

VALLEY METRO®

2023 SUPER BOWL RECAP





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Overview

The cities of Phoenix and Glendale hosted Super Bowl LVII on February 12, 2023. It was the fourth time since 1996 that the Big Game was held in the Valley. Many fan-favorite events were held in downtown Phoenix, including the Super Bowl Experience presented by Lowe's at the Phoenix Convention Center and Hance Park, the Bud Light Super Bowl Music Fest at Footprint Center and the Official Super Bowl Watch Party at Hance Park.

The campaign's primary goal was to encourage fans to ride transit to Super Bowl events in downtown Phoenix and the game in Glendale. To accomplish this, we used the tagline, "Get a Game Plan," which encouraged fans to plan ahead by using the Valley Metro app and website when heading to Super Bowl events. Another objective of our campaign was to promote the sponsored light rail ticket partnership to the Super Bowl Experience events in downtown Phoenix.





Ticket Partnerships

Valley Metro and the Phoenix Convention Center, Arizona Super Bowl LVII Host Committee and Downtown Phoenix, Inc. partnered to provide sponsored fares to those attending the Super Bowl Experience presented by Lowe's at the Phoenix Convention Center and Hance Park. To take advantage, fans could download the NFL OnePass app and QR code within the Rewards section, which served as their light rail fare for service to and from the events February 9-12.

This partnership was built upon the RailRide program with Footprint Center where event tickets serve as valid light rail fare. For SBLVII this included the Super Bowl Opening Night presented by Fast Twitch, Feb. 6, and the Super Bowl Music Fest, Feb. 9-11.



Campaign Branding

The Super Bowl campaign branding featured a **"Get A Game Plan"** tagline inside a badge-shaped logo that was featured on all agency material. The logo depicted a sports emblem and the messaging encouraged visitors to plan ahead by using the Valley Metro app and visit the Super Bowl landing page, valleymetro.org/SBgameplan.



Pantone 525 CP
64, 98, 1, 33
92, 53, 102
#5C3566

Pantone 525 CP
64, 98, 1, 63
58, 0, 70
#3A0046

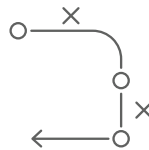
Pantone 525 CP
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111, 65, 127
#6F417F

Pantone 2300 CP
36, 0, 87, 2
169, 195, 50
#A9C332

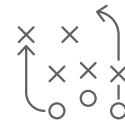
ChunkFive - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()*+,-./:;<=>?

DESIGN ASSETS

"Playbook" Graphics

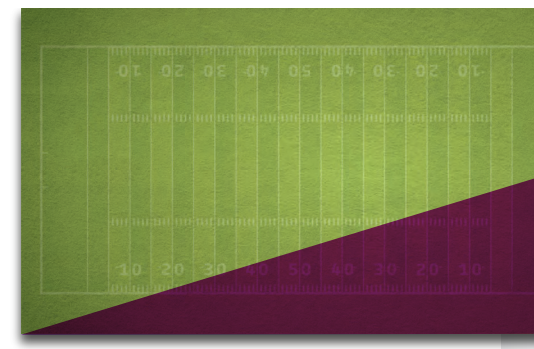


Main "play" graphic from kiosk design



DESIGN ASSETS

Background





Train Advertising

One of the campaign's largest and most visible tactics was a train wrap in the "Get a Game Plan" theme. Light rail vehicles also featured Super Bowl-themed car cards.



Station Signage

Kiosk posters were installed at light rail stations and bus stops. Wayfinding signage, such as a-frames and pole banners, directed visitors and residents to park-and-rides, overflow parking and major downtown destinations.



SCORE AN EASY TRAVEL EXPERIENCE WITH VALLEY METRO®



DISFRUTE UNA SENCILLA
EXPERIENCIA DE VIAJE
CON VALLEY METRO®

Airport Advertising

Two large display ads were activated inside both Phoenix Sky Harbor International and Phoenix-Mesa Gateway airports. Each airport featured a printed sign and a digital sign.



Pocket Guide & Business Cards

The Super Bowl LVII pocket guide was a key piece of our campaign. The guide detailed transit service during the week of the game and included a map of downtown Phoenix. Nearly **50,000 pocket guides** were distributed to local businesses and riders. Additionally, **20,000 info cards** with QR codes directing viewers to the “Get a Game Plan” landing page and VM mobile app were distributed.

REASONS TO RIDE VALLEY METRO

Big Game festivities are only a train or bus ride away

- Ride to and from the airport with ease
- Cheer with fellow fans going to Super Bowl events
- Catch all the action with enhanced rail and bus service
- Pass by traffic and punt on parking
- Save some green while being green
- Rally with family and friends at local, downtown businesses

DEALS & DISCOUNTS

Score great deals at local businesses: valleymetro.org/deals

- Save on the best of Phoenix
- Earn points and enter to win prizes
- Shop local and support Our Community

MOBILE FARE IS HERE!

Download the Valley Metro app to get started.

- **BUY** your mobile pass
- **SCAN** to activate
- **RIDE!**

valleymetro.org/mobilefare

GET A WINNING STRATEGY with the Valley Metro App!

Scan QR code to download now

ENHANCED RAIL SERVICE

Rail service is being enhanced to provide fans a seamless transportation option:

- There are 38 stations along the line in Phoenix, Tempe and Mesa
- There are 12 park-and-ride lots and five overflow lots designated for light rail riders
- Feb. 9-11, trains run every 15 minutes until 7 p.m., and every 20 minutes until 2 a.m.
- Feb. 12, trains operate every 20 minutes until 2 a.m.
- Riders will board and de-board 20 minutes from certain stations in downtown Phoenix Feb. 9-12



ENHANCED BUS SERVICE ON GAME DAY

Headed to the Big Game in Glendale? Or just want to be close to the action by celebrating at Westgate/State Farm Stadium? Valley Metro is providing enhanced local bus service to get you there.

Enhanced schedules

- Rt. 60-Bethany Home Rd – every 30 minutes
- Rt. 70-Glendale Ave – every 30 minutes
- Rt. 83-83rd Ave – every 60 minutes

Take light rail to Montebello/19th Ave to meet Rt. 60 or Glendale/19th Ave to meet Rt. 70 for connection to State Farm Stadium.



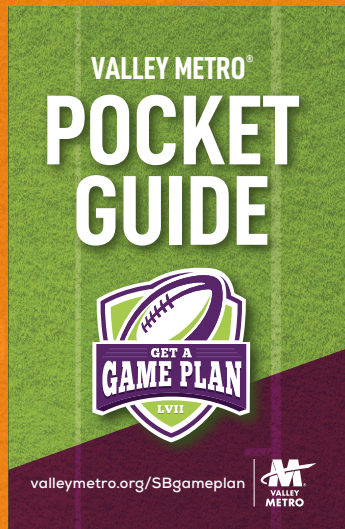
ALERT VALLEY METRO®
Download the free safety & security app:

- See something, say something
- Report any incident or issue discreetly
- Submit photos or videos
- You can also text us at 602.253.7886

valleymetro.org/alertvm



Download on the App Store | GET IT ON Google play



[Download the Valley Metro app](#)
[Select Language](#)

 Powered by [Google Translate](#)

Get A Game Plan



Score An Easy Ride With Valley Metro

Super Bowl Website

The Valley Metro “Get a Game Plan” landing page served as our main source of information about Super Bowl LVII transit service. The site contained numerous maps to guide visitors and residents around Phoenix. The page and its subpages collectively garnered nearly **92,000 hits** between January 20 and February 23.

Game Day



On the day of the game, we'll have staff on hand to get you to all the events.

Know Before You Go



Transit tips

Give yourself extra time to travel. Light rail is faster than normal as we accommodate ride.

Deals & Discounts Pass

Discover your new

Earn points with your

How this Pass Works



Step 1 - Get Your Pass

This mobile-exclusive pass is a convenient collection of attractions, restaurants, and more. Collecting check-ins (a collect points) as well as several deals and discounts to redeem during your "Big Game" 2023 Phoenix visit.

Please note: some business hours

Getting There



Get a winning strategy by planning the best route to all of the Super Bowl events!

Downtown Phoenix events

Valley Metro App & Mobile Fare

Mobile fare launched in the Valley Metro app two weeks before the Super Bowl. There were **5,300 app downloads** during Super Bowl weekend (February 9-12), along with **4,417 mobile fare passes sold** and **4,838 passes scanned**.



Media Campaigns

The first paid social media campaign highlighted Valley Metro's readiness and excitement for Super Bowl LVII by showcasing scenes from Super Bowl XLIX in 2015. This campaign launched two videos garnering a total of **702,684 impressions** and **20,555 clicks** on Facebook, Instagram and Snapchat. The cost-per-click equaled \$0.29 with a 2.93% click-through rate.



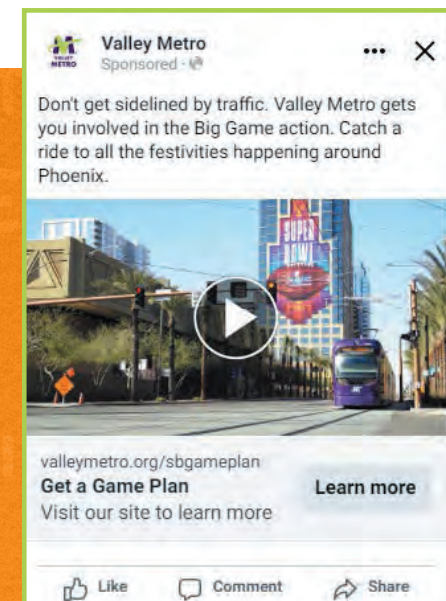
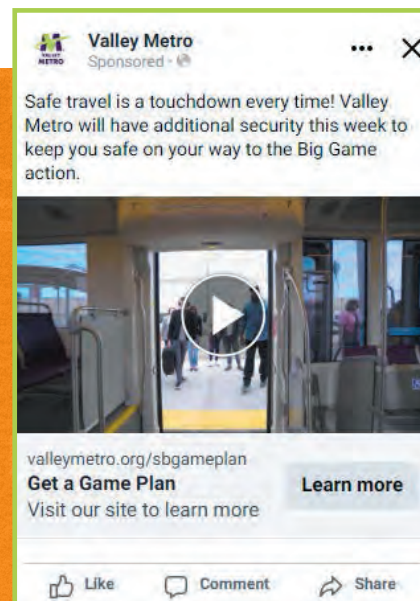


Media Campaigns

The second paid social media campaign featured three videos promoting rider, safety and mobile app information. Animated geo-targeted Google display ads were also launched to direct users to the “Get a Game Plan” landing page.

The three videos collectively generated **563,115 impressions** and **16,630 link clicks** on Facebook and Instagram for a 2.95% click-through rate.

The Google display and search ads generated **3,850,417 impressions** and **80,688 link clicks** for a 2.10% click-through rate.



Outdoor Advertising

Digital billboard advertisements were activated across 10 locations in the Valley promoting our service with the **"Score an Easy Ride"** tagline and directing viewers to our landing page.




12NEWS News Weather Sports VERIFY

ADVERTISE WITH US MEET THE TEAM FORECAST TV LISTINGS VERIFY ESPAÑOL RADAR 12NEWS ON YOU

SUPER BOWL

Valley Metro offering free rides to Super Bowl events

Visitors planning to travel to Hance Park or the Phoenix Convention Center for Super Bowl events can take a free ride on the light rail.



Author: Kevin Reagan
Published: 11:32 AM MST January 31, 2023
Updated: 11:32 AM MST January 31, 2023

PHOENIX — Valley Metro is offering free rides on the light rail to travelers planning to attend Super Bowl events in downtown Phoenix.

The public transit service said anyone who downloads the NFL OnePass app can get on the light rail for free on the days leading up to the Super Bowl on Feb. 12.

After downloading the app, users must then also download a QR code in the "rewards" section of the NFL OnePass app. This QR Code serves as a valid light rail fare for the following Super

zoro.com
Prices You'll Love. Brands You Want.
Shop Now

Schneider

IN OTHER NEWS

Those Who Serve: Sgt. First Class Bennet Fulton fulfills dream to serve in Army National Guard

Media Relations

Valley Metro received significant earned coverage and was featured in **194 stories** from local media outlets. The stories showed Valley Metro in a positive light and reached more than **25 million people**, generating a publicity value of nearly \$500k.

ARIZONA NEWS

Ridership on Valley Metro light rail soars during week of Super Bowl

FEB 17, 2023, 5:02 PM | Updated: 5:02 PM



PHOENIX — Valley Metro's light rail saw an uptick in ridership of 60% during a weekend that saw Super Bowl LVII and the WM Phoenix Open in town.

About 250,000 people set foot on the rail system from Feb. 4-5 and Feb. 9-12.

"Our accessible and efficient light rail system met the needs of tens of thousands of residents and visitors this past week, and along the way showcased how Phoenix's continued investment in public transit supports our efforts to sustainably grow our city, create jobs and reduce our carbon

PUBLIC TRANSIT



Downtown Phoenix Super Bowl LVII Events Just Got "Greener" and More Accessible with Light Rail Ticket Partnership

JANUARY 31, 2023 11:15 AM

Tweets from @Phoenix

Reminder on

are asking for configuration the Capitol Li

May 13 from

Details: @phoenixmetro

Valley Metro gearing up for likely record-breaking passenger count during Super Bowl LVII



ABOUT 125,000 riders are expected to use Valley Metro's light rail system the last time the Super Bowl came to town in 2015. To keep everything on rails for likely even more commuters, crews are hyper-focused on maintenance and repairs to make sure everyone makes it to the game, the parties, and all the Valley events.

Report a Problem

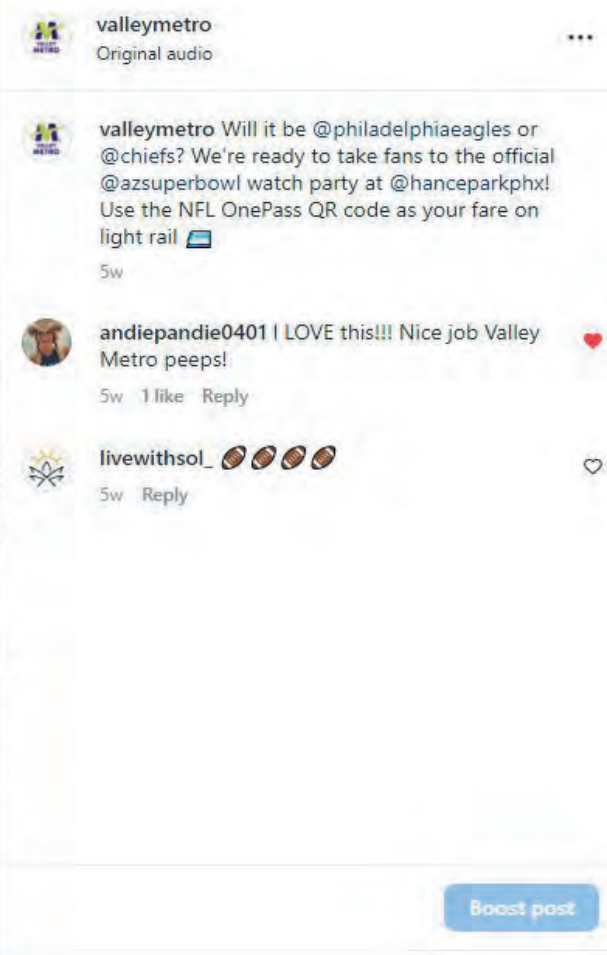
Use this tool to report a problem or concern on our Valley roads

START

Social Media

A total of **130 posts** were published across Valley Metro social media channels to promote use of light rail to get to downtown Phoenix events. These posts collectively earned **530,000 impressions** and **2,400 likes**. The agency's "Fried Eagle" tweet went viral, earning **354,159 impressions**.

Instagram



Facebook



Twitter



Twitter



Twitter



Volunteers

Volunteers were in place to support the overall rider experience including Valley Metro staff, partner city staff and the public. Locations included park-and-rides, light rail stations and the downtown Phoenix volunteer center.



Giveaway Items

Valley Metro **hats, plastic bags** and **t-shirts** were produced and handed out to all volunteers, as well as operations and maintenance staff. These items featured the “Get A Game Plan” logo.





Ridership Numbers

Valley Metro Rail served more than **250,000 riders** during the week of Super Bowl LVII, a 40% increase from average weekly ridership.



NextRide Stop #10032
6:47 PM

HERE
COMES THE
PRINCE



NextRide Stop #10032
6:47 PM

124

METRO

