

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 ANSWERS SUPER BOWL SCAVENGER HUNT

QUESTIONS

1. What city hosted this year's Super Bowl? **Las Vegas**
2. How many people tuned in to watch Super Bowl LVIII on television? **123.7 million**
3. What was the previous record as the most-watched Super Bowl in history? **Super Bowl LVII, in 2023, between the Chiefs and Eagles set the previous record, drawing 115.1 million viewers**
4. How many unique advertisers aired commercials during Super Bowl LVIII? **53**
5. Which brand had the presenting rights to this year's Super Bowl halftime show? **Apple**
6. What company held the naming rights to the stadium where this year's Super Bowl was played? **Allegiant Air**
7. Which halftime show drew the most total viewers all-time? **Usher's performance this year drew 123.4 million viewers, up 7% from Rihanna's performance last year**
8. How much did the CBS charge for a thirty second commercial during this year's Super Bowl? **\$7 million**



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9. By what percent did streams of Usher's music increase on Spotify on Sunday night following the halftime performance? **1,000% giving Usher a massive boost in streaming immediately after his performance**
 10. Which company took first place in this year's USA TODAY Ad Meter rankings? **State Farm**
 11. What was the lowest rated ad according to USA TODAY Ad Meter rankings? **"American Values", Robert F. Kenney Jr. political campaign**
 12. According to the stadium's official website, what is typically the capacity at Allegiant Stadium (before expansion for mega-events)? **65,000**
 13. How much was the total cost to build Allegiant Stadium? **\$1.9 billion**
 14. How much was Super Bowl LVIII estimated to bring in economic impact to the state of Nevada, according to tourism officials? **Originally projected to bring it at least \$500 million in spending, officials now say more than 450,000 visitors descended upon the city for the Super Bowl, and spending over the long weekend could reach as high as \$1.1 billion.**
 15. Which city will host the next Super Bowl in 2025? **New Orleans**
 16. What company holds the naming rights to the venue that will host next year's Super Bowl? **Caesars**
 17. Which brand performed best on social media, earning the most mentions during the game? **Temu**
 18. According to Brandwatch, how many times was "Taylor Swift" mentioned on social media during Super Bowl LVIII? **Taylor Swift was mentioned over 148,000 times. In total, 5.6% of all Super Bowl mentions included the singer. This is significantly higher than the 1.1% of mentions received by the most talked about player - her boyfriend, Travis Kelce, who plays for the Kansas City Chiefs.**

