Levi's Stadium in Santa Clara, Calif., pictured Feb. 3, will host the Super Bowl LX game betwe

Levi's Stadium in Santa Clara, Calif., pictured Feb. 3, will host the Super Bowl LX game between the New England Patriots and the Seattle Seahawks on Feb. 8. (OSV News/Reuters/Carlos Barria)

Clemente Lisi

View Author Profile

Religion Unplugged

View Author Profile

Join the Conversation

Send your thoughts to *Letters to the Editor*. Learn more

February 8, 2026
Share on BlueskyShare on FacebookShare on TwitterEmail to a friendPrint

With Super Bowl Sunday upon us, the focus is fixed on the game between the New England Patriots and Seattle Seahawks.

Beyond the game, the Super Bowl is an American cultural touchpoint. Watched by millions, it remains the most-viewed event on American television.

While football, commercials and the halftime show are all big draws, faith once again plays a part in the biggest football game of the year. Super Bowl LX, scheduled to be contested at Levi's Stadium in Santa Clara, California, has plenty of storylines tied to religion and faith.

Fans can often be seen praying, warding off evil, consulting mediums and even wondering if angels are silently shaping the fate of their favorite teams, a study released last year revealed.

The survey, conducted by Free Bets, surveyed over 2,000 fans across all 32 NFL teams to uncover a deep belief in ghosts and demons, angels and aliens, in sacred

signs and unholy forces — all potentially influencing the final outcome.

Here are three storylines to watch for today:

TPUSA's halftime counterprogramming

This year, an event promoted by Turning Point USA has injected a political and religious dimension into the buildup to which team will lift the Vince Lombardi trophy. Turning Point USA, known for its outspoken role in conservative youth activism, has been advertising for months what it calls an alternative "All-American Halftime Show."

TPUSA, founded by activist Charlie Kirk in 2012, made the decision last year to hold its own event after the NFL announced Bad Bunny would headline its halftime show.

While Kirk was assassinated Sept. 10 during an event at Utah Valley University, the organization has continued to grow. It framed the planned show as a response to what it says is the NFL's increasingly progressive cultural messaging.

In promotional posts, TPUSA said the event will celebrate "traditional American values" such as faith and family. TPUSA has not made public who will perform at its event.

Advertisement

Papal prophecy favors the Seahawks

If there's a new pope elected to lead the Catholic Church, you can bet the Seahawks are going to the Super Bowl. In fact, a new pope has been elected three times this century. Each time it's happened, the Seahawks have gone to the Super Bowl that season.

Pope Leo XIV may be a Chicago Bears fan, but it looks as if the Seahawks were destined to play in the big game. It should be noted that Seattle only emerged victorious once in those three Super Bowls. That was in 2013, the same year Francis was made pope.

ESPN, meanwhile, included a list of 12 experts' predictions for the game's outcome. While not a total surprise — Seattle is favored by oddsmakers — it's notable that all

12 predictions were for a Seahawks victory.

The game could even come down to a Hail Mary. Seahawks fans hope their prayers are answered come Sunday night.

Read this next: With friendly Super Bowl bet, bishops hope for 'unifying moment' in a troubled world

'He Gets Us' … again

Another year, another round of faith-inspired commercials to watch.

"He Gets Us," the much-talked-about ad campaign focused on the life and teachings of Jesus, will be back at the Super Bowl with a planned 60-second spot in the second half. It marks the campaign's fourth year in a row. Unlike most Super Bowl ads packed with celebrities or punchlines, "He Gets Us" has taken a different route.

The campaign, which also plans to have new ads run throughout the year, leans into the moment to invite reflection and conversation. In addition, you can check out this year's other commercials here.

The ads also show that the Super Bowl is more than just selling stuff. It's about creating conversation around faith and society that can endure even after the game ends.

This story was originally published at Religion Unplugged.