

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class Period: \_\_\_\_\_

## BUSINESS OF SPORTS & ENTERTAINMENT

### KEY CONCEPT: LESSON 4.8 ADVERTISING

\*Additional concepts: 1.3 Ratings / 4.8 Advertising / 6.1 Branding



# STUDENT ACTIVITY

# SUPER BOWL SCAVENGER HUNT

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## QUESTIONS

1. What city hosted this year's Super Bowl?
  2. How many people tuned in to watch Super Bowl LVIII on television?
  3. What was the previous record as the most-watched Super Bowl in history?
  4. How many unique advertisers aired commercials during Super Bowl LVIII?
  5. Which brand had the presenting rights to this year's Super Bowl halftime show?
  6. What company held the naming rights to the stadium where this year's Super Bowl was played?
  7. Which halftime show drew the most total viewers all-time?
  8. How much did the CBS charge for a thirty second commercial during this year's Super Bowl?
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9. By what percent did streams of Usher's music increase on Spotify on Sunday night following the halftime performance?
  10. Which company took first place in this year's USA TODAY Ad Meter rankings?
  11. What was the lowest rated ad according to USA TODAY Ad Meter rankings?
  12. According to the stadium's official website, what is typically the capacity at Allegiant Stadium (before expansion for mega-events)?
  13. How much was the total cost to build Allegiant Stadium?
  14. How much was Super Bowl LVIII estimated to bring in economic impact to the state of Nevada, according to tourism officials?
  15. Which city will host the next Super Bowl in 2025?
  16. What company holds the naming rights to the venue that will host next year's Super Bowl?
  17. Which brand performed best on social media, earning the most mentions during the game?
  18. According to Brandwatch, how many times was "Taylor Swift" mentioned on social media during Super Bowl LVIII?
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