



YOUR GUIDE TO SUPER BOWL 58

*The food, the commercials - oh and
the football...here's everything you
need for the Super Bowl*

On Sunday, February 11, 2024, nearly half the country will tune into Super Bowl LVIII to watch football, rate the commercials, dance to the halftime show and enjoy all the great foods that are devoured on Super Bowl Sunday.

Talk sports confidently leading up to the battle between the San Francisco 49ers and Kansas City Chiefs with your all-inclusive Super Bowl Guide.

MUSIC TO OUR EARS

- Musical performers, including the halftime show, are not paid for their performance. The NFL pays the production costs, but there's no appearance fee.
- The NFL boasts that the halftime show is the “most-watched musical performance of the year.” This year's honor goes to Usher. The eight-time GRAMMY winner has had some notable collaborations in his career. Will any of those artists join him on stage?
- Apple Music sponsors the halftime show for \$50M a year. In 1996, Oscar Mayer became the official sponsor of the halftime show, making it one of the earliest official sponsors, if not the first.
- Reba McEntire will sing the national anthem, and she's currently trending toward the shortest anthem ever. Neil Diamond holds the current record for the shortest anthem. Longest? Alicia Keys.
- Post Malone will sing “America the Beautiful” before the game. The Super Bowl will have its' first-ever in-game DJ - Tiesto
- And no, Taylor Swift is not slated to perform. She said she would be in the stands as a fan. But here's a fun fact: This is the 58th Super Bowl. When you add 5 and 8 together, you get 13, Swift's lucky number.

ALL THE COMMERCIALS

- Super Bowl ads weren't always a thing. Still, in 1973, Joe Namath and Farrah Fawcett's “Cream Your Face” spot for Noxzema helped establish the game “as an event for advertisers,” according to Smithsonian Magazine.
- The price tag of a 30-second Super Bowl ad on CBS is \$7M. To advertise on the Sphere in Las Vegas is \$2M.
- Expect to see commercials featuring a lot of celebrities, including David and Victoria Beckham, Kate McKinnon and Jeremy Renner, who is back from his horrific accident and starring in a commercial with his daughter.
- None of the “big four” car companies (Ford, Toyota, GM and Chrysler parent company Stellantis) will be advertising during the broadcast.
- Want a sneak peek into the 2024 Super Bowl commercials? [Here you go.](#)

WHO'S HUNGRY?

- After Thanksgiving, the Super Bowl is America's second-highest calorie intake day.
- The average person will consume 11,000 calories - more than four and a half times the recommended daily calorie intake.
- As a country, here's what we're eating by the numbers:
 - 1.3 billion chicken wings (the most popular Super Bowl food)
 - 325 million gallons of beer (Coors Light is the most popular, followed by Miller Lite and Bud Light)
 - 200 million pounds of avocados
 - 88 million pounds of cheese
 - 2 million pizzas
- Since it's all about the food, [check out our Tailgate Treats](#).

PLACE YOUR BETS

- The Super Bowl is known for its fun prop bets, which are bets on individual things that will happen throughout the game. Here are some popular prop bets in the Super Bowl:
 - Over/under of the length of the national anthem by Chris Stapleton.
 - Who will win the opening coin toss?
 - What color is the Gatorade dumped on the winning coach?
- A betting game often played at a Super Bowl party is squares. So check ahead with your host if you'll need to bring cash to play. [Here's how it works](#).
- Want to place your bets? [Check out our Sports Betting 101](#).

TAKING THE FIELD

Kansas City Chiefs

- The Chiefs are looking for their fourth title and aiming to become the first team since the 2004 Patriots to repeat as Super Bowl champs.
- In 2019, Travis Kelce/Patrick Mahomes won their first Super Bowl against the 49ers and head coach Kyle Shanahan, which was the first time two red teams ever met up in the big game. (Niners QB Brock Purdy was still in college).
- This is the third Super Bowl appearance for Mahomes and Kelce.
- Chiefs have elected to wear red jerseys, which they won the 2019 Super Bowl in - 37 of the past 57 winners have been wearing white jerseys.

TAKING THE FIELD, CONT.

San Francisco 49ers

- The 49ers are looking for their franchise's sixth Super Bowl win and redemption after the 2019 loss to the Chiefs.
- Brock Purdy, “Mr. Irrelevant,” makes \$870,000/year (compared to Mahomes' \$59M), but he can barely afford housing in California and has a roommate. If Purdy wins, the second-year full-time starter would be the third Mr. Irrelevant to win the Super Bowl, but none have had the success of Purdy. (Mr. Irrelevant is the nickname given to the last player in the NFL Draft).
- Ed McCaffrey and Mike Shanahan won three Super Bowls together. Now their sons, Christian McCaffrey and Kyle Shanahan, have a chance to win one together .
- NFL Players aren’t paid their salaries beyond the regular season but receive compensation for postseason play. Players on the winning team will make \$157,000, while each player on the losing team will earn a consolation check of \$82,000. In many cases, it’s less than the players’ regular season game-day paycheck.

CONVERSATION STARTERS

- Should the Super Bowl be moved to a Saturday so we don’t have to go to work the next day?
- The discussion at Thanksgiving is always about the turkey or the sides. The same goes for game day – whether it’s burgers, tacos or BBQ, what’s your favorite "main dish" or the snacks?
- Will Jason Kelce, brother of Jason Kelce, actually wear a shirt this game? If so, will he follow the Hawaiian shirt precedence that he’s set?
- The NFL has reached a licensing deal with the designer Kristin Juszcyk, the wife of San Francisco 49ers fullback Kyle Juszcyk, whose designs went viral after she created custom jackets for Taylor Swift, Brittany Mahomes, Simone Biles and Taylor Lautner. Juszcyk and her muse, Taylor Swift, will be on opposing sides of this year’s Super Bowl. Will Taylor sport the designer who brought her team luck in the postseason?

HOW TO WATCH

Super Bowl LVIII will take place in Las Vegas, Nevada, at Allegiant Stadium on Sunday, February 11. Kickoff is scheduled for 6:30 p.m. EST. With the game kicking off around 6:30 pm ET, halftime will likely be around 8 pm ET.

The game can be viewed on CBS and Nickelodeon. For those without cable, the game is available via Paramount+ on all platforms, or sign in with your TV provider on CBS.com or CBS Sports apps

ABOUT LAST NIGHT'S GAME

When brother-sister duo Amy and Scott searched for a source that breaks down sports in an easy-to-understand way with a dose of pop culture, they couldn't find anything. So they created it.

In addition to the Sports Curious podcast, which is nearing its 400th episode, Last Night's Game publishes daily content on its website, email newsletters, and daily conversations across social media.



Make sure to follow along with us on social media. Want more pop culture and sports in 5 minutes a week? Check out our podcast.



ABOUT SEBYPodcast™ MEDIA

The SebyPodcast™ Radio Show covers major events and news in the sports world. From the NFL, NBA, soccer, baseball, Olympics, hockey and more. We've got you covered.

