

THE 2008 OFFICIAL

SUPER BOWL

VISITORS GUIDE



UNIVERSITY
OF PHOENIX
STADIUM



By JIMMY MAGAHERN

Super time!

America's fifth-largest city prepares to put on its A-game for Super Bowl XLII

The name of the contest itself has grown synonymous with the term "the greatest." Championship matches in pursuits ranging from bass fishing to underwater robotics have taken on the title "the Super Bowl of" as a way of asserting their significance and magnitude within the sports.

Big-stakes challenges in business and in politics, where the nickname "Super Tuesday" has been given to the biggest presidential primary, are cast in the iconic shadow of the NFL's championship game.

But only pro football has the Super Bowl, period. The biggest day in sport. The cultural phenomenon reliably viewed by more people each year than any single television broadcast. America's unofficial national holiday, trailing only Thanksgiving as the second-biggest day of food consumption in the United States.

Stars in other sports envy football's season finale. Amare Stoudemire, the Phoenix Suns center and two-time NBA All-Star, has shattered records, led his team to the playoffs and next summer will join the U.S. national team in the Olympics for a second time. Still, the Florida-raised basketball superstar asserts the "most exciting day" of his professional life was the Sunday spent watching the Tampa Bay Buccaneers win Super Bowl XXXVII in 2003.

"I can't wait until Cadillac Williams wins us another championship," said Phoenix's newest celebrity restaurateur, lapsing into a gushing gridiron fan at the memory. "What's up, Cadillac! Love is love."

TURNING PEOPLE ON TO AZ

Only Muhammad Ali, the athlete the world calls "The Greatest," who recently settled into his new home in Paradise



ELISE AMENDOLA/THE ARIZONA REPUBLIC

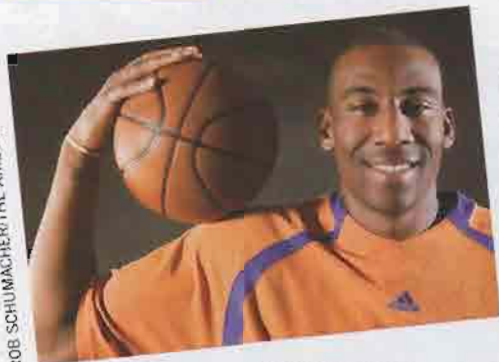
"Phoenix and Arizona have grown a lot since 1996, but I suspect everyone would be hard-pressed to identify a single event since then (Super Bowl XXX) that had more impact in turning people on to Arizona."

— Mike Kennedy,
Host Committee Chairman

The landscape of the Valley has changed significantly since the Dallas Cowboys took on the Pittsburgh Steelers in Super Bowl XXX at Sun Devil Stadium in Tempe.



Valley resident Alice Cooper at a recent performance



Phoenix Suns center Amare Stoudemire

Valley, may feel confident enough in his dominance of the sports world not to feel humbled by the event. Clearly everyone else in the greater metro area has already conceded that Super Bowl XLII is the biggest thing to happen to

the city since . . . well, Super Bowl XXX, played in Tempe's Sun Devil Stadium.

"Phoenix and Arizona have grown a lot since 1996, but I suspect everyone would be hard-pressed to identify a single event since then that had more impact in turning people on to Arizona," said Mike Kennedy, Host Committee chairman for this year's event and a Phoenix attorney who also served on the committee for the 1996 game.

"There's something about hosting a Super Bowl that can make a community experience a sense of pride like never before," he said. "You know 232 countries will be tuning in, and that really makes a community want to put its best foot forward."

Indeed, all of the many communities that make up the sprawling Valley of the Sun have united in



their love of the game. Glendale feels lucky to be hosting it. "Glendale is now one of the very few cities in the U.S. that can boast it is now home to three major league sports franchises, an annual bowl game (the Fiesta Bowl), and this year, the Super Bowl," said Mayor Elaine Scruggs.

HYATT IS NFL HEADQUARTERS

Downtown Phoenix, where the Hyatt will serve as the NFL's headquarters, wants to throw its biggest party. "All of the sports networks will be here, and that'll draw the players and coaches," said Brian



SPIKE'S DID YOU KNOW?

- Super Bowl XLII will be only the second time the game was played in a stadium with a retractable roof (the first was the 2004 Super Bowl at Reliant Stadium in Houston), and the first time the event is played on a retractable natural grass field surface.
- With this year's Super Bowl taking place during an election year on the first Sunday in February – typically the latest window in the playoff's 16-game schedule – it falls closer than ever to "Super Tuesday," the date when most states simultaneously hold their presidential primary elections. As a result, it is expected that several presidential candidates – most likely Arizona Sen. John McCain – will spring for a 30-second spot, estimated to sell this year for \$2.5 million.
- Arizona lost its first chance to host a Super Bowl in 1993, after voters in 1990 failed to restore the Martin Luther King, Jr. holiday that had been rescinded three years earlier by controversial governor Evan Mecham. Although



TOP: University of Phoenix Stadium will be rocking Feb. 3.
BOTTOM: Super Bowl XXX was held at Sun Devil Stadium in Tempe.

voters successfully restored the paid state holiday in 1992, it came too late to win the '93 Super Bowl, as the NFL's decision to move the game had already been made.

- With more than 100,000 people expected to visit Arizona for the Super Bowl, many full-time residents around the new stadium are offering their private homes for lodging, some in excess of \$5,000 to \$10,000 for the week. Other home-based businesses expecting a boom are limousine services, catering and party planning.
- Super Bowl XXX, held at Sun Devil Stadium in Tempe, was the biggest sporting event in Arizona history. The game was televised to a worldwide audience of 750 million people and pitted the Pittsburgh Steelers against the Dallas Cowboys, who beat the Steelers by a score of 27 to 17, winning their fifth World Championship.

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Kearney, formerly with the Downtown Phoenix Partnership. "There'll be a tremendous amount of things to do here." And Alice Cooper, the Valley's most famous homegrown rock star, just wants to play it.

While Tom Petty and the Heartbreakers have been tapped to headline Super Bowl XLII's halftime show, Cooper wishes he could join the party.

"I never played a Super Bowl before, but I'd love to play this one," said Cooper at the start of his current North American tour. "I think they should just get all the pop girls out of jail — Lindsey, Paris, and Britney, who'll probably be in jail by that time — and do something with them."

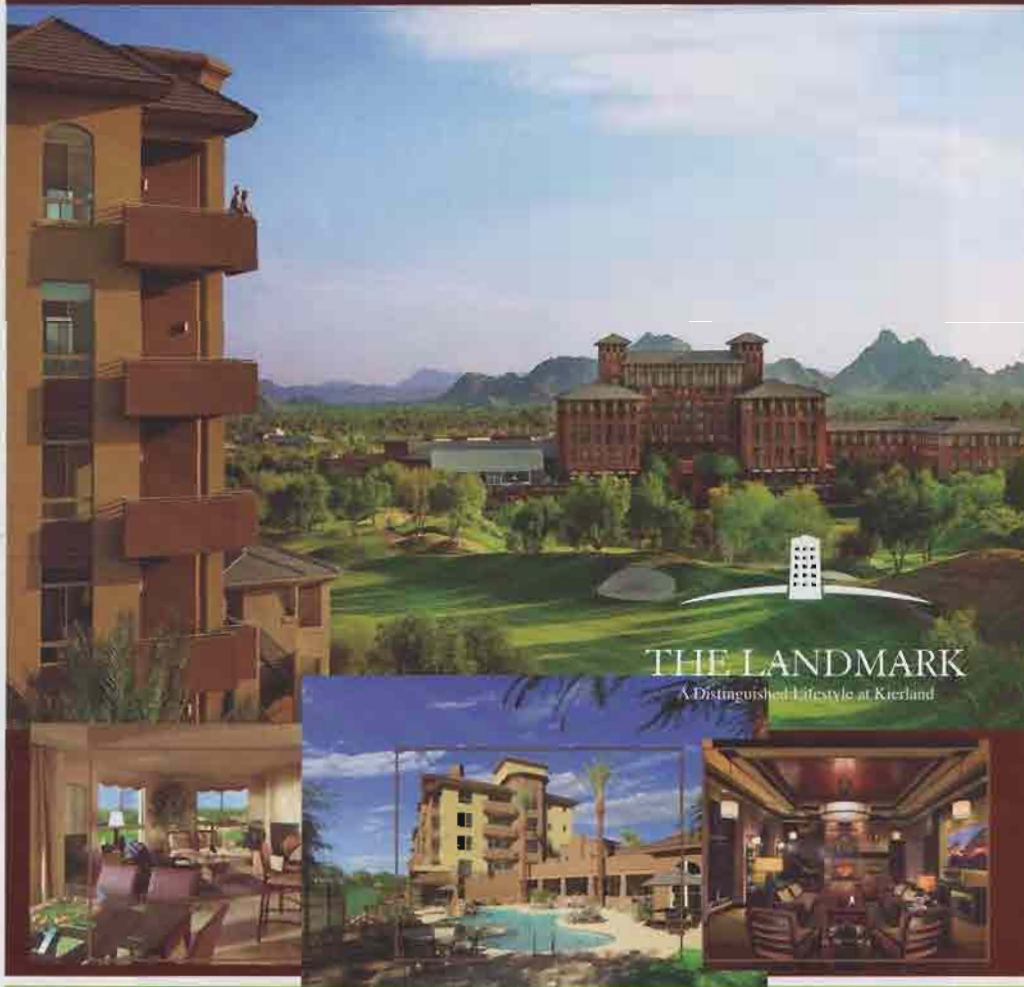
Not getting to play at the game's halftime show won't keep rock's greatest golfer and a diehard enthusiast for all sports away from the big game. He says he can guarantee he'll be somewhere in the bleachers.

"Oh yeah, especially since it's in our backyard this year!" he said. "Although one of the most fun things about the Super Bowl is watching the commercials. And that's the thing you don't get in the stadium."

Don't be so sure, Alice. Whether or not the University of Phoenix Stadium decides to simulcast the commercials on the facility's high-tech big screens, there'll be plenty of commercials on hand in the form of promotional tie-ins for which Valley businesses have been jockeying over the past few months. Fans will be drinking from cups and sitting on seat cushions emblazoned with the logos of the city's highest bidders.

"It becomes very competitive, and very expensive," said Kennedy, who added that even companies who don't score sponsorship deals will be looking to bask in the Super Bowl's glow.

"Come (game time), I suspect the whole community will never be in better shape to be observed and occupy center stage," he said. "And that's pretty exciting in itself." 🍷



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