

# SUPER BOWL BY THE NUMBERS

 **225**

**Women, Minority, LGBTQIA+, & Veteran-owned companies**

in Los Angeles participated in the Business Connect program

 **70+**

**ChampionLA Donors**

supported our mission to create positive economic and community impact through major events

 **3**

**3 Year Partnership**

to run the Mobile Play Unit, Park on the Move which will provide access to play to underreached neighborhoods

 **250+**

**Special Events**

and Parties were produced throughout LA County

 **542**

**Welcome Team Volunteers**

worked **2,225** total Volunteer Hours

 **2,016**

**Paid NFL Teammates**

worked **16,001** Hours

 **5,750**

**Trees and Native Greenery**

planted throughout LA County

 **22K**

**Units of Sports Equipment**

donated through Super Kids Super Sharing program

 **69K+**

**Room Nights**

contracted in LA region hotels by the NFL

 **100K+**

**Visitors**

to the LA Convention Center over five days of the Super Bowl Experience

 **\$800K**

**in Grant Awards**

distributed to **56** deserving LA nonprofits through the SBLVI Legacy Program

 **3.27M**

**Metro Rides**

logged over SBLVI week up 602% from the same week last year

 **208M+**

**Viewers**

watched SBLVI—the most watched show in 5 years

 **\$477.5M**

**in Total Economic Impact**

and 4,700 new annual jobs (projected by Micronomics)

 **1.8B**

**Social Media Impressions**

across league social platforms throughout the week (an all-time NFL record)

 **5,289**

**Credentialed Media**

covered the game that was televised live in more than 180 countries and 25 languages.