



## **SUPER BOWL EQUALS BIG BUCKS. BETTING ON IT EQUALS BIGGER BUCKS.**

By Kerry Schmidt 02-06-2005

Before I hit the wager wire, I have to mention Terrell Owens.

He says that he will play in the game because "God has healed me."

I can just picture TO in a darkened room, incense burning, candles, chanting.

Does God speak out and say, I'm an Eagles fan, I took your team plus the seven points so you are therefore healed? God can work miracles, but I doubt healing a nut case like TO is one he chooses to do.

OK, the Super Bowl.

With the dollars generated, the SB is by far the largest single sporting event in the world. (Soccer's World Cup Final may have more listeners, but the dollars fall far short).

It is estimated that having a SB in your town is worth over \$300 million. And with 30 second ad spots going for \$2.4 mil, plus all the additional merchandise, et al, it runs into more millions.

Pocket change!

Betting on the SB generates into the billions of bucks world wide.

Each year, I turn to the Guru of sports betting, Jay Kornegay, head of the Sports Book at the Las Vegas Hilton.

He e-mailed me 28 pages of over 260 different bets you can make – legal bets in Nevada – on the game.

We all know of the basics; the spread, over/under total points, etc. But it is the myriad of "prop bets" and "cross-over bets" that generate the most interest, because these insane wagers allow fans to place numerous bets on every single play!

"The Sunday evening after we knew the two teams, we (Jay and his group of "creative creatures") got together and stayed up until about 3 a.m. the next morning." He added that, "we quit then because we ran out of beer." They then re-grouped the next morning and finished up with the wild variety of wagers.

Prop bets are the ones wherein you can wager on such things as the length of each punt and FG, the first team to challenge a ref's call, etc.

The "cross-over" bets get even more creative. They entail taking, say, the number of points the Pats will score in the first half versus the number of points the Sixers' Alan Iverson will score in the first half. More on these later.

Kornegay said that last year, legal bets in Nevada on the SB totaled a record \$81.2 million. He said that amount was just over one percent of all monies wagered in the US. Thus, counting the not so legal bets, office pools, et al, the math says some \$8.2 billion was wagered on one football game.

Researching the internet, add in the off-shore gaming spots and international betting, a rough estimate runs the total to just over \$100 billion.

Back to the prop and cross-over bets. Kornegay said that being in the huge sports book lounge, with hundreds of people, you can hear cheering or groaning on every play.

"On the first punt, say the over/under distance is 44, you can get as much emotion on that as on a TD." I can just see a few drunks screaming at the ref for a bad spot.



# OFF THE WALL SPORTS

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The props and cross-overs include taking virtually every player on each team and making some type of bet on how many rushes, catches, passes, tackles, interceptions, fumbles, penalties, punts, FG's ,et all, then you can "cross-over" and bet one player versus another on who will have more/less. Crazy.

Now let's look at just a fraction of some of Jay's Super Bowl Super Bets.

Yesterday, the Hilton hosted a title fight between Corey Spinks and Zab Judah. You could have bet whether the Eagles' Brian Westbrook had more/less rushes than completed rounds in the fight.

You can package a bet on point total of the Eagles and Philly's Arena Football team, the Soul. That bet is so complicated I can't understand it.

Will the combined points scored by the SB teams be more/less than Ernie Els' 4<sup>th</sup> round score at the Heineken Classic?

Bet on who will have more: Points scored by Celtics' Gary Payton or largest lead in SB.

How about this. Will Eagles' LJ Smith have more/less receptions than the total number of goals scored by Mexican Clausura versus Santos/U.A. de G in their soccer match?

Will the Eagles have more/less first downs than Indiana's Luther Head will have points in their game versus Illinois?

The Pats' Troy Brown plays both WR and defensive back. Will he have a catch and/or INT or both or neither

Place a bet on the uniform number of the player to score first.

And here is my favorite. Takes a whole year to know the winner. Will the Eagles score more/less points in a specific quarter than the number of wins they will have next season? Great stuff!

I have only scratched the surface of Kornegay's creative bunch of guys, but space is limited.

Kornegay said there have been "disputes." "A sack in not a tackle, it is its own category," he said. "Plus, a kneel down at the end of the game counts as a rush."

Kornegay said that with all the different prop bets, to avoid disputes, the Nevada Gaming Commission came in and inspected each and every bet. All bets are subject to the official NFL rules book and the Elias Sports Book, and Kornegay said the 28 pages of bets comes with another 20 plus pages explaining each and every rule.

Example: A completed pass for a 2-point conversion is NOT counted as a completed pass in the stats.

That caused a few complaints last year. "A few guys said they were lawyers and knew the law(s), so said just to let them have their money back. I told them to read the rules, not the law.

One of the funniest aspects.

"We had one guy so drunk before the game last year, he came up to the window to place his bets and collapsed. And, other folks, anxious to get their wagers down, just stepped right over him. We finally got him up and gave him some coffee."

I've gone over my allotted word count, but since this event is worth millions (while my column is worth zilch), I must quit.

I tried to get Jay to take my bet, which was that God did not cure TO's leg, but since God was not covered under the Nevada Gaming rules, no dice.



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Again, thanks to Jay Kornegay and the Las Vegas Hilton.  
Enjoy the game. Pats by 13.