



| Assessment |

Super Bowl LIX

A-2025-02-03a

Classification: TLP:CLEAR

Criticality: High

Intelligence Requirements: Geopolitical Events, All Industries

February 3, 2025

Scope Note

ZeroFox Intelligence is derived from a variety of sources, including—but not limited to—curated open-source accesses, vetted social media, proprietary data sources, and direct access to threat actors and groups through covert communication channels. Information relied upon to complete any report cannot always be independently verified. As such, ZeroFox applies rigorous analytic standards and tradecraft in accordance with best practices and includes caveat language and source citations to clearly identify the veracity of our Intelligence reporting and substantiate our assessments and recommendations. All sources used in this particular Intelligence product were **identified prior to 11:00 PM (EST) on January 30, 2025**; per cyber hygiene best practices, caution is advised when clicking on any third-party links.

| Assessment | Super Bowl LIX**| Executive Summary**

Super Bowl LIX is scheduled to take place on February 9, 2025, at the Caesars Superdome in New Orleans, Louisiana. The Super Bowl will kick off at 6:30 PM (EST), with Fox broadcasting the game and streaming available via Fubo TV. International viewers can also access the game through Dazn and other streaming services. The halftime show, lasting between 12 to 15 minutes, will feature Grammy-winning hip hop artist Kendrick Lamar.

New Orleans suffered a violent terrorist attack on New Year's Day, and the city is expected to have heightened security for attendees and visitors from February 5–9, 2025. Given the Super Bowl's global prominence, it is very likely that threat actors will exploit the event's popularity to conduct financial scams or attempt to steal personal information. Fans attending the game in person or watching remotely will face a range of fraudulent schemes, such as ticketing scams, phishing websites, payment-related fraud, betting-related schemes, counterfeit merchandise, accommodations fraud, and transportation or parking scams.

| Physical Security Preparations

At the time of writing, there were no credible threats associated with the Super Bowl; however, New Orleans was the scene of the highest-profile Islamic State (IS)-inspired attack in the United States in recent years on January 1, 2025. Security officials are very likely concerned the city could again be targeted by lone wolf actors inspired by the New Year's Day attack, and locals should be aware of possible physical threats and cyber-related concerns surrounding the event.

- The attacker, who pledged allegiance to IS, deliberately drove his pickup truck into crowds in the French Quarter of New Orleans on New Year's Day, killing 14 people before being killed in a shootout with police. The attacker had planted crude bombs in the surrounding neighborhood, and a transmitter was recovered from the attacker's truck intended to trigger the two bombs.¹

Even before this attack, New Orleans was planning an unprecedented law enforcement presence for Super Bowl LIX with around 400 city police officers deployed alongside local, state, and federal authorities. This is part of a broader security plan that has been in preparation for over two years. The enhanced security plan includes:

- An increased law enforcement (LE) presence that includes having an officer stationed at each block during the event, SWAT teams, armored vehicles, officers on rooftops, and surveillance drones to monitor activities;²
- Coast Guard and Customs officers patrolling the Mississippi River to secure waterfront areas, as well as 90 bomb-sniffing dogs;³⁴

¹ [hXXps://www.cnn\[.\]com/2025/01/01/us/shamsud-din-jabbar-suspect-new-orleans-attack/index.html](https://www.cnn.com/2025/01/01/us/shamsud-din-jabbar-suspect-new-orleans-attack/index.html)

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[hXXps://www.reuters\[.\]com/sports/nfl-law-enforcement-goal-is-officer-per-block-super-bowl-new-orleans-2025-01-16/](https://www.reuters.com/sports/nfl-law-enforcement-goal-is-officer-per-block-super-bowl-new-orleans-2025-01-16/)

³ [hXXps://www.insurancejournal\[.\]com/news/southcentral/2025/01/14/808189.htm](https://www.insurancejournal.com/news/southcentral/2025/01/14/808189.htm)

⁴

[hXXps://www.espn\[.\]com/nfl/story/_/id/43428209/nfl-law-enforcement-ramp-new-orleans-super-bowl-security-attack](https://www.espn.com/nfl/story/_/id/43428209/nfl-law-enforcement-ramp-new-orleans-super-bowl-security-attack)

- Closing Bourbon Street, where the New Year's Day attack took place, to vehicles between 6:00 PM and 6:00 AM, ensuring it remains a safe space for visitors during peak hours⁵; and
- Upgrading security barriers, including the installation of more robust steel bollards on Bourbon Street, to prevent unauthorized vehicle access. The lack of barricades along Bourbon Street was highlighted as one of the key security vulnerabilities exploited by the New Year's Day attacker.⁶

Increased LE and security staffing at the venue and in the immediate areas surrounding the event will likely result in faster-than-normal response times and deter potential criminal acts during the event week. However, unlike other Super Bowl venues (where hotels and fan zones were within proximity to the stadium), Super Bowl LIX will have fan zones hosted at the Ernest N. Morial Convention Center located 1.5 miles from the stadium, while Bourbon Street and the wider French Quarter—major tourism destinations in their own right—will be under wider surveillance as well.⁷

Drones and Surveillance

These measures are part of a coordinated effort by the Department of Homeland Security (DHS), the National Football League (NFL), and local authorities and also include enhanced surveillance. The Super Bowl is rated as a top-tier event by DHS, receiving support from federal agencies such as the Federal Bureau of Investigation (FBI); the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF); and others.⁸

- The NFL will be collaborating with Cisco surveillance technologies to provide real-time monitoring to secure Super Bowl operations.⁹ This will include additional security cameras and surveillance drones to monitor high-traffic areas.

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[hXXps://neworleanscitybusiness\[.\]com/blog/2025/01/06/new-orleans-police-will-upgrade-security-for-super-bowl-mardi-gras/](https://neworleanscitybusiness.com/blog/2025/01/06/new-orleans-police-will-upgrade-security-for-super-bowl-mardi-gras/)

⁶

[hXXps://apnews\[.\]com/article/new-orleans-car-into-crowd-terrorist-attack-barriers-361d9acb509a37a7b7ec1253e32ec3ce](https://apnews.com/article/new-orleans-car-into-crowd-terrorist-attack-barriers-361d9acb509a37a7b7ec1253e32ec3ce)

⁷

[hXXps://www.espn\[.\]com/nfl/story/_/id/43428209/nfl-law-enforcement-ramp-new-orleans-super-bowl-security-attack](https://www.espn.com/nfl/story/_/id/43428209/nfl-law-enforcement-ramp-new-orleans-super-bowl-security-attack)

⁸ *Ibid.*

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[hXXps://newsroom.cisco\[.\]com/c/r/newsroom/en/us/a/y2024/m10/nfl-and-cisco-expand-partnership-to-connect-and-protect-nfl-international-games.html](https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2024/m10/nfl-and-cisco-expand-partnership-to-connect-and-protect-nfl-international-games.html)

The NFL has asked Congress to tackle increasing drone activities occurring around sporting events, but so far the NFL has been unable to secure equipment like drone jammers and hackers due to legal restrictions on their use.¹⁰

- Although Caesars Superdome has a domed roof, there is still concern that a rogue drone could enter through other means and cause potential disorder in the premises and around fan gatherings outside the stadium.



Statement released by DHS security regarding active drone threats

Source: [hXXps://x\[.\]com/DHSgov/status/1868853164151120317](https://x.com/DHSgov/status/1868853164151120317)

Transportation Disruptions

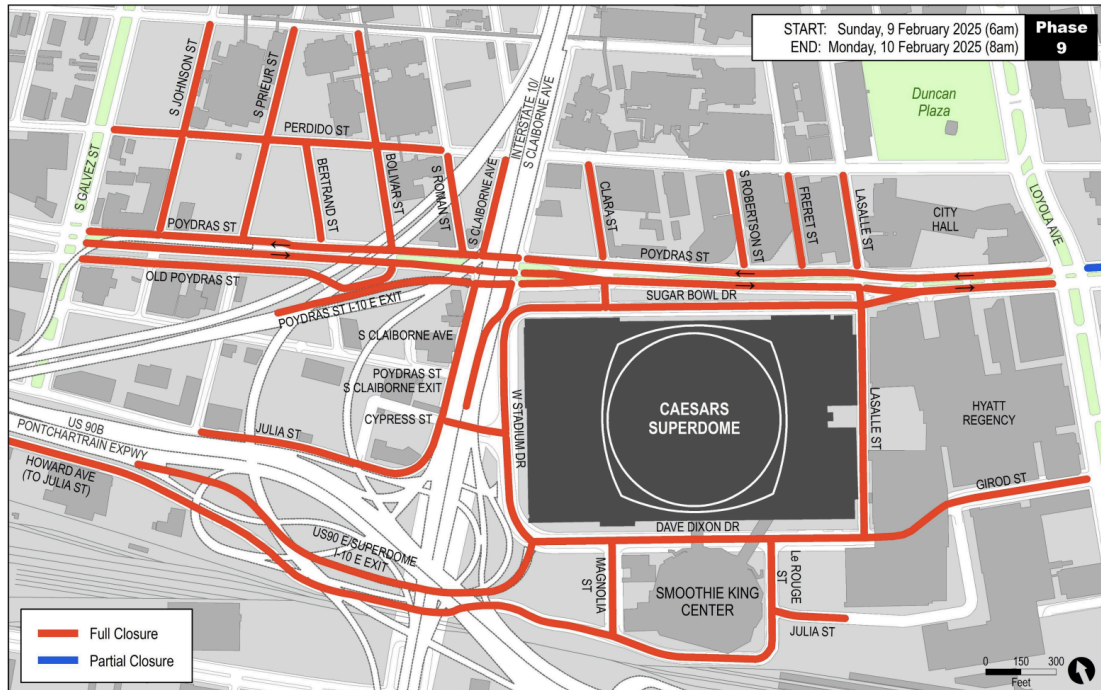
Due to the game's high-risk rating by DHS, there will be security barricades around Caesars Superdome and the Ernest N. Morial Convention Center. The security perimeter will be three times larger than the normal perimeter for New Orleans Saints Football games, and attendees will only be able to access the perimeter via checkpoints.¹¹

¹⁰ [hXXps://www.nbcnews\[.\]com/tech/super-bowl-security-prepares-drones-trackers-jammers-rcna137336](https://www.nbcnews.com/tech/super-bowl-security-prepares-drones-trackers-jammers-rcna137336)

¹¹ [hXXps://ready.nola\[.\]gov/NOLAReady/media/Assets/Superbowl/Caesars-Superdome-Phase-9.pdf](https://ready.nola.gov/NOLAReady/media/Assets/Superbowl/Caesars-Superdome-Phase-9.pdf)

- All roads adjacent to Caesars Superdome will be closed. All attendees arriving by car will need to be dropped off along Loyola Avenue to the west of Caesars Superdome.

CAESARS SUPERDOME AREA PHASE 9 STREET CLOSURES (9 FEBRUARY - 10 FEBRUARY 2025)



Map showing road closures around Caesars Superdome from February 9-10, 2025

Source:

<https://ready.nola.gov/NOLAReady/media/Assets/Superbowl/Caesars-Superdome-Phase-9.pdf>

- There will be limited parking for attendees on the stadium grounds. However, officials encourage patrons to take an Uber, Lyft, or other means of transportation to the game.¹²

New Orleans will also be conducting road closures outside the security perimeter around the stadium in the weeks leading up to Super Bowl LIX, with visitors unable to access the stadium starting January 25.¹³

¹²

<https://www.reviewjournal.com/news/news-columns/road-warrior/super-bowl-road-closures-to-begin-next-week-in-las-vegas-2974493/>

¹³ <https://ready.nola.gov/superbowl/>

- These closures will cause considerable traffic congestion around the stadium.
- All items on visitors' person will be inspected before entry into the stadium per the NFL's clear bag policy. Clear plastic or vinyl bags smaller than 12" x 6" x 12" will be permitted, and one-gallon plastic clear freezer bags are also acceptable.¹⁴

| Crime

Violent crime remains a concern for visitors to New Orleans, however, the New Orleans Police Department (NOPD) released 2024 crime statistics showing a 26 percent drop in overall crime.

- This included a 38 percent drop in armed robberies and a 44 percent drop in non-fatal shootings, which are likely of particular concern for Super Bowl visitors.
- There was an even steeper decrease of 27 percent in property crimes,¹⁵ which could be relevant for visitors to New Orleans staying in shorter-term rental accommodations, like Airbnbs.

¹⁴ [hXXps://1896omalleyhouse\[.\]com/ultimate-guide-to-super-bowl-lix-in-new-orleans/](https://1896omalleyhouse[.]com/ultimate-guide-to-super-bowl-lix-in-new-orleans/)

¹⁵ [hXXps://nopdnews\[.\]com/nopdnews/media/Assets/Post%20Images/2024-Annual-Crime-Comparisons.pdf](https://nopdnews[.]com/nopdnews/media/Assets/Post%20Images/2024-Annual-Crime-Comparisons.pdf)

2024 Crime Comparisons				
Crime Category	2024	2023	+/-	%
Persons	2543	3180	-637	-20 %
Murder	124	192	-68	-35 %
Agg. Battery	539	672	-133	-20 %
Agg. Assault/Damage	828	1108	-280	-25 %
First and Second Degree Rape	271	217	54	25 %
Third Degree Rape	286	260	26	10 %
Armed Robbery	306	494	-188	-38 %
Simple Robbery	189	237	-48	-20 %
Property	14079	19196	-5117	-27 %
Agg. Burglary	64	115	-51	-44 %
Simple Burglary	494	547	-53	-10 %
Business Burglary	373	546	-173	-32 %
Vehicle Burglary	2220	4063	-1843	-45 %
Residence Burglary	520	560	-40	-7 %
Theft	4725	4481	244	5 %
Auto Theft	3560	7094	-3534	-50 %
Shoplifting	2123	1790	333	19 %
Total	16622	22376	-5754	-26 %

NOPD Crime Statistics

Source:

[https://nopdnews\[.\]com/nopdnews/media/Assets/Post%20Images/2024-Annual-Crime-Comparisons.pdf](https://nopdnews[.]com/nopdnews/media/Assets/Post%20Images/2024-Annual-Crime-Comparisons.pdf)

Violent crimes are more common outside tourist areas; however, incidents do occur, particularly late at night in less-populated areas or during events.

- Stay in well-lit areas and avoid walking alone at night. Carjackings remain a concern in New Orleans. Tourists may be targeted while getting into or out of vehicles, especially rental cars.
- Always be aware of surroundings when approaching or leaving a vehicle and avoid leaving valuables visible inside. Tourists are often targeted, especially in

crowded areas like the French Quarter. Pickpockets may work in teams to distract victims while others steal wallets or bags.

- Keep valuables secure and avoid displaying them openly. Use money belts or hidden pouches.
- Various scams target tourists, including street performer scams. Be cautious when approached by overly friendly strangers and avoid engaging in street games.
- Tourists may encounter overcharging by taxi drivers or unlicensed cab services. Use reputable ride-sharing apps or established taxi services with visible identification.

| Boycott and Disruptive Activity

The New Orleans City Council has approved a nine-day "clean zone" around the Super Bowl venue, which will regulate public and commercial activities in key areas, including the French Quarter and the Central Business District. This ordinance has faced criticism from civil rights advocates who argue that it could restrict free speech and protest activities. However, there will be designated areas for non-commercial speech.¹⁶

No significant organized protest or boycott activity has been identified overtly targeting Super Bowl LIX, although ZeroFox notes the potential for activities to occur unannounced.

- The city of New Orleans largely boycotted the 2019 Superbowl hosted in Atlanta when most bars refused to show the game. Protests and parades were also organized to protest decisions made by the referees earlier in the 2019 playoffs.¹⁷
- Previous Super Bowls have seen protests against the NFL's use of mascots and imagery deemed offensive to Native Americans. During Super Bowl LVII in 2023, demonstrators called for the Kansas City Chiefs to change their name and discontinue their signature "tomahawk" gesture.¹⁸

¹⁶

[hXXps://www.wwno\[.\]org/2024-10-11/council-approves-a-nine-day-clean-zone-for-the-super-bowl-a-first-amendment-lawyer-says-its-excessive](https://www.wwno.org/2024-10-11/council-approves-a-nine-day-clean-zone-for-the-super-bowl-a-first-amendment-lawyer-says-its-excessive)

¹⁷

[hXXps://www.nbcnews\[.\]com/news/us-news/saints-fans-still-feeling-sting-loss-boycott-super-bowl-new-n966181](https://www.nbcnews.com/news/us-news/saints-fans-still-feeling-sting-loss-boycott-super-bowl-new-n966181)

¹⁸ [hXXps://nativenewsonline\[.\]net/currents/super-bowl-protesters-demand-kansas-city-change-its-name](https://nativenewsonline[.]net/currents/super-bowl-protesters-demand-kansas-city-change-its-name)

Terrorism

ZeroFox has identified no evidence of credible terrorist threats made against Super Bowl LIX. However, several high-profile attacks have occurred in Europe and the United States in the weeks leading up to Super Bowl LIX, highlighting the threat to soft targets like mass gatherings of spectators.

- It is possible that vehicles could be used as a weapon to target spectators, related events, or associated facilities, as occurred when a driver deliberately rammed his car into a Christmas market in central Germany on December 19, 2024.¹⁹ In the United States, an IS-inspired attacker conducted a vehicular assault on a New Year's Eve celebration in New Orleans on January 1, 2025.²⁰

The latter attack was the second-deadliest terror attack in the United States since September 11, 2001. Following the attack, IS supporters celebrated the attack online and called for further such actions.²¹ However, IS itself is very unlikely to orchestrate an attack. Rather, the group would be more likely to encourage lone actors to carry out attacks like the one conducted on New Year's Day 2025, targeting crowded streets or other large gatherings associated with the Super Bowl.²²

In the recent past, groups like Al Qaeda (AQ) and IS have used the Israel-Hamas War to increase calls for violence in the United States.²³ Each terror group likely calculates that events like those in New Orleans or in Israel and Gaza, coupled with its propaganda, will inspire lone-wolf actors to carry out terror attacks in Western nations.

¹⁹

[hXXps://www.france24\[.\]com/en/europe/20241221-suspect-behind-german-christmas-market-attack-islamophobic-authorities-say](https://www.france24.com/en/europe/20241221-suspect-behind-german-christmas-market-attack-islamophobic-authorities-say)

²⁰ [hXXps://www.reuters\[.\]com/world/us/police-probe-motive-new-orleans-truck-rampage-2025-01-02/-25](https://www.reuters.com/world/us/police-probe-motive-new-orleans-truck-rampage-2025-01-02/-25)

²¹

[hXXps://www.reuters\[.\]com/world/us/us-law-enforcement-worried-about-copycat-vehicle-ramming-attacks-intelligence-2025-01-03/](https://www.reuters.com/world/us/us-law-enforcement-worried-about-copycat-vehicle-ramming-attacks-intelligence-2025-01-03/)

²²

[hXXps://www.washingtonpost\[.\]com/national-security/2025/01/04/national-security-measures-major-events-violence/](https://www.washingtonpost.com/national-security/2025/01/04/national-security-measures-major-events-violence/)

²³

[hXXps://www.cbsnews\[.\]com/philadelphia/video/fbi-director-warns-us-facing-unprecedented-number-of-terror-attacks-this-holiday-season/](https://www.cbsnews.com/philadelphia/video/fbi-director-warns-us-facing-unprecedented-number-of-terror-attacks-this-holiday-season/)

- A similar dynamic existed between 2014 and 2018, when IS gained control of considerable territory across Iraq and Syria. At that time, the group orchestrated attacks, primarily in Europe, as well as used its online propaganda to inspire lone wolves to carry out attacks elsewhere. In the years since, an effective Western military coalition drastically reduced the territories under IS control and its online messaging capability.
- IS's remaining online presence is still used to call for attacks in the West, but the group is largely reliant on individuals to carry out the attacks with little instruction. Calls for violence could increasingly resonate with individuals angry over the Israel-Hamas War or inspired by the incident in New Orleans.
- The group still welcomes and encourages lone-wolf attacks in its name using knife/small arms attacks and vehicular assaults, which require little instruction. These could include unsophisticated improvised explosive devices (IEDs) that attackers learn to build online.

Despite IS and AQ's diminished capabilities, the groups' propaganda output—combined with the radicalizing effect of the Israel-Hamas War—do present legitimate security risks if they inspire lone-wolf actors to carry out terror attacks. Security forces are most likely concerned about the risk of lone wolves hitting soft targets, such as fans assembling outside stadiums or the type of large public gatherings that take place during the Super Bowl. The Israel-Hamas War likely also makes continued calls from groups like IS and AQ more effective than they have been in years, increasing the probability of an attack.

Accommodations

New Orleans is a tourist hotspot year-round and hosts many events simultaneously, from sporting events to concerts. This is particularly true in the first half of the year when Mardi Gras takes place. In 2025, Mardi Gras-related events began on January 6 and will wrap up on Mardi Gras (March 4), while more than 125,000 people are expected to visit New Orleans for Super Bowl LIX.²⁴

²⁴

https://www.nola.com/entertainment_life/mardi_gras/mardi-gras-2025-in-new-orleans-all-parade-dates-and-routes/article_45efd054-c90f-11ee-934e-4b25e3326ae6.html

- New Orleans boasts a diverse range of accommodations, with approximately 200 hotels offering various options from luxury to budget stays.
- The total number of hotel rooms in New Orleans is estimated to be around 36,000. This includes major hotel chains, boutique hotels, and unique lodging options that cater to different types of travelers.²⁵
- While specific statistics on the number of bookings in New Orleans for Super Bowl LIX are not publicly available, demand is very likely high and remaining accommodations are very likely limited.

Because of the security issues, hotels are expected to increase their security presence and protocols to ensure guest safety. This includes hiring additional security personnel and coordinating with local law enforcement to monitor activities around the premises. Hotels are proactively communicating with guests regarding potential street closures and security checks that may affect access to and from the hotel.²⁶

- The influx of visitors may strain transportation systems, affecting how guests arrive at and depart from accommodations. Increased traffic congestion and potential road closures around event venues could complicate logistics for security teams.²⁷ Hotels, other accommodation providers, and event locales should plan for alternative transportation routes and communicate these to guests.

Accommodations Fraud

Scammers are likely to target Super Bowl visitors looking for accommodations near the event venue with fake accommodation listings, phishing schemes, and misleading discounts, often demanding upfront payments for non-existent properties. They are also likely to impersonate legitimate booking platforms to steal personal information or to pose as hosts on platforms like Airbnb, requesting direct payments outside secure

²⁵

[hXXps://www.hiltonfoundation\[.\]org/news/state-of-the-hospitality-sector-in-the-city-of-new-orleans-strengthening-career-pathways-for-opportunity-youth/](https://www.hiltonfoundation.org/news/state-of-the-hospitality-sector-in-the-city-of-new-orleans-strengthening-career-pathways-for-opportunity-youth/)

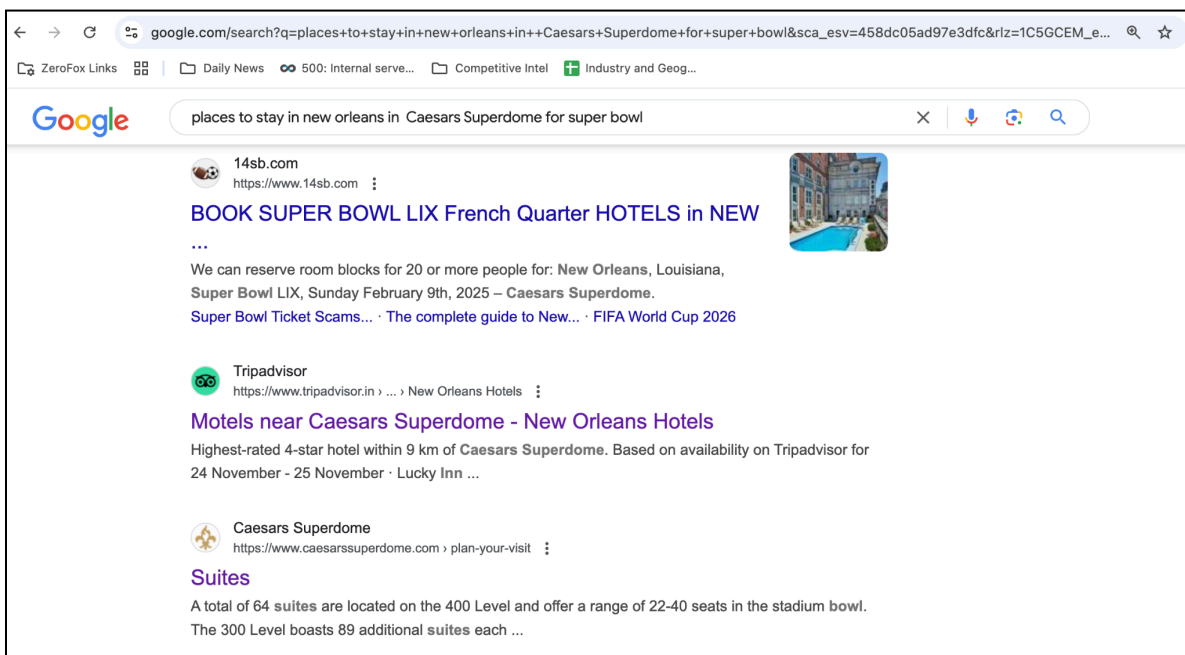
²⁶

[hXXps://neworleanscitybusiness\[.\]com/blog/2025/01/06/new-orleans-police-will-upgrade-security-for-super-bowl-mardi-gras/](https://neworleanscitybusiness.com/blog/2025/01/06/new-orleans-police-will-upgrade-security-for-super-bowl-mardi-gras/)

²⁷ *Ibid.*

channels. ZeroFox has observed fake websites purportedly associated with Super Bowl LIX offering deceptive pricing and bookings.

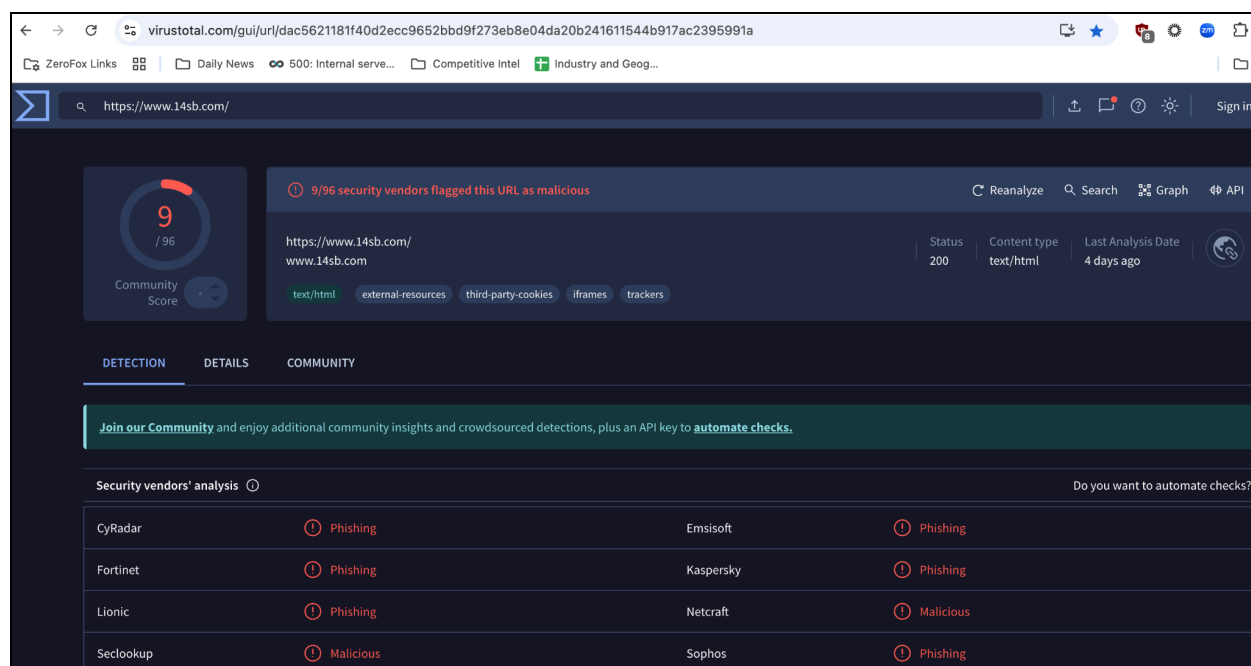
- Scammers will likely aim to exploit attendees searching for deals, ultimately deceiving them and stealing their money and personal information.
- Scammers will likely impersonate legitimate booking platforms, using NFL, Super Bowl sponsor, and event participant trademarks to lend credibility to their schemes and steal payment details or personal information.
- Fans should also be cautious of accommodation scams on social media platforms, where scammers advertise offers like short-term rentals at suspiciously low prices.
- Airbnb has issued warnings about third parties exploiting its brand name to falsely suggest affiliation.²⁸



Fake Super Bowl Hotel Website

Source: 14sb[.]com

²⁸ [hXXps://abc7news\[.\]com/airbnb-super-bowl-scams-miami-rental-vacation-scam/5865010/](https://abc7news[.]com/airbnb-super-bowl-scams-miami-rental-vacation-scam/5865010/)



VirusTotal Fflagged 14sb[.]com as a Phishing Site

Source: ZeroFox Intelligence

Cybersecurity Threats

Ticket Scams

ZeroFox anticipates a likely surge in fraudulent activities aimed at fans and spectators in the weeks leading up to the event, primarily through scams. However, at the time of writing, ZeroFox has not observed any significant cybersecurity threats targeting the Super Bowl LIX game.

High demand related to the Super Bowl, combined with limited ticket availability, presents a prime opportunity for ticket scams. Threat actors behind Super Bowl scams are constantly evolving their tactics, from designing fake websites that closely resemble legitimate ticket vendors or resale platforms to enticing potential buyers with seemingly irresistible deals on Super Bowl tickets. These phishing sites not only deceive buyers by offering unrealistically low ticket prices but are often designed to steal sensitive personal and financial information, capitalizing on the excitement and urgency surrounding the event.

- Scams on platforms like Facebook Marketplace, eBay, and Craigslist are rising, with fraudsters offering fake tickets or promoting fake contests.²⁹
- Although the rise of mobile-only tickets has likely reduced the effectiveness of physical ticket scams, attendees are advised to remain vigilant and be aware of fake or invalid physical tickets being sold or given away at unrealistically low prices.
- Fans should be cautious of fake emails or messages appearing to be from authentic sources asking for payment or personal details to secure tickets. In 2009, an email targeting Steelers fans was sent out in Pennsylvania, claiming to be from the Visa Super Bowl Winning Contest. The message promised USD 100,000 and two Super Bowl tickets—but only if recipients wired USD 3,000 to cover taxes. The email even featured an NFL logo at the top in order to appear legitimate.³⁰
- Scammers are likely to use the names or images of celebrities, athletes, or popular figures associated with the Super Bowl to create fake ticket offers or promotions.

Merchandise

Merchandise shops at the Super Bowl venue are expected to attract large crowds, creating opportunities for the sale of fake merchandise. Fans should be cautious of unofficial vendors and pop-up markets nearby, which may offer counterfeit items or goods falsely marketed as discounted, as well as fraudulent online retailers.

- In January 2025, the Green Bay Packers revealed a cyber breach affecting their official online retail store dating back to September 2024. The breach compromised the credit card information of over 8,500 customers.³¹
- In 2022, DHS investigations seized nearly USD 100 million worth of counterfeit goods, including fake Super Bowl merchandise, ahead of the big game.³²

²⁹ [hXXps://www.compassitc\[.\]com/blog/super-bowl-ticket-scams-to-look-out-for](https://www.compassitc[.]com/blog/super-bowl-ticket-scams-to-look-out-for)

³⁰ [hXXps://www.cbsnews\[.\]com/news/beware-super-bowl-travel-scams/](https://www.cbsnews[.]com/news/beware-super-bowl-travel-scams/)

³¹

[hXXps://www.bleepingcomputer\[.\]com/news/security/thousands-of-credit-cards-stolen-in-green-bay-packers-store-breach/](https://www.bleepingcomputer[.]com/news/security/thousands-of-credit-cards-stolen-in-green-bay-packers-store-breach/)

³²

[hXXps://abcnews.go\[.\]com/Sports/authorities-seize-100-million-counterfeit-goods-ahead-super/story?id=8282971](https://abcnews.go[.]com/Sports/authorities-seize-100-million-counterfeit-goods-ahead-super/story?id=8282971)

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- Fraudulent online auctions are likely to lure fans with promises of exclusive Super Bowl merchandise, such as limited-edition items, only to scam them out of money without delivering any products. These auctions often appear legitimate but offer non-existent items.

Travel Ticket Scams

Travel scams targeting Super Bowl 2025 are likely to involve fake travel packages that promise lodging, flights, and game tickets—without actually providing tickets. Scammers may also run fake sweepstakes requiring payment for "fees" or inflate flight prices through fraudulent operators. Victims could face non-refundable bookings for subpar accommodations or fall prey to bogus tour operators offering non-existent VIP experiences.

- Scammers are likely to pose as legitimate travel agents offering "Super Bowl travel packages" with a hotel stay, forcing victims to book overpriced airline tickets through them that in reality do not include game tickets.

Parking Scams

Parking scams are likely to target attendees seeking convenient parking or transportation, with scammers setting up unauthorized lots near the venue offering parking at falsely competitive rates. However, these unauthorized lots may have no permits or security, leaving vehicles vulnerable to theft, vandalism, or towing. As QR codes become more widely used by legitimate organizations—from Super Bowl ads to managing parking fees and fines—scammers are likely to exploit this technology for fraudulent purposes.

- Scammers are likely to target Super Bowl fans by placing fake parking tickets on car windshields, misleading them into paying fraudulent fines via fake QR codes or payment links.³³

³³

[hXXps://www.bleepingcomputer\[.\]com/news/security/qr-codes-used-in-fake-parking-tickets-surveys-to-steal-your-money/](https://www.bleepingcomputer.com/news/security/qr-codes-used-in-fake-parking-tickets-surveys-to-steal-your-money/)

- Fraudulent parking attendants may pose as authorized personnel near the Super Bowl venue, directing drivers to unauthorized parking spaces and demanding cash for parking.
- Scammers are likely to exploit the high demand for parking near the Super Bowl by charging inflated rates for unauthorized spaces, knowing that fans are desperate for parking.
- Fraudulent valet attendants may approach drivers, offering to park their cars for a fee, then disappear with the vehicle or steal personal belongings from inside.
- Scammers may create fake online platforms or websites offering reserved parking spots near the venue, only to collect payment and provide false or non-existent bookings.

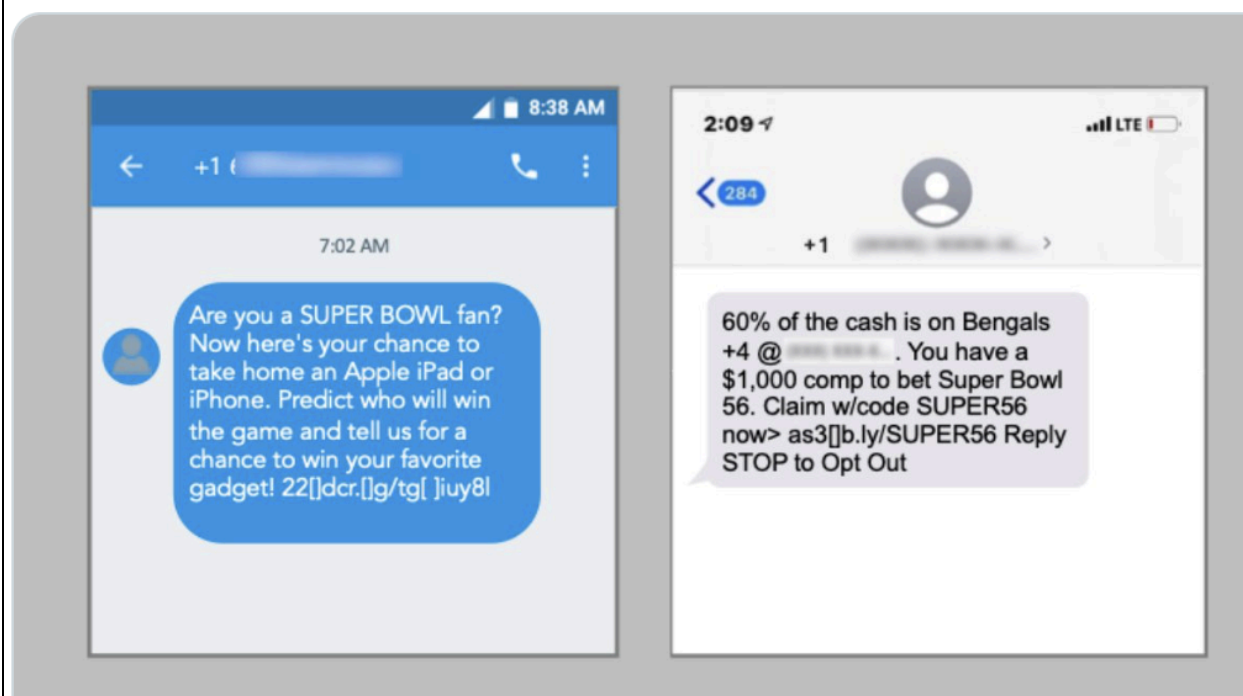
Betting

While in-person sports betting is legal in some areas, many people utilize online sports gambling, which attracts scammers. Scammers are likely to exploit users of betting apps and websites, promoting "risk-free" betting that is not as it seems. With the Super Bowl approaching, they are likely to target fans with enticing ads promising guaranteed wins.

- Scammers are likely to create fraudulent websites that mimic legitimate betting platforms to steal personal and payment information.
- Scammers may promote "risk-free" betting to fans but with hidden terms or outright fraudulent conditions to deceive them into making payments or sharing personal information.
- Scammers may also target fans by sending messages with malicious links disguised as special Super Bowl betting offers or exclusive promotions. These links are likely to lead to fake betting sites, phishing pages, or malware-infected websites designed to steal personal information and financial details or to install harmful software on the victim's device.

Have you clicked “Report Junk” lately on your [#mobile](#) device? Millions of these junk text messages are sent to our researchers each day for analysis.

In the 2-week period of the playoffs, [#SuperBowl](#) related spam, abuse, and [#smishing](#) reports increased by 860% across N America.



Messages with Malicious Links Disguised as Special Super Bowl Betting Offers

Source: [hXXps://x\[.\]com/proofpoint/status/1622567081307697155](https://x.com/proofpoint/status/1622567081307697155)

Malinformation

The threat to the Super Bowl from malinformation—including data breaches of websites and systems closely associated with football teams, administration, and organizers—is likely high. Such breaches are likely to expose sensitive data and personal information to threat actors, who could leverage such data to target victims in further malicious attacks.

- The Green Bay Packers' Pro Shop website was hacked in late 2024, exposing customer payment data via a card skimmer.³⁴
- In March 2023, the National Basketball Association (NBA) alerted fans of a data breach involving one of its third-party providers that disclosed fan names and email addresses. The NBA urged vigilance against phishing attacks while stressing that NBA systems remained unaffected.³⁵
- In 2018, a former contractor for the Jacksonville Jaguars was convicted for hacking into the team's jumbotron system to cause disruptions during games after being fired for violating contract terms.³⁶

Phishing

The NFL has significantly advanced its cybersecurity measures to address evolving threats, particularly to prevent phishing attacks during ticket purchases and games (including international events).

- During the last Super Bowl, the NFL collaborated with over 100 stakeholders, including DHS and the Cybersecurity and Infrastructure Security Agency (CISA). To prepare for potential attacks, CISA conducted a mock exercise addressing hypothetical scenarios such as phishing, ransomware, data breaches, and insider threats.³⁷
- In August 2024, the NFL implemented a policy requiring all stadium personnel, including police officers, to undergo biometric facial scans for credentialing purposes. This was opposed by law enforcement due to privacy concerns and the fact officers have already submitted to extensive background checks.³⁸

³⁴

[hXXps://www.bleepingcomputer\[.\]com/news/security/green-bay-packers-online-store-hacked-to-steal-credit-cards/](https://www.bleepingcomputer.com/news/security/green-bay-packers-online-store-hacked-to-steal-credit-cards/)

³⁵

[hXXps://www.bleepingcomputer\[.\]com/news/security/nba-alerts-fans-of-a-data-breach-exposing-personal-information/](https://www.bleepingcomputer.com/news/security/nba-alerts-fans-of-a-data-breach-exposing-personal-information/)

³⁶

[hXXps://www.al\[.\]com/news/2023/11/alabama-sex-offender-found-guilty-of-hacking-jacksonville-jaguars-jumbotron.html](https://www.al[.]com/news/2023/11/alabama-sex-offender-found-guilty-of-hacking-jacksonville-jaguars-jumbotron.html)

³⁷ [hXXps://www.darkreading\[.\]com/ics-ot-security/super-bowl-lviii-vast-attack-surface-threat-actors](https://www.darkreading.com/ics-ot-security/super-bowl-lviii-vast-attack-surface-threat-actors)³⁸ [hXXps://therecord\[.\]media/nfl-face-scans-biometrics-police-pushback-security](https://therecord[.]media/nfl-face-scans-biometrics-police-pushback-security)

- Scammers use advanced AI to create fake tickets, websites, and messages mimicking official platforms, so fans should buy only from NFL-verified resellers, verify URLs, and use secure payment methods.³⁹

Unauthorized Social Media Profiles

Numerous unauthorized profiles have been created using the name and logo of Super Bowl LIX.⁴⁰41424344454647

- These profiles could be used for streaming unauthorized content.
- There is a risk of fraudulent ticket sales through these impersonator social media accounts.
- Fraudulent profiles pose risks to the NFL's brand integrity and fan trust.



Unauthorized Use of Super Bowl Logo

Source: <https://www.facebook.com/super.bowl.lix.2025>

³⁹

https://www.linkedin.com/posts/nisos_how-sneaky-scammers-are-using-ai-to-get-you-activity-7161373236520206337-wQnV

⁴⁰ <https://www.facebook.com/super.bowl.lix.2025>

⁴¹ <https://www.facebook.com/2025.super.bowl>

⁴² https://x.com/ussuperbowl/with_replies

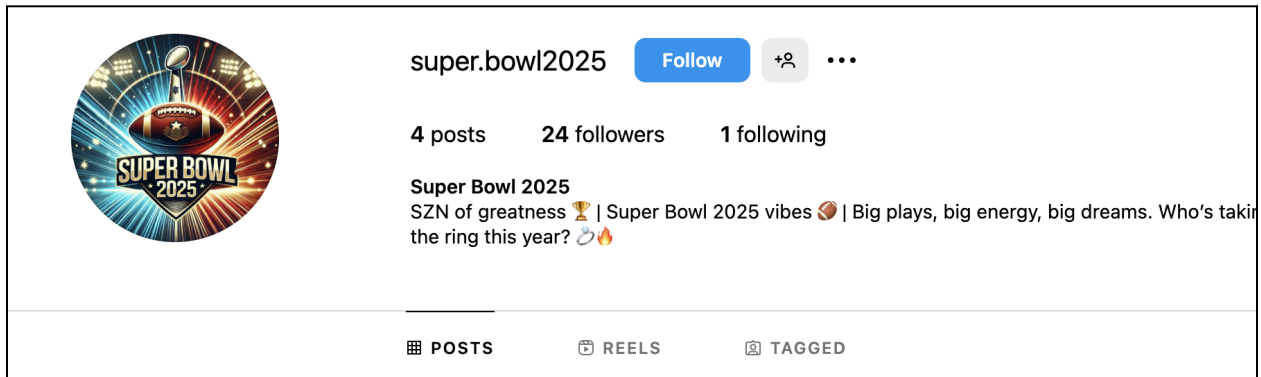
⁴³ <https://x.com/superbowl2025x>

⁴⁴ <https://www.instagram.com/super.bowl2025>

⁴⁵ <https://www.facebook.com/profile.php?id=61568518899176>

⁴⁶ <https://www.facebook.com/superbowllix.live>

⁴⁷ <https://www.facebook.com/super.bowl.2025live>



Unauthorized Use of Super Bowl Logo

Source: <https://www.instagram.com/super.bowl2025/>



Unauthorized Use of Super Bowl Logo

Source: <https://www.facebook.com/2025.super.bowl/>

Recommendations

- Remain in a group when traveling in the New Orleans area, especially after dark.
- Ensure vehicles are locked and valuables removed or hidden from plain sight when left unattended.
- Keep personal belongings somewhere that they cannot be easily pickpocketed.
- Be aware of accommodation scams, and ensure accommodation and travel bookings are done through legitimate apps or websites and not through untrusted third parties.
- Be aware of ticketing scams, and purchase tickets and items from official platforms or authorized partners to ensure their authenticity and validity.
- Remain cautious of deals that seem too good to be true. Extremely low prices on secondary markets are often a red flag of a scam.
- Utilize betting apps with strong cybersecurity practices, such as multi-factor authentication and verification processes.
- Identify a travel route to the game well in advance, as there will be major road closures around Caesars Superdome.

Appendix A: Traffic Light Protocol for Information Dissemination

	Red	Amber
WHEN SHOULD IT BE USED?	Sources may use TLP:RED when information cannot be effectively acted upon by additional parties and could lead to impacts on a party's privacy, reputation, or operations if misused.	Sources may use TLP:AMBER when information requires support to be effectively acted upon but carries risks to privacy, reputation, or operations if shared outside of the organizations involved.
HOW MAY IT BE SHARED?	Recipients may NOT share TLP:RED with any parties outside of the specific exchange, meeting, or conversation in which it is originally disclosed.	Recipients may ONLY share TLP:AMBER information with members of their own organization and its clients, but only on a need-to-know basis to protect their organization and its clients and prevent further harm. Note that TLP:AMBER+STRICT restricts sharing to the organization only.
	Green	Clear
WHEN SHOULD IT BE USED?	Sources may use TLP:GREEN when information is useful for the awareness of all participating organizations, as well as with peers within the broader community or sector.	Sources may use TLP:CLEAR when information carries minimal or no risk of misuse in accordance with applicable rules and procedures for public release.
HOW MAY IT BE SHARED?	Recipients may share TLP:GREEN information with peers and partner organizations within their sector or community but not via publicly accessible channels.	Recipients may share TLP:CLEAR information without restriction, subject to copyright controls.

Appendix B: ZeroFox Intelligence Probability Scale

All ZeroFox intelligence products leverage probabilistic assessment language in analytic judgments. Qualitative statements used in these judgments refer to associated probability ranges, which state the likelihood of occurrence of an event or development. Ranges are used to avoid a false impression of accuracy. This scale is a standard that aligns with how readers should interpret such terms.

Almost No Chance	Very Unlikely	Unlikely	Roughly Even Chance	Likely	Very Likely	Almost Certain
1-5%	5-20%	20-45%	45-55%	55-80%	80-95%	95-99%