

FanDuel Gives Football a 'Last Call' Ahead of the Super Bowl

As the NFL season reaches its final whistle, FanDuel is using the Super Bowl not just as an advertising moment, but as the emotional endpoint of a months-long ritual.

The sportsbook is rolling out a three-spot campaign, "Last Call for Football," that unfolds across the final week of the season and culminates with a premium Super Bowl placement just before kickoff.

Created in partnership with the agency Arts & Letters, the work leans into a simple but often overlooked truth: for fans, the Super Bowl isn't just the biggest game of the year—it's also the last.

"When we started thinking about the Super Bowl, we came back to a simple but powerful fan truth: It's the biggest moment on the sports calendar, but it's also the moment when the season ends," said Mike Raffensperger, president of sports at FanDuel. "'Last Call for Football' sits right at the center of that insight—celebrating the season that was, while savoring the final night we all get to enjoy the NFL together."

Rather than competing with the game itself, FanDuel's campaign is designed to frame the week leading up to it as a collective moment of reflection and anticipation.

The creative centers on a fictional bar where fans and football legends gather to toast the season that was and brace for its end. NFL icons Joe Montana, Rob Gronkowski, and Adam

Vinatieri appear alongside FanDuel's season-long brand host Luis Guzmán.

The campaign launches Feb. 2 with "Toast," a 30-second spot that sets the tone for the week.

In the ad, Guzmán announces a "last call for football," prompting fans in the bar to raise their glasses to the moments, rituals and emotions that carried them through the season.

The second spot, "Fever Dream," debuts Feb. 7 and shifts the tone as kickoff nears. Starring Gronkowski, the ad plays with the mounting pressure of the moment.

When Guzmán asks if anyone wants to give a pregame speech, Gronk freezes and spirals into an internal monologue that captures the nervous energy many fans feel heading into Super Bowl Sunday. Joe Montana appears at the end of the spot, setting up the campaign's finale.

That finale arrives just before kickoff with "Speech," another 30-second spot airing immediately ahead of the game.

In it, Montana delivers a unifying address not to a team, but to fans, framing the Super Bowl as the emotional payoff of an entire season rather than a single night.

The work is supported by high-impact social and digital placements and a significant out-of-home push, including a takeover of Penn Station in New York, which is designed to make the "last call" message unavoidable as fans head into Super Bowl weekend.

Together, the three spots mark the latest chapter in FanDuel's ongoing "Play Your Game" brand platform, positioning the company less as a loud in-game presence and more as a narrator of the fan experience.

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