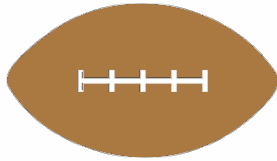


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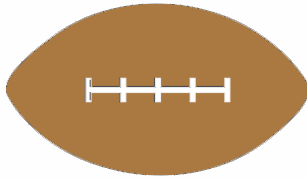
Super Bowl by the Numbers

The Super Bowl is played on a Sunday as the final game of the NFL Playoffs. Historically, the game has taken place in January or February. The earliest the game has ever been played was Super Bowl XI, held on January 9, 1977. Over time the game has been moved from the second Sunday in January to the third, then the fourth. It is currently held on the first Sunday in February. As the league expanded the number of weeks in the regular season from 14 to 16, the number of teams participating in the playoffs from 4 to 12, and the addition of a 'bye' week in which certain teams do not play, the league has needed to push the date of the Super Bowl later into the winter.

February is a big month for television, a "Sweeps Month". Sweeps months are important for determining how much a network can charge for its advertising spots. Advertising fees are determined by the number of people watching a network, called viewership. In February, networks try to show programs that they feel confident many people will want to watch. The network that carries the Super Bowl gains a lot of viewers on that date, driving up its viewership numbers for the month. This allows it to charge higher prices from companies buying time for commercials on that network.

The network that broadcasts the Super Bowl game not only gets a big boost in viewer numbers for February, it can charge a large amount of money for commercials shown during the Super Bowl. Since so many people watch the Super Bowl, companies that buy advertising time during it also spend a lot of money to make commercials that grab peoples' attention. In addition, the NFL invests a large amount of money into the half-time show as a way to appeal to more people and expand its audience. Not only is the Super Bowl one of the most watched televised events in the United States, many people the world over watch it.

What about the players, coaches and trainers who get their teams into the playoffs? They earn extra pay, "bonuses", with those whose teams winning the Super Bowl earning the largest bonuses and receiving a gold and diamond ring of approximately \$5,000 in value.



Roman Numerals

Every Super Bowl has a number. The numbers used are not those we see every day. They are called Roman Numerals. Roman numerals are a fun puzzle to solve. We see them used in credits at the end of movies, as chapter headings, and in the Super Bowl! Learn how they work and crack the code.

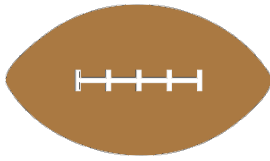
Roman numerals use letters to represent numbers. The table below explains how.

Roman Numeral	Represents
I	One
V	Five
X	Ten
L	Fifty
C	One Hundred
D	Five Hundred
M	One Thousand

In the Roman Numeral system, letters are combined to make larger and smaller numbers. For example, the first Super Bowl was Super Bowl I. The second was Super Bowl II (one plus one), and the third was Super Bowl III. However, the next was not IIII, as you might expect. A shorter method is used. Since 'V' represents five, placing an 'I' (one) in front of it means "one less than five", or four. That Super Bowl was Super Bowl IV. The one after that was Super Bowl V, and the next one uses 'V' + 'I' for Super Bowl VI! A letter in front of another means subtract that amount from the following number. A letter following another means add that amount to the number before it.

Try this out on the Super Bowl numbers on the next page.

Name _____



Super Bowl True or False?

- _____ The name of the pro football championship game has always been the Super Bowl.
- _____ The first Super Bowl was held in January of 1967.
- _____ There are two conferences in the NFL, the NFC and AFC.
- _____ The trophy received by the winning team is named after a famous team owner.
- _____ The first team to win the Super Bowl was the Green Bay Packers.
- _____ The Super Bowl has always taken place in January.
- _____ The number of weeks in the regular football season is now 14.
- _____ Twelve teams compete in the playoffs.
- _____ The NFL created the halftime show in order to expand the audience for the game.
- _____ The only one to benefit from getting a lot of people to watch is the NFL.
- _____ The players on the team that wins the Super Bowl gets a bonus and a gold football.
- _____ The NFL has only allowed the Super Bowl to be played on fields in warm climates.
- _____ In 2014, a 30-second commercial cost \$4,000,000.
- _____ At one Super Bowl, the two head coaches were brothers.

Super Bowl XXV - January 27, 1991
New York Giants 20, Buffalo Bills 19
Tampa Stadium, Tampa, Florida

The first of Buffalo's four straight Super Bowl losses, Super Bowl XXV will be remembered for the Bill's Scott Norwood's missed field goal.

The game was a tight struggle between Buffalo's powerful offense and New York's stingy defense. In the last minutes of the game and trailing by a point, Buffalo marched down the field with time left for one more play. Norwood then missed a 47 yard field goal attempt and the Giants won the game.

Super Bowl XXXVI - February 3, 2002
New England Patriots 20, St. Louis Rams 17
Louisiana Superdome, New Orleans, Louisiana

Super Bowl XXXVI was played a week after originally scheduled due to the 9/11 attacks that took place earlier in the season with the United States still recovering from the attacks this exciting game helped heal the nation.

The St. Louis Rams were heavily favored with their high powered passing game, known as the "Greatest Show on Turf." The young Patriots jumped out to a big lead early in the game forcing the Rams to make a furious comeback, tying the game with two minutes left.

At that point, inexperienced New England quarterback Tom Brady drove the Patriots down the field setting up a long field goal on the last play of the game for a Patriots victory.

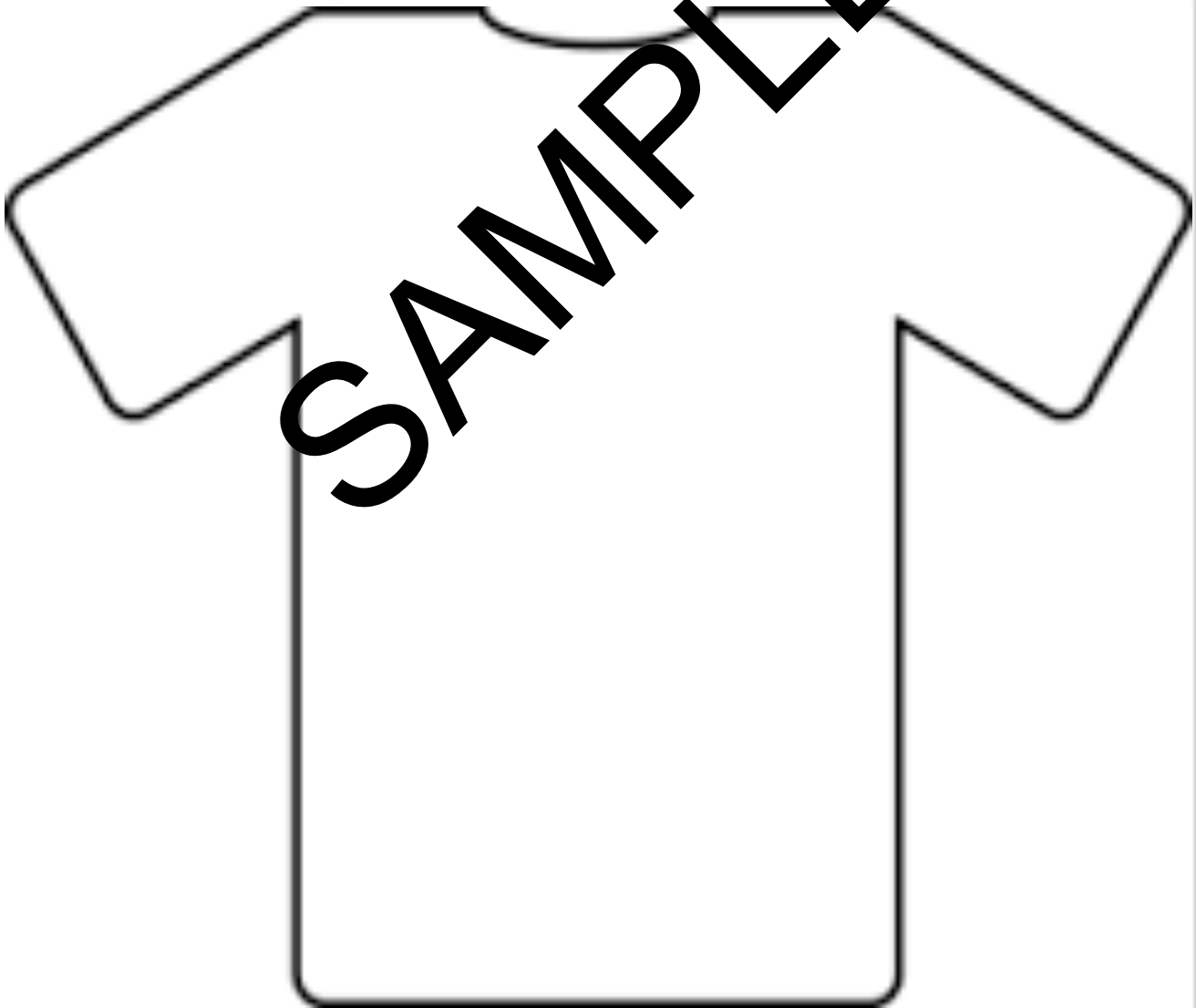
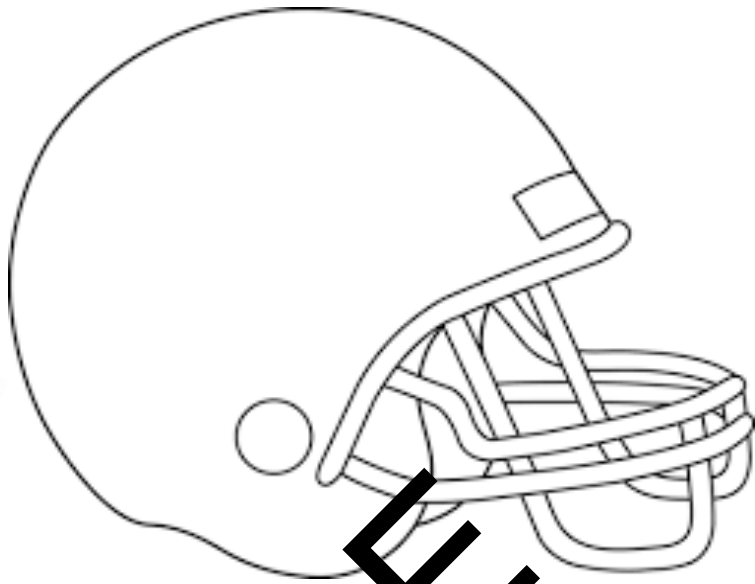
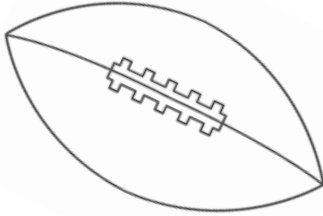
Super Bowl XLII - February 3, 2008
New York Giants 17, New England Patriots 14
University of Phoenix Stadium, Glendale Arizona

The Patriots entered Super Bowl XLII undefeated, having won all 16 regular season games (including a game against the Giants) and 2 playoff games. Despite being the underdog, New York kept the game close.

Late in the 4th quarter, the Giants found themselves trailing and needing a big play. New York's quarterback Eli Manning dropped back to pass and 3 times was almost tackled by New England rushers. Finally in desperation Manning hurled the football 40 yards downfield where it was "caught" by David Tyree, pinning the ball between his hand and his helmet. A few plays later the Giants scored to win the game.

Name _____

If you could create an NFL team, what would your team's jersey and helmet look like?



SAMPLE