

SECTION 1

FOOTBALL 101



FOOTBALL IN AMERICAN CULTURE

Super Bowl Sunday has become one of the most recognized days in America that is widely considered - by the people- as an American holiday. We eat, we drink and we revel in the spectacle of the event. It's a day when 250-pound men violently crash into each other are spelled by million-dollar advertisements, which is all washed down with chicken wings and beer.

Just about all of us watch the Super Bowl and most attend some sort of party with family or friends to watch the game, even if we don't care about either team that's playing. It's an event unlike anything else in the realm of sport.

Football games are fun to watch. Some people get involved in rivalries with fans of other teams. It is fun to gloat when your team wins, but it might be less fun to hear about how terrible your team is when they lose. There is a sense of community that builds around football. It brings families and friends together.

Even if you do not attend a game at a stadium, you may watch at home with your friends or at a local bar. It is not uncommon for the average football fan to spend an entire weekend watching football (Saturday college, Sunday NFL), leaving many fans with a severely dented couches.



MOST VIEWED PROGRAMS IN AMERICAN HISTORY

No.	SHOW	VIEWSHIP (MILLIONS)	DATE
1	SUPER BOWL XLIX	115.2	FEB 1, 2015
2	SUPER BOWL XLVIII	112.2	FEB 2, 2014
3	SUPER BOWL 50	111.9	FEB 7, 2016
4	SUPER BOWL LI	111.3	FEB 5 2017
6	SUPER BOWL XLV	111.0	FEB 6, 2011
7	SUPER BOWL XLVII	108.7	FEB 3, 2013
8	SUPER BOWL XLIV	106.5	FEB 7, 2010
9	M*A*S*H (FINALE)	105.9	FEB 28, 1983
10	SUPER BOWL XLIII	98.7	FEB 1, 2009
11	SUPER BOWL XLII	97.4	FEB 3, 2008
12	SUPER BOWL XXX	94.1	JAN 28, 1996
13	SUPER BOWL XLI	93.2	FEB 4, 2007
14	SUPER BOWL XX	92.6	JAN 26, 1986
15	SUPER BOWL XXVII	91.0	JAN 31, 1993
16	SUPER BOWL XL	90.7	FEB 5, 2006
17	SUPER BOWL XXVIII	90.0	JAN 30, 1994
18	SUPER BOWL XXVII	90.0	JAN 25, 1998
19	SUPER BOWL XXXVIII	89.8	FEB 1, 2004
20	SUPER BOWL XXXVII	88.6	JAN 26, 2003



MONEY

It's hard to overstate the importance that advertising has on the Super Bowl, but it's easy to see. About half the people who watch the game do so solely to see the commercials. Reports show that a 30-second spot during this year's game cost around \$4.5 million.

Expect companies to reveal new products, make entertaining commercials and generally push the envelope on what's acceptable in prime-time television. According to Forbes, the most valuable Super Bowl in history generated \$245 million in total ad revenue. 19 of the top 20 broadcasts of all time in the US have been Super Bowls.

TAILGATING



TAILGATING IS A MASSIVE TRADITION IN FOOTBALL

Fans who are attending the game will arrive a few hours early and have a party in the parking lot. Fans fire up the grill, pop open some drinks and play lawn games before going in to the stadium.

TAILGATING STATS & FACTS

KANSAS CITY IS CONSISTENTLY RANKED AS THE TOP TAILGATE DESTINATION IN THE NFL, AND IT IS NOT HARD TO SEE WHY.



Fans begin tailgating days before the game. The smell of barbecue engulfs the city and it's impossible to find someone not wearing red.

The Kansas City Chiefs take tailgating to a whole new level.

2 OUT OF EVERY 5 TAILGATERS...



spend over **\$500** per season on food and supplies



tailgate **6-10** times per season



start tailgating more than **5 hours** before kickoff



There are an estimated **50 million** tailgaters in the U.S.



As many as **35%** of tailgaters are so devoted to the pre-game event, that they never actually enter the football stadium or even have tickets to the game.



Up to **\$12 billion** is spent on tailgating activities each year.

5 BEST TAILGATING CITIES IN THE NFL



**BUFFALO
BILLS**

From the town that invented the "Buffalo Wing", these fans know how to tailgate. You got to give some credit to Buffalo Bills' fans. Even when their team lost four straight Super Bowls, the tailgating was one-of-a-kind.



**PHILADELPHIA
EAGLES**

Most everyone knows how passionate the city of Philadelphia is for their sports teams and it is no different for the Philadelphia Eagles. Fans are loud, dedicated to their team and sometimes angry.

The best food offering is the famous Philly Cheese Steak sandwich that is always made to perfection.



**OAKLAND
RAIDERS**

You know you have quality tailgating when people start lining up outside the stadium Friday night in their RVs. That is dedication.

Even though Oakland Raiders' fans are known for being extremely crazy, they are actually rather pleasant people to tailgate with. They are entertaining and they always bring enough food and drink to feed a small country.



**HOUSTON
TEXANS**

Make no mistake, the Houston Texans' fans know how to tailgate. The stadium is ideal for tailgating and is always packed to the gills with faithful Texans' lovers.

If you are meat person, Texas is the meat capitol of the United States and Texans' tailgates have every type of beef you could dream of.



**GREEN BAY
PACKERS**

On Sundays in Green Bay, the streets are quiet, the beer is flowing and the food is plentiful. It is hard to find a nicer community of tailgaters, as Green Bay Packers' tailgaters live by the rule of sharing

This place is called "Tittletown" for a reason and their tailgating experience almost takes the top spot.

TIME IS OF THE ESSENCE



Regulation of a football game is 60 minutes.

Time is split into two 30 minute halves.

Which are split into four 15 minute quarters.

Two minute warning: Near the end of each half the clock is stopped with 2 min left. This is an extra time-out for both teams to plan their strategy to finish the half.

Time-out: A team is given 3 in each half, to stop the clock.

Overtime - If the score is tied after the 60 minutes is up, there's an extra 10-minute quarter. In overtime, a game can be won by scoring a touchdown on a team's first drive. But after each team has had a possession, either team can win the game with any type of score.

SCORING

TOUCHDOWN

6 POINTS

If you score a touchdown you can add additional points.



EXTRA POINT

(1 POINT) - a short range kick through the goal post.

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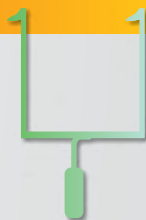
2-POINT CONVERSION

- one must advance the ball 2 yards into the end zone.

FIELD GOAL

3 POINTS

A field goal can be attempted anytime the offense has the ball in close range of the goal post.



Usually, the offense will attempt a field goal instead of trying to convert a long 4th down distance.

SAFETY

2 POINTS

A safety occurs when the offense is tackled in the defense's end zone. 2 points

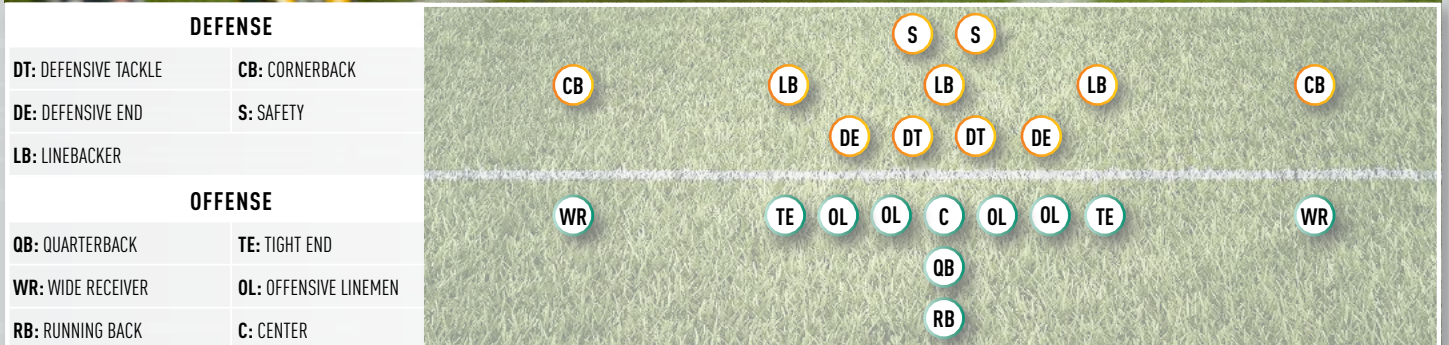


PICK 6 - When the defense "picks off" or catches a pass intended for a receiver and returns it to the opposite end zone for a touchdown scoring 6 points.

THE GAME: PLAYER POSITIONS

WHEN TWO OPPOSING AMERICAN FOOTBALL TEAMS MEET ON THE GRIDIRON (PLAYING FIELD), THE PLAYER POSITIONS DEPEND ON WHETHER THE FOOTBALL TEAM IS PLAYING OFFENSE OR DEFENSE. FOOTBALL PITS THE OFFENSE, THE TEAM WITH THE BALL, AGAINST THE DEFENSE, WHICH TRIES TO PREVENT THE OFFENSE FROM SCORING.

Each team lines up facing the other with the football in the middle on the line of scrimmage. This is an imaginary line where the football is placed that separates the teams at the beginning of a play. This line is based on where the ball ends up at the completion of each play.



OFFENSIVE SIDE PLAYERS

QB QUARTERBACK

The leader of the team. He calls the plays in the huddle, yells the signals at the line of scrimmage, and receives the ball from the center. Then he hands off the ball to a running back, throws it to a receiver, or runs with it.

C CENTER

The player who snaps the ball to the quarterback. He handles the ball on every play.

RB RUNNING BACK

Player who runs with the football. Running backs are also referred to as tailbacks, halfbacks, and rushers. **FULLBACK:** A player who's responsible for blocking for the running back and also for pass-blocking to protect the quarterback.

WR WIDE RECEIVER

A player who uses his speed and quickness to elude defenders and catch the football. Teams use as many as two to five wide receivers on every play.

TE TIGHT END

A player who serves as a receiver and also as a blocker. This player lines up beside the offensive tackle to the right or the left of the quarterback.

OL OFFENSIVE LINEMEN

LEFT GUARD AND RIGHT GUARD: The inner two members of the offensive line, whose jobs are to block for and protect the quarterback and ball carriers. **LEFT TACKLE AND RIGHT TACKLE:** The outer two members of the offensive line.

DEFENSIVE SIDE PLAYERS

DT DEFENSIVE TACKLE

The inner two members of the defensive line, whose jobs are to maintain their positions in order to stop a running play or run through a gap in the offensive line to pressure the quarterback or disrupt the backfield formation.

DE DEFENSIVE END

The outer two members of the defensive line, whose jobs are to overcome offensive blocking and meet in the backfield, where they combine to tackle the quarterback or ball carrier. On running plays to the outside, they're responsible for forcing the ball carrier either out of bounds or toward (into) the pursuit of their defensive teammates.

LB LINEBACKER

These players line up behind the defensive linemen and generally are regarded as the team's best tacklers. Depending on the formation, most teams employ either three or four linebackers on every play. Linebackers often have the dual role of defending the run and the pass.

S SAFETY

The players who line up the deepest in the secondary — the last line of defense. There are free safeties and strong safeties, and they must defend the deep pass and the run.

C CORNERBACK

The players who line up on the wide parts of the field, generally opposite the offensive receivers.

THE GAME: THE OFFENSE

HOW TO SCORE

THE PASS

A pass happens when the quarterback tosses the ball forward from wherever he may stand. The wide receiver, tight end, and/or running back must catch the ball and must get both feet in bounds while displaying control of the ball.



- LINEMEN
- TIGHT END
- RUNNING BACK
- WIDE RECEIVER
- QUARTERBACK
- × DEFENSIVE PLAYERS



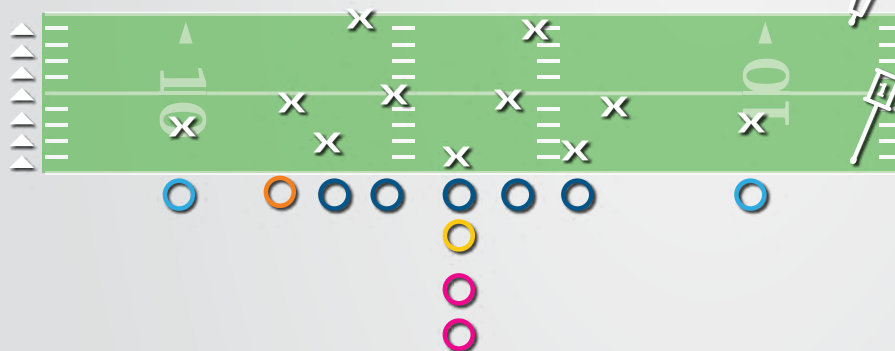
THE RUN

For a run, the quarterback may choose to run for himself, or he may hand off or toss the ball backwards to his running back. This is called a lateral - which may be performed as many times as one wishes.



POSSESSION

THE OFFENSE MUST ADVANCE THE BALL A MINIMUM OF 10 YARDS FROM THE LINE OF SCRIMMAGE

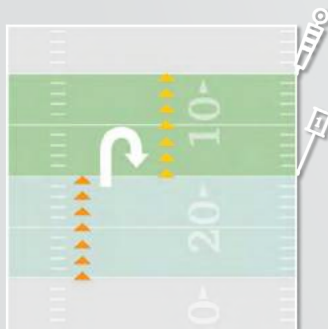


THEY HAVE FOUR PLAYS TO DO SO

These plays are called downs. The offense has 40 seconds before they must run a play.



ONCE THE OFFENSE REACHES 10 OR MORE YARDS...



...they are granted another four downs with another 10 yards to gain.

This is called gaining a 1st down.

4TH DOWN OPTIONS (DECISION TIME)



KICK A FIELD GOAL

OR



PUNT THE BALL AWAY
(TO THE OTHER TEAM)

OR



OR GO FOR
ANOTHER 1ST DOWN

THE GAME: THE DEFENSE

THE PLAYERS

 LINEMEN

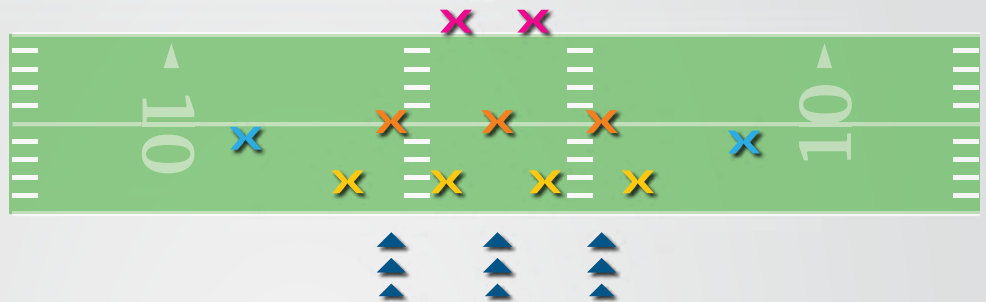
 LINEBACKERS

 CORNERBACKS

 SAFETIES

THE PURPOSE

The defensive goal is to stop the opposing offense from moving the ball down the field and scoring. In order to do this, one must tackle the ball-carrier until their knee, elbow, or rear end hits the turf. If all else fails they can push the player out of bounds.



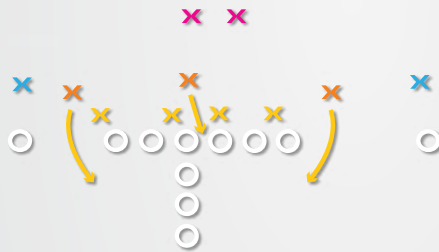
COMMON DEFENSIVE TERMS

1. SACK



A **sack** happens if the quarterback is tackled behind the line of scrimmage.

2. BLITZ



The defense makes added effort to get to the quarterback by sending an extra player or two across the line of scrimmage. This is called a **blitz**, which can vary in intensity. The goal is to fluster the quarterback and force him into a bad play, like a sack.

3. INTERCEPTION

During an offensive pass play, cornerbacks and safeties stick close to the opposing wide receiver. If they are prepared for the situation, a defensive back can steal a pass intended for the wide receiver, which is called an **interception**. Once a defensive player has the ball in their possession, they turn into an offensive player and can score a touchdown.

4. FUMBLE

If the ball can be jarred free before the offensive player is tackled, it is a **fumble**. Anyone from either team can recover a **fumble** and put their offense on the field.

