

## VISITOR IMPACT

**150,000**  
visitors expected

**\$150 million-\$450 million**  
anticipated economic impact

**7 times**  
extra activity local businesses have been told to expect during Super Bowl week

**130-plus**  
parties in six days at various special-event venues

**9**  
NFL franchises within 400 miles of Indianapolis, suggesting a strong regional crowd for events surrounding the game

**10 times**  
extra beer Sun King Brewing plans to produce during Super Bowl week

**1,000-plus**  
private planes expected on the ground during the weekend



## VOLUNTEERS

**8,000**  
volunteers during Super Bowl week

**92,400**  
volunteer hours during Super Bowl week

**140,000**  
hours of volunteer time during the four years of planning the event



**7,296-32,252**  
stitches in each scarf worn by all Super Bowl XLVI volunteers, depending on the size of the scarf, thickness of the yarn, stitch design and gauge of the knitter

## TICKETS

**17.5**  
percentage of tickets awarded to AFC and NFC champions

**5**  
percentage of tickets allotted to host-city team(s)

**34.8**  
percentage of tickets awarded to the other 29 teams (1.2 percent each)

**25.2**  
percentage of tickets left for fan lottery, NFL Players Association, media and other NFL associates

**500**  
tickets from the NFL available to the general public by lottery

**30,000**  
applicants for those tickets

**\$6-\$12**  
ticket price range for the first Super Bowl, in 1967

**\$200-\$1,200**  
ticket price range for Super Bowl XLV (Ticket prices have not been set for the Indianapolis game.)

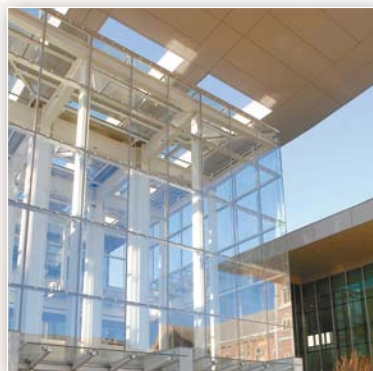
# By the numbers



INDIANAPOLIS 2012

By **Marc D. Allan** • Special to IBJ

We'll hear plenty about passing and rushing yardage, first downs and the like during Super Bowl XLVI. Here are some other Super Bowl numbers:



## CONVENTION CENTER

**566,000**  
square feet of the Indiana Convention Center set aside for the NFL Experience

**16**  
national rank, size-wise, of the Indiana Convention Center, home to NFL Experience during Super Bowl XLVI

## SOCIAL MEDIA

**4,064**  
tweets per second during Super Bowl XLV



## FACILITIES

**90,200**  
square feet of the University of Indianapolis' Athletics & Recreation Center, which will serve as the designated practice site for the NFC championship team

**1**  
ranking of Lucas Oil Stadium's artificial turf by the National Football League Players Association members in February 2011

**1.7**  
miles of fence to secure the perimeter of Lucas Oil Stadium on game day

## BROADCAST

**10**  
local commercial spots typically made available to local stations from halftime through the third quarter (only slot for local ads)

**42**  
percentage of spots WTHR-TV Channel 13 has sold for the Super Bowl broadcast, as of Aug. 16, from noon through the end of the game

**111 million**  
viewers of the 2011 Super Bowl, making it the most-watched TV show of all time

## NEAR EASTSIDE LEGACY PROJECT



**1,621**  
trees Keep Indianapolis Beautiful has planted as part of the Near Eastside Legacy Project

**2,012**  
trees Keep Indianapolis Beautiful plans to plant by game time

**32**  
MIBOR Centennial Units, Commonwealth Apartments and Clifford Corner Apartment Units and Condos being constructed as part of the Super Bowl Legacy Project to restore the near-east side. That's also the number of geothermal wells for heating and cooling at the Chase Near Eastside Legacy Center as well as the number of then-eighth-graders who delivered the Indianapolis bid for the 2012 Super Bowl to each of the 32 teams in May 2008.

**146**  
residences renovated since the Super Bowl Legacy project began

**300**  
total homes that will be affected

## TROPHY

**\$50,000**  
estimated value of the Vince Lombardi Trophy, given to the winning team

## HOTELS

**141**  
hotels reserving rooms

**18,300**  
hotel rooms held for Super Bowl XLVI guests

**4**  
average nights a Super Bowl attendee stays in a hotel

**\$395-\$495**  
nightly rate for one of six rooms at the Propylaeum at 14th and Delaware streets during Super Bowl week. \$100 is the typical rate.

**\$1,500**  
average amount of money Super Bowl attendees spend during their stay

**4,712**  
hotel rooms connected via climate-controlled skywalks to the Indiana Convention Center and Lucas Oil Stadium

**41**  
miles to the nearest Super Bowl weekend hotel vacancy, the Courtyard Columbus Tipton Lakes, in Columbus

**\$199**  
beginning room rates that weekend at Courtyard Columbus Tipton Lakes

