

## Ten Favorite Sports Billboards

October 2, 2017

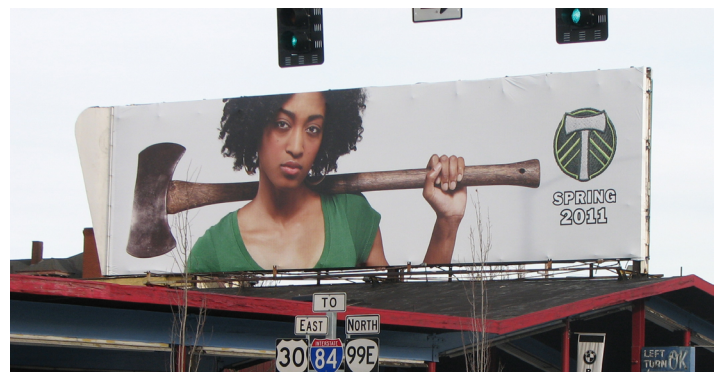
Sports and signs are two taproots of American culture.

Sports billboards are a fan-favorite platform to *say it loud*. Fans boo, cheer, razz, and honor greatness on these highly visible message boards to the world.

As a tribute to the (noisy) voice of fans, OAAA has assembled favorite sports billboards:

### Fans (With Axes) Welcome Pro Soccer to Portland

When pro soccer came to Portland, the new team – the Timbers – put ax-wielding fans on billboards.

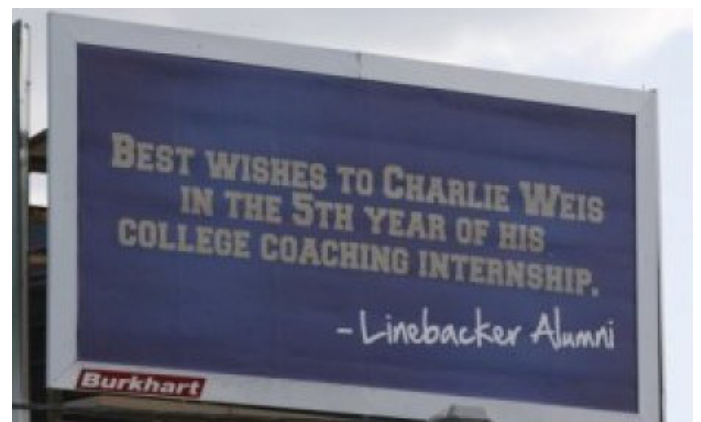


### Brett: One More Time?

Vikings fans used Facebook to raise money to put this billboard message in Hattiesburg, MS, hometown of QB Brett Favre. Eventually Favre came back to Minnesota for a second season.

### High Standards at Notre Dame

At the start of the 2009 Notre Dame football season, former players posted this billboard in South Bend critical of Coach Charlie Weis. After a 6-2 start, the Irish finished 6-6 and Weis was canned.





### When Teams Move, Fans Get Cranky

In California, crowd-sourced billboards vented at the NFL. "I am as salty as you can get," says fan Joseph MacRae, irritated that the Chargers left San Diego.

### Payrolls + Talent Search = Strong Feelings

Lions fans displayed irritation (2015) when Ndamukong Suh signed with the Dolphins.

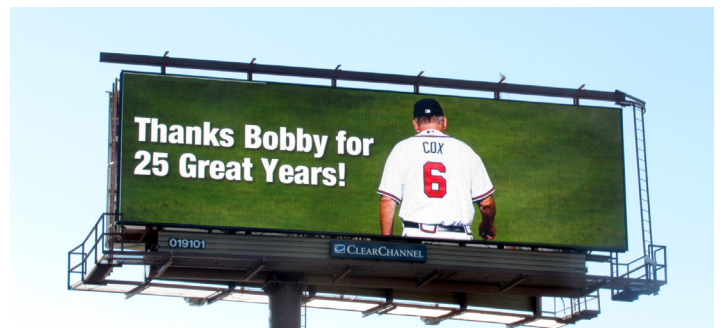


### Fans Love the (Championship) Coach

In Columbus, billboard copy writers (fans) posted a simple, high-contrast congratulations message when Coach Urban Meyer won his first championship at Ohio State (January 13, 2015); Ezekiel Elliot rushed 246 yards with four TDs.

### Fans Don't Forget Great Managers

Manager Bobby Cox retired after the Braves' 2010 season; the Braves later retired his #6.



### Bowl Selection: How Come My Team Didn't Go?

In commentary on bowl-selection angst, Michigan State fans wondered why Wisconsin went to the Rose Bowl after Michigan State beat Wisconsin 34-24 in regular season (October 2, 2010).

## Dueling (Brady) Billboards

Jets fans put up 12 billboards mocking Patriots QB Tom Brady (2015) after “deflategate.” The Morning Buzz, a radio show in New Hampshire, fired back with a pro-Brady sign that pointed out the Jets’ lackluster record.



## Eat Some Crow

After Ohio State President Gordon Gee ridiculed the strength of Texas Christian’s football schedule (“We do not play the Little Sisters of the Poor”), TCU fans bought digital billboards in the Columbus, OH, market to congratulate TCU’s Rose Bowl victory over a Big Ten team (2011).