)?

**SoFi's deal was reported to be more than \$30M annually over a 20-year period, or around \$600M total**

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

19. According to USA Today, how much did a jumbo hot dog cost from the concessions menu at Super Bowl LVI at SoFi Stadium?

**According to the [report](#), a jumbo hot dog on the concessions menu at this year's Super Bowl was priced at \$12**

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

20. According to Yahoo! Sports, Nevada sportsbooks saw a record volume of wagering on this year's Super Bowl. How much did fans bet?

**Nevada's Gaming Control Board said the \$179.8 million wagered is a state record and easily eclipses the previous record set four years ago.**

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

## **Super Bowl Scavenger Hunt Activity ANSWER KEY**