

|                                         |                            |                                        |                                                    |                              |
|-----------------------------------------|----------------------------|----------------------------------------|----------------------------------------------------|------------------------------|
| <b>B</b>                                | <b>I</b>                   | <b>N</b>                               | <b>G</b>                                           | <b>O</b>                     |
| shot of team owner                      | 4th down conversion        | car insurance commercial               | person in military uniform (not counting pre-game) | first down chain measurement |
| QB take a knee                          | shot of celebrity in crowd | last minute time out to ice the kicker | Aaron Rogers                                       | non-QB throws a pass         |
| shirtless or painted fan                | Doritos                    | <b>FREE</b>                            | injury timeout                                     | fake punt/field goal attempt |
| field goal kicker practice on sidelines | personal foul call         | fireworks                              | movie trailer                                      | pizza delivery guy           |
| commentator draws on TV screen          | coaches challenge          | hear the word Unbelievable             | GPS commercial                                     | GoDaddy commercial           |

|                                                                |                                       |                                                  |                                  |                                |
|----------------------------------------------------------------|---------------------------------------|--------------------------------------------------|----------------------------------|--------------------------------|
| <b>B</b>                                                       | <b>I</b>                              | <b>N</b>                                         | <b>G</b>                         | <b>O</b>                       |
| injury<br>timeout                                              | first down<br>chain<br>measurement    | Doritos                                          | shirtless<br>or painted<br>fan   | GPS<br>commercial              |
| person in<br>military<br>uniform (not<br>counting<br>pre-game) | fake<br>punt/field<br>goal<br>attempt | field goal<br>kicker<br>practice on<br>sidelines | shot of<br>celebrity<br>in crowd | Aaron<br>Rogers                |
| spectator on<br>the sideline<br>knocked<br>over by<br>player   | hear the<br>word<br>Unbelievable      | <b>FREE</b>                                      | QB take<br>a knee                | car<br>insurance<br>commercial |
| movie<br>trailer                                               | non-QB<br>throws a<br>pass            | last minute<br>time out to<br>ice the<br>kicker  | personal<br>foul call            | GoDaddy<br>commercial          |
| 4th down<br>conversion                                         | shot of<br>team<br>owner              | talking<br>baby or<br>animal                     | beer or<br>soda<br>commercial    | coaches<br>challenge           |

| <b>B</b>                         | <b>I</b>                                         | <b>N</b>                                                     | <b>G</b>                       | <b>O</b>                                        |
|----------------------------------|--------------------------------------------------|--------------------------------------------------------------|--------------------------------|-------------------------------------------------|
| injury<br>timeout                | QB take<br>a knee                                | movie<br>trailer                                             | beer or<br>soda<br>commercial  | Aaron<br>Rogers                                 |
| 4th down<br>conversion           | talking<br>baby or<br>animal                     | spectator on<br>the sideline<br>knocked<br>over by<br>player | GoDaddy<br>commercial          | shot of<br>celebrity<br>in crowd                |
| Twitter<br>reference             | personal<br>foul call                            | <b>FREE</b>                                                  | fireworks                      | non-QB<br>throws a<br>pass                      |
| hear the<br>word<br>Unbelievable | field goal<br>kicker<br>practice on<br>sidelines | fake<br>punt/field<br>goal<br>attempt                        | Doritos                        | pizza<br>delivery<br>guy                        |
| GPS<br>commercial                | shirtless<br>or painted<br>fan                   | first down<br>chain<br>measurement                           | car<br>insurance<br>commercial | last minute<br>time out to<br>ice the<br>kicker |