



History of the Super Bowl: All American dream

The big game marks 50 years of triumph and tragedy, champions and cheerleaders, coaches and quarterbacks, wardrobe malfunctions and iconic half-time commercials, that have seen it grow into the single biggest sporting event in America

MEMORABLE MOMENTS: All years refer to NFL season

1966 First Championship
Inaugural match between NFL and AFL champions sees **Green Bay Packers** defeat Kansas City Chiefs 35-10 in Los Angeles

1967 Vince Lombardi
Packers successfully retain title and carry coach **Lombardi** off field in celebration – Super Bowl trophy is later named after him



1972 Invincibles
Miami Dolphins win first title with perfect 17-0 season record – only team in NFL history to finish season undefeated

1975 Flying Swann
Wide receiver **Lynn Swann** scores 64-yard touchdown reception to finish perhaps greatest play at Super Bowl, as **Pittsburgh Steelers** win



1983 Reverse Run
Marcus Allen evades Washington defence in epic 74-yard touchdown for **Los Angeles Raiders** 38-9 victory

1988 Comeback Kings
San Francisco 49ers trail 16-13 in fourth quarter when **Joe Montana** leads an 11-play, 92-yard drive – 49ers beat Cincinnati 20-16 with 34 seconds to go

1989 Record Rout
The 49ers claim fourth Super Bowl, beating Broncos 55-10 – legend of the game **Jerry Rice** scores three touchdown catches

1990 Angelic Anthem
Whitney Houston's iconic performance of "The Star-Spangled Banner"



2007 Helmet Catch
"Play of the Decade." **David Tyree** uses helmet to secure an Eli Manning pass, helping **New York Giants** to shock 17-14 win over Patriots

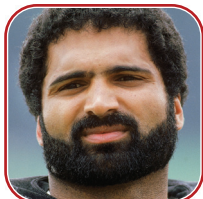
2008 Super Six
Pittsburgh Steelers become first team to claim six titles, holding off Arizona Cardinals



Super Bowl 50

Carolina Panthers take on **Denver Broncos** in Santa Clara, California – special events to celebrate Golden anniversary are planned, including **NFL Experience** and **Super Bowl City** fan village

ICONIC MOST VALUABLE PLAYERS



Franco Harris
Pittsburgh
Highly revered running back, holds Super Bowl rushing records for most carries (101) and yards gained (354)



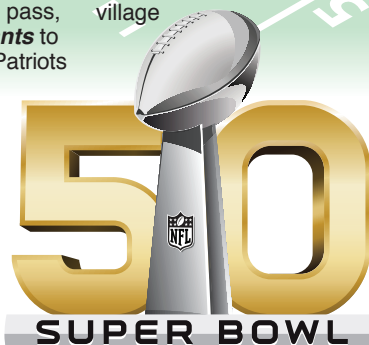
Jerry Rice
San Francisco
Arguably greatest player in NFL history – holds record for most points scored at Super Bowls – 48, in four games



Joe Montana
San Francisco
Definitive quarterback and King of the Comeback – four-time Super Bowl champion, winning MVP three times



Tom Brady
New England
Appeared in six Super Bowls, equalling record of Buffalo Bills and Denver defensive tackle Mike Lodish



REVENUE Cost of 30-sec advert

1967 **\$37,500**
1995 **\$1.15m**
2015 **\$5m**

Golden adverts

Pokemon
amazon.com



ROLL OF HONOUR

Most Super Bowl titles

N National League **A** American League **0** Finals

Pittsburgh Steelers	1974, 75, 78, 79, 2005, 08	6	8
Dallas Cowboys	1971, 77, 92, 93, 95	5	8
San Francisco 49ers	1981, 84, 88, 89, 94	5	6
New England Patriots	2001, 03, 04, 14	4	8
Green Bay Packers	1966, 67, 96, 2010	4	5
New York Giants	1986, 90, 2007, 2011	4	5

Recent champions

2005 Pittsburgh Steelers
2006 Indianapolis Colts
2007 New York Giants
2008 Pittsburgh Steelers
2009 New Orleans Saints
2010 Green Bay Packers
2011 New York Giants
2012 Baltimore Ravens
2013 Seattle Seahawks
2014 New England Patriots

National League v American League

