

**NEWS**



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## **NFL LAUNCHES PROMOTION FOR FANS TO PRESENT THEIR IDEAS FOR NFL'S SUPER BOWL COMMERCIAL**

***Winning Pitch To Be Produced Into NFL's Ad To Run During Super Bowl XLI Broadcast***

***Events To Be Held For Fan Pitches in New York, Dallas and Denver, November 17-December 9***

For the first time ever, the NFL is enabling fans to present their ideas for the Super Bowl commercial that best expresses the NFL experience. The winning pitch from the campaign, entitled "Pitch us your idea for the best NFL Super Bowl commercial ever. Seriously," will be produced into the NFL's Super Bowl commercial. The promotion officially begins on Tuesday, October 31, the NFL announced today.

Fans can now log onto [www.nfl.com/superad](http://www.nfl.com/superad), which provides a one-page overview of the contest. Complete details of the promotion will be posted on October 31.

Beginning on Friday, November 17, the NFL will host contest events in three NFL markets to gather pitches from fans. On November 17-18, fans will have their first opportunity to pitch the NFL at Giants Stadium in East Rutherford, New Jersey. Then, on December 1-2, Texas Stadium in Irving, Texas will host the second event. Invesco Field at Mile High in Denver, Colorado will host the third event the following week on December 8-9.

By December 15, all submissions from the three markets will be scaled down to a total of 12 finalists with their taped pitches posted on [www.nfl.com/superad](http://www.nfl.com/superad). The final winning pitch will be determined through a vote by a panel of yet-to-be-announced judges, consisting of various members of the extended NFL family in areas such as marketing, advertising and media, and through an online fan vote at [www.nfl.com/superad](http://www.nfl.com/superad). The online voting period will run from 12/15/06 to 1/7/07. The winner will be announced on 1/8/07.

Joe Pytko, filmmaker and award-winning director of numerous acclaimed television commercials, will be directing the commercial pitched by the contest winner. In addition, Pytko will sit on the final judging panel and will review pitches throughout the promotion, offering his critiques on [www.nfl.com/superad](http://www.nfl.com/superad).

The contest winner will be eligible to have his or her pitch produced into a commercial that will run during Super Bowl XLI on Sunday, February 4 on CBS. The winner will be invited to the production set to view the filming of the commercial. In addition, the winner will receive a prize package that includes round trip airfare to South Florida for the winner and a guest and two tickets to Super Bowl XLI as special guests of the NFL.

An online promotion on [www.nfl.com/superad](http://www.nfl.com/superad) will run in tandem with the contest for people that log on to vote for finalists. Voters will be eligible for prizes that include a trip to Super Bowl XLI.

Beginning on Tuesday, October 31, [www.nfl.com/superad](http://www.nfl.com/superad) will provide fans with all of the details they need to know about the contest, as well as interviews, commentary and pitches for NFL commercials from NFL stars and personalities such as New York Jets linebacker Jonathan Vilma and NFL Network's Rich Eisen. In addition, once the pitch events begin, [www.nfl.com/superad](http://www.nfl.com/superad) will include online elements like a video montage of highlights from auditions.