



**BIG GAME**  
PREVIEW





**SUPER BOWL LIX INFO**

**Date:** 6:30 ET, Sunday, Feb. 9, 2025

**Location:** Caesars Superdome, New Orleans

**TV:** FOX, Fubo, Tubi

**Game Weather:** None (indoors)

**TV Announcers:** Kevin Burkhardt and Tom Brady

**Streaming:** FOX Sports App

**Halftime Performer:** Kendrick Lamar

# Inside the Big Game

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## WHAT'S AT STAKE?

The Kansas City Chiefs are attempting an historic three-peat in the Super Bowl in a rematch game. The Philadelphia Eagles are attempting to move past a 38-35 loss to Patrick Mahomes and the Chiefs two years ago in the Super Bowl. (Kansas City then posted a 25-22 overtime win over the San Francisco 49ers last season in Las Vegas.) The Eagles are hoping for their second NFL championship in five tries. They beat the New England Patriots seven years ago with backup quarterback Nick Foles, 41-33.

## HOW MUCH ARE TICKETS?

The cheapest in-person passes for LIX in New Orleans will be about \$6,600 according to TickPick, a ticket marketplace. The average price: \$9,500. The Chiefs and Eagles organizations each get 35% of the total tickets to sell, the host team is given 5% and the remaining teams get about 1% — and then a lottery is held among individual groups of season-ticket holders. The NFL keeps about 25% of the total tickets to distribute to entities like community and business partners and the

media. The league also reserves some tickets for giveaways.

## ANOTHER REMATCH? YES!

When the Chiefs and Eagles kick off in New Orleans, it will mark the 10th time that the Super Bowl featured a rematch. This is also the fifth rematch within a five-year span. The previous rematches from within five years all featured repeat winners — including Kansas City's victory over San Francisco last year, and the Chiefs earlier in 2020's LIV edition over the Niners, 31-20.

## WHAT ARE AD PRICES THIS YEAR?

The Super Bowl annually garners such a huge viewership that ad space is among the most coveted in all of television. Last year, a 30-second spot on CBS ran about \$7 million. With that kind of investment, advertisers tend to get very creative. This often results in the year's best commercials. In turn, some previously disinterested viewers have begun watching the NFL championship match solely for the ads, rather than for any activity that's actually taking place on the field.



# Chiefs: A Chance to Make History

A dozen teams have never claimed a Lombardi Trophy, given to the last team standing in the NFL championship game. But even winning one doesn't guarantee a successful defense of the title. In fact, only eight pro football teams have ever done it.

The Kansas City Chiefs became the most recent to win back-to-back Super Bowls, claiming titles in 2023-2024. The most recent franchise before Kansas City dates back 20 seasons when the New England Patriots did it in 2003-2004. Others who've won two titles in a row are: the Denver Broncos (1997-1998), the Dallas Cowboys (1992-1993), the San Francisco 49ers (1988-1989), the Pittsburgh Steelers (twice, in 1978-1979 and 1974-1975) and the Green Bay Packers (1966-1967).

No team has ever won three of these games in a row. In fact, it's exceedingly rare to advance far enough to even have the opportunity. The Miami Dolphins played in three straight NFL championship contests in 1971-73. The Buffalo Bills played in four between 1990-93. The New England Patriots played in a trio of contests from 2016-2018.



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The Kansas City Chiefs have now accomplished the same rare feat, winning titles against the Eagles and 49ers after the 2022 and 2023 seasons before advancing to the LIX edition of the game this year. They have the rarest of chances to win three consecutive NFL titles.

Chiefs quarterback Patrick

Mahomes, a two-time Super Bowl and NFL MVP, led his team to yet another victory over Buffalo to advance. (The Bills have fallen to Kansas City in four of the last five NFL post-seasons.) Mahomes will tie John Elway with the second-most appearances as a starting quarterback with five. Both of them

are behind Tom Brady, the now-retired New England Patriots quarterback, who will call Sunday's game.

Mahomes' coach, Andy Reid, is making his sixth appearance in the Super Bowl. He led the Philadelphia Eagles to five NFC championships and a Super Bowl appearance but lost to

New England in the XXXIX edition of the game. Reid has since won three titles after becoming the Chiefs' head coach in 2013.

Reid's six Super Bowl appearances tie him with Don Shula for the second most. They're both behind only Bill Belichick, who coached in nine NFL title matches.



# Eagles: A Chance for Revenge

The Philadelphia Eagles will face Kansas City with the Lombardi Trophy on the line for the second time in three seasons. But while Kansas City aims to become the first NFL team to win three Super Bowl titles in a row, the Eagles are in search of redemption.

They've played in four previous NFL championship games, and have lost three — including the first two in a row: Oakland won 27-10 in 1981 and New England beat them 24-21 in 2005. Philadelphia then beat New England 41-33 in 2018 before losing to Kansas City 38-35 in 2023.

The Eagles actually bolted out to a 10-point lead at half-time of their most recent NFL title match, but the lead vanished after injured Chiefs quarterback Patrick Mahomes returned to the game in the second half.

The Eagles now face Kansas City again — with Andy Reid, their coach from the 2018 loss, again on the Chiefs sidelines. Philadelphia has retooled a bit since falling in the Super Bowl, with free-agent running back Saquon Barkley joining quarterback Jalen Hurts and a stingy defense.

Hurts is young but experienced, having the second-



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most playoff games (five) in the NFL since 2022, second only to Mahomes. The newly acquired Barkley led the league with 2,005 yards. Barkley also extended his own record in the NFC championship game by notching his seventh rushing TD of more than 60 yards.

Together, they helped the Eagles score 55 points to advance past the Washington Commanders — and that's the most in a conference title match since the 1970 merger. Philadelphia leads the league in time of possession — and they boast the league's top-rated defense.

Their head coach Nick Sirianni is making his second NFL title game appearance in four seasons. Eagles offensive coordinator Kellen Moore might also be giving local New Orleans Saints fans a preview of his potential as their next head coach.

The Eagles are expected to

be underdogs against the battle-tested Kansas City juggernaut.

Going back to the 2007 season, underdogs are 10-7. That sounds like a recipe for disappointment but, surprisingly enough, underdogs have won three of the past four NFL title games.





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Here's a look at the players and situations that could change everything as Kansas City takes on Philadelphia in the NFL title game.

### **EAGLES DEFENSE VS. PATRICK MAHOMES**

Kansas City quarterback Patrick Mahomes enters with his second-worst quarterback rating for a full season ever. One of the reasons has been shaky protection. He's suffered through the most sacks of his career, with 36 takedowns in the regular season and another handful in the playoffs. Left tackle

had been a merry-go-round until their left guard moved over. Meanwhile, the Eagles are tops in the NFL for passing defense.

### **KEEPING JALEN HURTS UPRIGHT**

Eagles quarterback Jalen Hurts looked like his former self again against the Washington Commanders, throwing for 246 yards and a TD while running for three more scores. But that followed weeks of modest play where Philadelphia asked him to act as more of a game manager.

The decision appears to be related to injury: Hurts tweaked his left knee during their divisional round playoff game after having

suffered a concussion as the season wound to a close. Kansas City will provide plenty of resistance: They had 10 combined sacks against the Houston Texans and Buffalo Bills in this postseason alone.

### **SAQUON BARKLEY VS. CHIEFS DEFENSE**

League-leading Saquon Barkley and the Philadelphia run game have kept their foot on the gas. They've rushed for 10 scores this postseason, tying for second-most in NFL history. Philadelphia tied an 85-year-old record with their seven rushing touchdowns to advance to the Super Bowl. Ironically, the 1940 Chicago Bears scored seven against Washington, as well.

### **MANAGING THE WEIGHT OF HISTORY**

Kansas City is going for a mythical three-peat, but they're not the only ones dealing with huge expectations. Eagles coach Nick Sirianni is the third head coach to reach multiple NFL title matches during his career's first four seasons, joining certified legends Joe Gibbs (1982-1983) and Mike Tomlin (2008 and 2010). Then there's the fact that the Eagles lost their last NFL title chance to these same Chiefs. But Philadelphia actually won their most recent meeting with Kansas City 21-17 in a November 2023 regular season contest. The Eagles held Mahomes to 177 yards passing while forcing a crucial interception in the end zone.

# Magical Moments in New Orleans

This year's Super Bowl is coming to the Big Easy. It will be played Feb. 9 at the Caesars Superdome. New Orleans has hosted the NFL championship game more than 10 times dating back to the 1970s.

## **SUPER BOWL IV**

The first time the Super Bowl came to NOLA was Jan. 11, 1970. The Kansas City Chiefs faced off against the Minnesota Vikings in front of more than 80,000 at Tulane Stadium. The Chiefs won in the last-ever championships between the NFL and AFL before the leagues merged.

## **SUPER BOWL VI**

The Dallas Cowboys trounced the Miami Dolphins as the Super Bowl returned to Tulane Stadium. Quarterback Roger Staubach and head coach Tom Landy led the Cowboys to victory Jan. 16, 1972, 24-3. The halftime show featured a tribute to Louis Armstrong, who had recently died.

## **SUPER BOWL IX**

Pittsburgh faced the Minnesota Vikings at Tulane Stadium in the last professional game ever played in the venue. The Steelers won Jan. 12, 1975, 16-6.



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## **SUPER BOWL XII**

The 1978 game was the first Super Bowl to be played in a dome — the Superdome, also host to this year's game. Quarterback Roger Staubach again led the Cowboys to the championship over the Denver Broncos, 27-10.

## **SUPER BOWL XV**

The Super Bowl returned to the Superdome on Jan. 25, 1981, when the Oakland Raiders beat the Philadelphia Eagles. The Raiders became the first wild card team to win a Super Bowl.

## **SUPER BOWL XX**

Mike Ditka and his Chicago Bears routed the New England Patriots, 46-10 in the Superdome on Jan. 26, 1986. The Bears set or tied game records for sacks (seven), fewest rushing yards allowed (also seven) and margin of victory (36 points).

## **SUPER BOWL XXIV**

Joe Montana and John Elway faced off in this battle of Hall of Fame quarterbacks in 1990. Montana's San Francisco 49ers romped to victory over

Elway's Denver Broncos, 55-10.

## **SUPER BOWL XXXI**

Green Bay beat the New England Patriots in the Superdome on Jan. 26, 1997 in the team's third overall Super Bowl victory, but the first since Super Bowl II. This would be Packers QB Brett Favre's only NFL title.

## **SUPER BOWL XXXVI**

The 2002 Super Bowl returned to the Superdome as the New England Patriots faced the St. Louis Rams. This win, 20-17, would be the first of six

Super Bowl Championships for the Patriots. Because the season was delayed in the wake of the Sept. 11, 2001, terrorist attacks, this would be the first Super Bowl to be played in February.

## **SUPER BOWL XLVII**

The Baltimore Ravens dealt the San Francisco 49ers their first Super Bowl loss in franchise history in the last game to grace NOLA on Feb. 3, 2013. It was also the first Super Bowl to feature two brothers coaching against each other in Jim and John Harbaugh.



# What's the Super Bowl without the Blimp?

The Goodyear blimp is synonymous with big sporting events, and the NFL's Super Bowl is no exception.

Tire manufacturer Goodyear has owned blimps since 1925 (the Pilgrim was the first) as part of its public relations efforts.

## **TODAY'S AIRSHIPS**

The modern Goodyear fleet has three semi-rigid airships, which aren't technically blimps, but still bear the name. They are the Wingfoot One, based in Pompano Beach, Florida; the Wingfoot Two in Carson, California; and the Wingfoot Three in Suffield, Ohio.

These airships, built by Luftschiffbau Zeppelin, are 246 feet long and have a top speed of 70 miles per hour. The airships each have a gondola that can seat 12 passengers and also has a restroom. The crafts are adorned with LED sign technology that allows it to display bright, multicolored animated words and images.

## **GZ MODELS**

Earlier Goodyear blimps were GZ models and sprang from a partnership between Goodyear and Germany's Zeppelin company. One such GZ blimp was the USS Akron, the U.S. Navy airship used for tests. Other famous GZ models include the GZ-19/19A, which includes the Mayflower, and is similar to the L-class blimp for the U.S. Navy. The GZ-22 Spirit of Akron was originally built to



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show the U.S. military that blimps were still an option for aerial warfare. It was destroyed in a crash in 1999.

## **NAMES**

Previous Goodyear blimps were named for the previous year's America's Cup yacht race, but that ended with the

Stars & Stripes (2005) and excepting the Spirit of Akron (1987). In 2006, Goodyear started a Name the Blimp contest. The Spirit of Innovation is the first blimp named by the public.

## **PASSENGERS**

Goodyear's policy is that the

only passengers allowed on the blimp are corporate guests of the company and members of the press. However, for years, it allowed limited public rides at its Miami-area, Florida base on Watson Island as part of a land-lease deal. That practice ended in 1979 when the base moved to Opa-locka.

When Goodyear supplied tires for IndyCar, the pole position driver for the Indianapolis 500 traditionally got a blimp ride. Winners of the World Championship All-American Soap Box Derby in Ohio were also given a blimp ride while Goodyear sponsored the race.



# Ads: All About the Benjamins

Traditionally, TV viewership of the NFL's championship is huge, and 2024 was no exception.

More than 123 million people tuned in last year, making the broadcast the most-watched television event since the Apollo 11 moon landing in 1969, Statista says.

With all those eyeballs glued to the screen, advertisers go all out in their bids for the best commercial. In 2023, ad revenue topped \$600 million with the average cost of a 30-second spot pegged at \$7 million.

Here are more fun facts about commercials:

The largest advertiser in Super Bowl history is Budweiser, with its famous Clydesdales commercials. Pepsi comes in second place, then Coca-Cola and a host of carmakers.

Statista says three out of every 10 Americans say the commercials are their favorite part of the show, with funny ads being their favorite type of commercial.

One of the most expensive Super Bowl commercials of all time was Alexa's "Mind Reader" commercial from



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2022. It cost \$2.6 million for the 130-second spot. Google and Amazon routinely top the list for the most expensive ad buys; in 2023, the company's ads were \$16.8 million per spot, USA Today reports.

Some ads during the Super Bowl, no matter their cost, become cultural icons. A 1980 Coca-Cola commercial featured Pittsburgh lineman

"Mean Joe" Greene offered a Coke by a young fan and giving him a jersey in return. It's known as the "Hey Kid, Catch!" and became one of Greene's most popular roles, even turning into a made-for-TV movie, "The Steeler and the Pittsburgh Kid."

The Budweiser Clydesdales marched through every Budweiser commercial from

1975-2017, becoming synonymous with the beer brand. That string was broken in 2017, when Budweiser instead focused on immigration with only a cameo by the big horses. On social media, it ran a live-stream of the Clydesdales watching for their appearance from their stable.

There are also local spots available during the Super

Bowl, and some of those have risen to fame. The Utah Department of Transportation bought a spot in 2014 to broadcast an ad featuring a child who died in a rollover crash because he wasn't wearing a seat belt. In 2016, St. Louis attorney Terry Croupen bought an ad to criticize the St. Louis Rams moving to Los Angeles.