
Posted on Wed, May. 23, 2007

'Thrill of a lifetime'

The Dallas Cowboys have been to the Super Bowl eight times. Now, for the first time, the Super Bowl is coming to North Texas.

NFL owners voted Tuesday to play the 2011 championship game at the billion-dollar stadium going up in Arlington. The North Texas bid, chaired by Hall of Fame quarterback Roger Staubach and capped by Cowboys owner Jerry Jones' plea to his fellow owners, edged out Indianapolis' bid to host the game at its new stadium. Arizona also submitted a bid.

NFL Commissioner Roger Goodell said the stadium's extraordinary capacity -- the bid envisions 120,000 people attending -- appeared to win over the owners, who needed four rounds of voting to decide.

The game will be at the stadium, but the weeklong party will take place at sites all over the Metroplex.

WHO GETS INSIDE?

Here's how the tickets to

Super Bowl XLI in Miami were distributed.

AFC champion: 17.5 percent

NFC champion: 17.5 percent

Host team: 5 percent

Other 29 teams: 34.8 percent

NFL: 25.2 percent

Source: Superbowl.com

WHAT WILL IT BRING?

\$150 million to \$200 million: Estimated economic impact of Super Bowl XLV on North Texas, according to economist Bernard Weinstein of the University of North Texas.

\$261 million: Total economic impact of Super Bowl XL in Detroit, according to a study commissioned by Detroit Metro Convention & Visitors Bureau.

1,355 Days until Super Bowl XLV is played at the new Cowboys stadium, on February 6, 2011.

COMPLETE COVERAGE

The road to land the big game started back in 2004, and it included a hectic day of getting the bid in order.
16A

From parking to police to a giant party, putting together the Super Bowl involves much more than football.
17A

The teams and fans will stay all over the Metroplex, and they could get around by road, by rail or even by air. Map, 18A

The name of the game was born at a Dallas home, inspired by a little girl's toy. Bud Kennedy writes, 2B

Jerry Jones had the stadium and the weather, but most of all he spoke the NFL owners' language: money. Gil LeBreton writes, 1D