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Super Bowl Host Cities Reap Million-Dollar Profits

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The championship game of the U.S. National Football League is Sunday. While millions of fans are anticipating the Super Bowl contest between the Philadelphia Eagles and New England Patriots, Jacksonville, Florida is reaping millions of dollars as the host city.

With the Super Bowl comes tremendous international publicity as the world focuses on Jacksonville for a week of activities leading up to the widely-followed event. The ability of this one event to generate revenue for its host city and state is astounding.

According to NFL and state officials, Jacksonville and the surrounding area in northeastern Florida are expected to capture a large economic benefit from the Super Bowl. The money comes from spending by the large influx of out-of-state visitors numbering more than 100,000.

Jennifer MacPhee, the Director of Communications for the Jacksonville and the Beaches Convention and Visitors Bureau, says Jacksonville is feeling confident based on the experience at prior Super Bowls.

"There was a study done several years ago after the Super Bowl in San Diego [California] that shows that a city hosting the Super Bowl should expect to have over \$360 million in economic impact following the game," she said. "That is a pretty substantial amount that we are glad to have here."

The NFL and U.S. broadcast partners also earn a large share from the Super Bowl. But there are expenses. Among some of the interesting costs are the championship rings that go to the players on the winning team. The NFL pays for up to 150 rings at \$5,000 per ring, plus adjustments for market increases in

gold and diamonds. The league also pays for 150 pieces of jewelry for the losing team, which are not to cost more than one-half the price set for the winner's ring.

As for the Super Bowl trophy, the NFL pays the famed jeweler, Tiffany and Company of New York, \$25,000 for the gleaming silver football and pedestal named after legendary coach Vince Lombardi.

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The unexpected end to singer Janet Jackson's performance at last year's National Football League Super Bowl game sparked outrage and discussion about what is considered decent for U.S. commercial broadcast airwaves. The National Football League is doing what it can to make sure the widely followed event does not contain any surprises this year. The incident lasted just a split second as the field at Reliant Stadium in Houston, Texas darkened following the Super Bowl...



By **Jim Stevenson**
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NFL Super Bowl Ads Attract Big Audience

The National Football League's Super Bowl is the most widely watched sports event in the United States and has long commanded the highest advertising rates of any televised program. Following each Super Bowl, talk of the big game usually focuses on one of three areas, the game itself, the musical entertainment and the commercials. Otherwise a convenient time for viewers to take a short break from the

television, ads attract attention during the Super Bowl. It is...

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Heavy Security Planned for Super Bowl

Since the terrorist attacks against the United States in 2001, security has become the largest priority and expense for the National Football League's Super Bowl. The championship game annually tops U.S. television ratings and is seen in more than 220 countries around the world. That unique visibility makes the American sports event a very tempting target. Security officials have a difficult task this week in Jacksonville, Florida. They have created layers of fortress...



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Eagles Hoping to Soar to First Super Bowl Title

The Philadelphia Eagles are returning to the National Football League championship game for the first time in 24 years. The Eagles lost to the Oakland Raiders in Super Bowl 15, 27-10. VOA's Jim Stevenson has more from Jacksonville, Florida on the team that is hoping to give the franchise its first ever Super Bowl title. The New England Patriots have won two of the last three NFL crowns. Beating the defending Super Bowl champion will take the very best the Eagles have to...



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