



**PITCH US** your idea for the best  
**NFL SUPER BOWL**  
commercial ever. **SERIOUSLY.**

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**GINO BONA FROM PORTSMOUTH, N.H. IS THE WINNER OF THE NFL'S  
"PITCH US YOUR IDEA FOR THE BEST NFL SUPER BOWL COMMERCIAL EVER.  
SERIOUSLY." CONTEST**

***Bona Selected from Among 1,700 Fan Pitches and 12 Finalists by Combination Vote from Fans  
at [www.NFL.com/SuperAd](http://www.NFL.com/SuperAd), Judging Panel and NFL***

***Winning Pitch Will Be Made Into NFL's Super Bowl Ad;  
Bona to Be On Site for Commercial Shoot and Attend Super Bowl XLI***

The NFL received more than 1,700 submissions by fans for the "Pitch us your idea for the best NFL Super Bowl commercial ever. Seriously." contest. After narrowing those pitches down to 12 finalists last month, the NFL announced today that Gino Bona of Portsmouth, NH is the winner of the first-ever league-run promotion giving fans the opportunity to determine the NFL's Super Bowl commercial.

Bona, who has been working at a sales and marketing firm in Portland, ME, travelled to Giants Stadium in East Rutherford New Jersey in November to pitch his idea to a panel of NFL judges. Under the tagline, "It's hard for us, too," Bona described several scenes of fans' reactions as the Super Bowl comes to an end. With the season over, fans pay season-long bar tabs and console one another as they struggle with the fact that there will be no more regular season football games until next year.

In addition to Giants Stadium, fans pitched their ideas to the NFL at events at Texas Stadium in Irving, TX and INVESCO Field at Mile High in Denver, CO. The NFL narrowed those pitches down to a group of 12 finalists and posted them at [www.NFL.com/SuperAd](http://www.NFL.com/SuperAd), where fans voted for their favorite commercial idea December 18 through January 7. More than 200,000 votes were cast.

The winning pitch was determined through a combination vote by fans online, by a panel of judges and by the NFL. The final judging panel was made up of award-winning actor and star of past NFL commercials, **DON CHEADLE**; filmmaker and award-winning director of numerous acclaimed television commercials, **JOE PYTKA**; and NFL Senior Vice President of Consumer Products and Marketing, **LISA BAIRD**.

Bona's pitch will be produced into the NFL's ad that will run during the Super Bowl XLI broadcast. In addition to serving as a judge, Pytka also will be directing the winning commercial. Bona will be flown to Los Angeles next week to be on the set for the commercial shoot. He will also receive a prize package that includes airfare to South Florida for himself and a guest and two tickets to Super Bowl XLI as special guests of the NFL.

For the first time ever, the NFL enabled fans to present their ideas for the Super Bowl commercial that best expresses the NFL experience through the campaign entitled "Pitch us your idea for the best NFL Super Bowl commercial ever. Seriously." The NFL retained GMR Marketing to help manage the campaign.

All of the initial pitches were scored by a panel of three judges, including NFL marketing executives, current and former NFL players, advertising professors at local colleges and members of the media. The judges rated fan pitches based on connection to the NFL, commercial appeal, originality and creativity, and heartbeat - the emotional connection the pitch made with the judges.