

Futebol Americano

American Football in Brazil



BRUNA BITTENCOURT

The national team representing Brazil, also known as the Onças do Brasil (Brazil Jaguars), displays the Brazilian flag at the International Federation of American Football's World Cup in 2015.

Alan Santiago _____

An Introduction to American Football in Brazil

In Brazil, the sport called *futebol* refers, as football does in most of the world, to soccer. The Brazilian men's national team has won the World Cup five times, the most of any country. Brazil is the nation of Pelé, often regarded as the greatest soccer player ever, and mostly known by Americans as the star of the New York Cosmos in the late 1970s. In contrast, the game the NFL plays is called *futebol americano* by Brazilians and has a small but growing number of fans. Historically, American football has usually been looked at by most

Brazilians as a violent sport with very complicated rules, and that's usually the explanation given as to why sports fans in Brazil are reluctant to give the game a chance. That said, however, Brazilians are well-acquainted with the NFL and the league's games have been shown on television in Brazil (originally in news highlights) for decades. NFL games have become more readily available since the 1990s. After a presence of almost 30 years in Brazilian homes, it's safe to say that people are starting to acquire a taste for the game and the appetite for it grows larger every year.

Brazil itself is bigger than one might realize. At almost 3.3 million square miles, Brazil is larger in area than the 3.1 million square miles of the entire continen-

tal United States. The 1959 statehood of Alaska enabled the U.S. to displace Brazil as the fourth largest nation in terms of size. The United States population is around 321 million total and there are about 207 million in Brazil, so there are a sizable number of people who could potentially watch the American version of football. With the increased number of fans, it was only natural that people in Brazil would go from watching football to playing it. (For the purposes of this article, the term “football” will be used in the American sense.) It started out as an amusement, with kids playing the game. Later, adults began forming amateur teams. The year 1986 marked the milestone for the first formal organization of a team. That was the year that Thomaz Brazil and Robert Segal launched the Rio de Janeiro Warriors, who played, not on a grassy field, but on the beach. The Warriors had no helmets or pads, but they planted the seed of the gridiron game in the Brazilian sand, becoming arguably the world’s first “beach football” team. Football on grass came five years later, when Dennis Prants brought the organized game further south to the city of Joinville (pronounced “zho-eeen-vee-lay”), in the state of Santa Catarina. The Joinville Blackhawks played the gridiron game the old-fashioned way, on a grassy field, though still without the use of helmets and shoulder pads. They later changed their name to the Joinville Panzers.

Teams continued to form throughout the 1990s. There were enough clubs in Rio de Janeiro by the early 2000s to develop the first beach football championship. The tournament, leading to the Carioca Bowl title game, was played on the beaches of Rio, and by then, it was undeniable that beach football was beginning to attract attention. “Carioca” is a nickname for the citizens of Rio de Janeiro, whether they live in the state or the city, somewhat like people in Indiana are called “Hoosiers.” While the teams in Rio were still pounding the sand, the teams further south in the state of Santa Catarina were playing on grass, and more were being founded as the decade progressed.

The first Brazilian gridiron tournament played on grass took place in the 2008 Santa Catarina Championship—still without the use of protective equipment! In October of 2008, two teams in the metropolis of Curitiba (in the state of Paraná) played Brazil’s first football game where both sides wore helmets and shoulder pads. The matchup was between two of the city’s teams,

the Curitiba Brown Spiders and the Barigui Crocodiles (now the Curitiba Crocodiles). In December of 2008, the Crocodiles would be the first Brazilian team to play in a foreign country, when they traveled to face the Emperors of Uruguay. While this was happening down south, another group of teams in northeastern Brazil that founded the Associação Nordestina de Futebol Americano (ANEFA) in 2006, organized their own championship, the Northeast Bowl, in 2008. By 2009, organized football had reached the point where teams in the various regions could play for a Brazilian national championship, competing in the Torneio Touchdown (TTD), or simply, the Touchdown Tournament.

Organized Football Today

In the same way that it took the NFL many years to surpass college football and baseball as the favorite spectator sport of the American public, an even more daunting task faces Brazilian *futebol americano*. Football leagues in Brazil face the same challenges the U.S. professionals faced 100 years ago—a lack of money, a lack of public interest and the lack of media support. There are several amateur leagues that have emerged in the past decades despite these challenges.

Two different “national championship” tournaments were operated by different leagues between 2006 and 2011. Along the southern coast of Brazil, from Rio de Janeiro down through Curitiba, there was the Liga Brasileira de Futebol Americano (LBFA), or the Brazilian Football League. Further north, around Recife, Natal and João Pessoa, was the Liga Nordestina de Futebol Americano (LINEFA), or the Northeastern Football League. The Confederação Brasileira de Futebol Americano (CBFA), the Brazilian Confederation of American Football, was created from the merger of these two leagues in 2013. LINEFA was born in 2011, after its predecessor, ANEFA folded after four seasons (2006 to 2009), and it revived the Northeast Bowl in 2011, as a regional championship.

LBFA was created in 2010 from the eight teams that competed in the first Touchdown Tournament in 2009. The tourney, the first competition for a national championship, was conceived by André José Adler. Adler, a sports commentator for *ESPN Brasil*, Brazil’s ESPN cable network, explained the game, in Portuguese, to Brazilian fans from 1992 to 2006. In 2011, when Adler retired, the Touchdown Tournament was taken over by

Luis Claudio da Silva, whose father, Luís Inácio Lula da Silva, had recently completed his term as president of Brazil. The final TTD was played in 2009. The TTD no longer exists, but Adler and da Silva attracted an impressive array of sponsors during its run. In addition to financial support from two breweries, Anheuser-Busch and Cervejaria Itaipava, there was support from Hyundai of Brazil, the health insurance underwriter Qualicorp and Tigre, a Joinville-based manufacturer of construction materials.

The new Brazilian League called its championship game the Brazil Bowl in 2010. The CBFA — the Brazilian Confederation—also took the name Brazil Bowl for its title game after it launched in 2013. The CBFA was a separate group, however, succeeding the Brazilian Association of American Football (AFAB) that had existed since 2000. The CBFA was the first Brazilian circuit to be recognized internationally by the International Federation of American Football (IFAF), the world body that oversees the gridiron game for the rest of the world.

The CBFA is the organization responsible for the regional leagues throughout Brazil. Under its oversight are state federations for 17 of the 20 states of Brazil that have football teams. CBFA affiliates are in the Federal District and in the states of Amazonas, Ceará, Espírito Santo, Mato Grosso, Minas Gerais, Pará, Paraíba, Paraná, Pernambuco, Rio de Janeiro, Rio Grande do Norte, Rio Grande do Sul, São Paulo, Santa Catarina and Sergipe. Three other states (Alagoas, Bahia and Mato Grosso do Sul) do not have their own federations, but they do have teams that answer to the CBFA.

Today in Brazil there are more than 60 amateur teams under the CBFA umbrella, which not only oversees the championship level men's clubs, but lower-level amateur gridiron teams. There are teams for women as well as men, and competitions in beach football and flag football in addition to the gridiron game played on the grass. The CBFA annually selects the members of Brazilian teams in different classes of football to represent Brazil in international competition as the Onças do Brasil — the “Brazil Jaguars.” Starting in 2014, the CBFA organization designated teams for the two highest levels of the men's sport. The very top level, the First Division, is the Superliga, or the National Super League of American Football. Below that, the Second Division teams are organized as the Liga, or the National League of American Football.

The state title games have drawn even more crowds than the national championship; last year, more than 12,000 turned out for the “Gigante Bowl” (literally, the Giant Bowl), awarding the crown for the state of Rio Grande do Sul, and there were over 8,000 at the Minas Bowl (for the state of Minas Gerais) and the Manaus Bowl (played at Manaus for the state of Amazonas title). It might strike American readers as somewhat weird that Brazil's top level teams not only play for a national championship, but for the individual state crowns. True, American high school football teams compete fiercely for their state championships, especially in places like Texas or Pennsylvania, but you don't see that on the college level, let alone with the pros (the Chargers, 49ers, Raiders and Rams don't play with the Golden State's semipro clubs for a postseason “California championship”). But being the best in your state (there are 26 states, plus the federal district) is ingrained in Brazilian culture, so the CBFA works with state leagues, regional leagues, and a national league, and there are divisions within those leagues.

More importantly, the divisions in various gridiron football leagues isn't geographic, but based on level of play. They operate on a system that's unheard of in the United States or Canada, but traditional in the rest of the world (especially in soccer). The system is referred to in English as “promotion and relegation.” What that means is that the team (or teams) with the worst record in a league's top division will be demoted, or relegated, to the division below, and will trade places with the best team(s) in the second division; winning the second division means that you get promoted to the top level next season. Imagine, for instance, Rutgers or one of the other “not-so-big-four” getting booted from the 14-member Big Ten Conference, and getting replaced by, say, Youngstown State next season. Or, in baseball, imagine Scranton/Wilkes-Barre coming to the American League while the Minnesota Twins get sent down to Triple-A for 2017.

In 2016, the CBFA officially announced recognition of a single national championship, declaring that the titles awarded in the prior Touchdown Tournaments would be counted as titles of the Brazilian championships. Thus on July 9, 2016, Brazil held the second largest tournament championship in history, with 30 teams from 16 states and the Federal District divided into four conferences in the National Super League. The

largest had been in 2012, with 34 teams competing. (Participating teams are listed at the end of this article.)

The reader may be thinking at this point that having so many teams in a playoff is a bad thing. It may not be the best solution, but it is worth remembering that in the National Super League, a team plays at least six and at most ten games. Competitions in other sports might not have as many games, but the main thing is that the state-level championships serve to further disseminate the sport, spreading it to a wider audience, and giving opportunities to the gridiron teams that don't have as much purchasing power as the wealthier clubs. The Brazilian calendar for gridiron football follows, at least in part, the same format used for soccer football—state championship play in the first half, and a national championship playoff in the second half.

The Brazilian Public and American Football

Brazilians love to play all types of sports, but that doesn't always equate to coming out to stadiums and sports arenas to watch those sports. Soccer, of course, is the national favorite, and that includes its smaller-scale variations, *futsal* (indoor soccer with five players on each team) and *futebol de areia* (beach soccer). As for the second-most popular team sport in Brazil, we love volleyball. There are 15 million *volei* players in a nation of 206 million and there is a professional men's league and a pro women's league, with games on network television. Basketball is a distant third as far as a sport people like to play, though not necessarily to watch. Team handball has an appreciable number of fans, and it's big in the schools, but unless a team is doing well, the fans don't crowd the sports arenas to watch them.

The number of participants for the other team sports are even lower, whether a team is winning or losing. That goes for American football as well, but the number of spectators for the gridiron game aren't as bad compared with the other minor team sports. The numbers are low, unimpressive by NFL standards, but they do mean something to Brazilians who love the gridiron. In the 2016 national playoffs, for instance, there were 98 games and the attendance figures for all but 11 of those were published. A total of 64,281 people attended those 87 recorded games, an average of 656 fans per game. As stated before, a low number, but it's

still good, especially when that average is compared to the average number of fans (844) for a national basketball playoff game, a playoff that's been in place since 2009. Even as popular as volleyball is (and the national leagues have been playing since 1976), the average attendance in the playoffs is 1,291 per game. Given that, 656 per game isn't so bad in comparison. Many semipro football teams in the United States wouldn't mind a crowd of 656 to watch them play.

Further breaking down the numbers, the attendance for the contests within the four conferences added up to 60,420 people out of the 64,281 for all the games in the 2016 national playoffs. The Northeast Conference had 22,421 tickets sold, followed by the West Conference with 20,247. The playoffs weren't as big a draw in the South (9,067) or the East (8,685). The most popular team in Brazil in 2016 was Cuiabá Arsenal, which averaged 3,272 fans per game; and the most promising news for the future of Brazilian gridiron football was in the city of Cuiaba, Mato Grosso, where 11,798 people filled the Pantanal Arena for a first round Super League game between Arsenal and the Corinthians Steamrollers.

Brazilians enjoy sports, even if they've lost the habit of attending sporting events. It may well be that by improving the infrastructure with better stadiums, or better scheduling (such as arranging games so that they aren't on at the same time as an NFL game on TV), or just doing better promotion and marketing, the Brazilian public support for American football may increase.

Attendance

Below are the five most attended football games in Brazil. Interestingly, in all five, the stadiums had been built or refurbished in time for Brazil to host soccer's World Cup in 2014.

- 15,000 at Arena Pantanal in Cuiaba for the 2015 Centro-Sul Super League playoff (Coritiba Crocodiles 13, Cuiabá Arsenal 7)
- 12,066 at Estadio Beira-Rio in Porto Alegre for the 2016 Gigante Bowl (Rio Grande do Sul state title); (Santa Maria Soldiers 21, Juventude 3)
- 11,788 at Arena Pantanal in Cuiaba for round one of the 2016 Superliga playoffs (Cuiabá Arsenal 26, Corinthians Steamrollers 7)

- 8,720 at the Mineirão in Belo Horizonte for the 2016 Minas Bowl (Minas Gerais state title); (Minas Locomotiva 21, Belo Horizonte Eagles 17)

- 8,515 at Arena Amazônia in Manaus for the 2016 Manaus Bowl (Amazonas state title) (Manaus North Lions 17, Manaus Broncos 14)

Linking Football and Soccer

In the early 20th century, American pro football teams used the names of major league baseball teams in a bid for geographic allegiance. New York's football Giants were the most notable example before the baseball team moved to San Francisco in 1958. The NFL's Pittsburgh Pirates rebranded as the Steelers in 1940. The Boston Braves of the NFL became the Boston Redskins in 1933, before moving to Washington, D.C. in 1937. There were also teams named for the Brooklyn Dodgers, the New York Yankees, the Cincinnati Reds, the Cleveland Indians, the Detroit Tigers and the Washington Senators, not to mention those that emulated the local minor league team name. Just as the early U.S. teams borrowed from what was once "America's Pastime," Brazil's teams often used the strategy of identification with a soccer team. Brazilian football teams borrowed the nickname and uniform colors to popularize the new sport among the fan base of a team with a history. For instance, the Santos soccer team is the inspiration for a gridiron team which calls itself the "Santos Tsunami."

This marketing strategy of riding the coattails of soccer hasn't really worked, however. First, there is the element of danger, especially when the mentality of Latin American soccer fans is different from that of U.S. baseball or football fans. Hooliganism in soccer has made worldwide news in the violent and sometimes deadly, but always unnecessary, incidents. Unfortunately, some folks truly are fanatics, treating their rivals as enemies, and in some cases picking fights with fans of the other team. It's been seen to some extent in the United States between 49ers and Raiders fans, but it's a bigger problem in Brazil. As such, Brazilian football teams have concluded that it's better not to develop the fanaticism that already exists for a lot of soccer teams, to the extent that ordinary fans avoid the stadiums for fear of violence. American football games are promoted as a safe alternative,

something you can take your family to.

In addition, the years have shown there is no case where partnership between a gridiron football team and a soccer football club has given any benefit to the players who use the oval-shaped pigskin. While the gridiron-soccer agreement did bring an increase in notice on social networks, the pace of growth in brand marketing and product sales remained slow and didn't translate into revenue for the gridiron teams. Most of these partnerships were around Rio de Janeiro and São Paulo, and failed to bring crowds to the stadiums. The most successful football teams are the ones that decided to go their own way. Another difference in marketing is that Brazilian football teams emulate the American-style convention of city and nickname. The soccer teams, on the other hand, evolved from sports clubs. For instance, three of the most successful soccer teams in Brazil are Palmeiras, Santos and Corinthians, but those are from the Palmeiras Sporting Society, from the Santos Futebol Club, and the Sport Club Corinthians Paulista. Nobody refers to these teams as "the Palmeiras" or "the Corinthians," but as simply Palmeiras and Corinthians. In fact, the gridiron team that identifies with Corinthians soccer club doesn't call itself "the Corinthians" either—instead, they're "the Steamrollers," albeit the "Corinthians Steamrollers." Only occasionally does a club name refer to its location.

For gridiron football teams in Brazil, however, the vast majority chose team nicknames, and most of those names are in English, not in Portuguese. For instance, the Coritiba Crocodiles (which have a link to the Coritiba Foot Ball Club soccer team) are not called the "Crocodilos." That doesn't mean that we don't have our own identity. We made this choice out of respect for the culture of the sport that we associate with the U.S., and the purpose is for the seasoned fan to feel like he is in the United States. They've followed the NFL on television and they root for the Packers, not the "Empacotadores." They don't worry that Green Bay's name would literally translate to "Baia Verde." It is worth mentioning that it is this type of loyalty that brings new fans to the stadiums.

Following the Money

As much as Brazilians love any sport, a financial return is expected when it is professionalized. Brazil has players and coaches from the United States, so one

would think the sport is profitable. It isn't. The profit margin is extremely small. American football in Brazil is still in a deficit. Teams go into debt to field a team, just like in the first decade of the NFL. Most of the cost of a Brazilian team is borne by the players in the form of monthly fees. There are some cases of players and coaches who are paid and have contracts with their teams. Usually they are non-Brazilians. There are very few Brazilian athletes and coaches who receive some kind of benefit to play in the clubs.

So how does a team earn money? A large contract with a TV network would be one way, but this is still not a reality in Brazil. While NFL telecasts are popular, that interest doesn't translate to Brazilian amateur teams. Broadcasting games on television is extremely expensive; the costs to televise just one game are around R\$50,000 (50,000 Brazilian reais), or almost \$16,000 in American currency. Someone needs to pay this bill, and the clubs don't have this type of cash on hand.

The broadcasting companies don't see profitability in a game that can't guarantee enough advertising sales to break even, let alone to bring more revenue in than a rerun of old shows. At present, broadcasts on television are a long way away, and you can't blame the industry. Networks always want a financial return. Maybe in a decade or two, this scenario will change. Instead of the current coverage, which is only done sporadically, there is hope that some sportscasts will regularly set aside a few minutes a week to mention game scores, show some video clips, and highlight some players. There already programs that discuss the NFL, and *ESPN Brasil* occasionally mentions some Brazilian league results in its NFL broadcasts. Perhaps a late-night program about Brazil's homegrown version of the American game is in the future, but it's up to the individual teams to promote themselves, rather than just inviting the public to come watch a game.

The 2016 Brazilian Season

(with Henrique Riffel, editor-in-chief of the Futebol Americano Brasil website)

Last year, the national championship tournament (the Superliga Nacional) was contested by 30 teams in its four conferences. The format worked like this: First, there was a regular season of sorts in each conference. In the seven-team Northeast Conference, a round-robin format where each team played six games (one against

each of the other six) was contested. Teams played three games at home, three on the road. The same went for the seven teams of the South Conference; the teams played each other for their six games. The four teams with the best records then qualified for the 16-team national tournament.

The East Conference had eight teams, which were split into two groups of four (Group 1 and Group 2), the same with the West Conference. Six "regular season" games were played here as well, one each against the other teams in your group, and one each against the closest teams in the other group. The four best teams in each conference, regardless of what division they were in, qualified for the tournament.

For the 16 qualifiers, it came down to a single-elimination playoff. The first round settles the best team in each conference, with the seeding format of #1 vs. #4 and #2 vs. #3. The winners met for the conference championship in a semifinal. In the semifinals in 2016, Northeast played against East, and West played against South, and the two winners (Flamengo FA out of Rio de Janeiro from the East, and Timbo Rex from the town of Timbo, Santa Catarina state, in the South) met in Brazil Bowl VII. The title game was held this past December 18 at the 11,000-seat Estadio da Rua Bariri in Rio. Timbo Rex won its second title, 36-24.

The year before, there had been 33 teams, but the merger of the São José Istepôs and the Itapema White Sharks, cut the total to 32. The withdrawals of the Jaraguá Breakers and the Sergipe Redentores followed in the offseason. At the end of the competition, the four teams with the worst records were demoted from the Superliga to the Liga Nacional: Cavalaria 2 de Julho FA, the Botafogo Challengers (who quit before the first game), the Sorocaba Vipers and the Foz do Iguazu Black Sharks. Taking their place in 2017 will be the three best finishers of the 31 that competed in the Liga, the Sada Cruzeiro FA, the Sinop Coyotes and the Santa Maria Soldiers, who were promoted to the Superliga.

On the following page are the teams that compete currently. Many of them have English nicknames—for those with Portuguese names, the English translation is in parentheses. FA is an abbreviation for "Futebol Americano," the same way that soccer clubs will often use FC for "futebol club." Those with an asterisk (*) were part of the original Touchdown Tournament that preceded the Brazil Bowl competition.

Current Superliga Nacional Teams

Northeast Conference

América Bulls
 Ceará Caçadores (Hunters)
 João Pessoa Espectros (Spectres)
 Recife Mariners
 Recife Pirates
 UFERSA Petroleiros (Oilers)
 Cavalaria 2 de Julho FA
 (Previously known as Vitória FA)

South Conference

*Brown Spiders FA
 Curitiba Crocodiles
 Foz do Iguaçu Black Sharks
 *Juventude FA
 *Paraná HP
 (from the initials of two merged teams,
 the Hurricanes and the Predators)
 São José White Sharks-Istepôs
 *Timbó Rex

*Touchdown Tournament

East Conference

GROUP 1
 *Botafogo Challengers
 Minas Locomotiva* (Locomotives)
 *Cabritos FA
 *Vila Velha Tritões (Newts)

GROUP 2
 *Botafogo Reptiles
 *Flamengo FA
 *Santos Tsunami
 *Vasco da Gama Patriotas
 (Patriots)

West Conference

GROUP 1
 Campo Grande Predadores
 (Predators)
 Cuiabá Arsenal
 Goiânia Rednecks
 *Tubarões do Cerrado (Sharks)

GROUP 2
 *Corinthians Steamrollers
 *Lusa Lions
 São Paulo Storm
 Sorocaba Vipers



A Timbó Rex player holds aloft the league trophy after his team's victory over the Vasco da Gama Patriotas in the final game of the 2015 Torneio Touchdown Tournament.



JAYSON BRAGA

First Division Champions

YEAR	CHAMPION	RESULT	RUNNER-UP	3RD PLACE	4TH PLACE	TOURNAMENT
2009	Rio de Janeiro Imperadores	14-7	São Paulo Storm	Cuiabá Arsenal	Barigui Crocodiles	Torneio Touchdown
2010	Vila Velha Tritões	7-0	Vasco da Gama Patriotas	São José Istepôs	Curitiba Hurricanes	Torneio Touchdown
2010	Cuiabá Arsenal	49-21	Coritiba Crocodiles	Fluminense Imperadores	Joinville Gladiators	Liga Brasileira
2011	Corinthians Steamrollers	41-3	Vila Velha Tritões	Vasco da Gama Patriotas	Botafogo Mamutes	Torneio Touchdown
2011	Fluminense Imperadores	14-7	Coritiba Crocodiles	Cuiabá Arsenal	Joinville Gladiators	Liga Brasileira
2012	Corinthians Steamrollers	30-12	Vasco da Gama Patriotas	Vila Velha Tritões	Timbó Rex	Torneio Touchdown
2012	Cuiabá Arsenal	31-23	Coritiba Crocodiles	Botafogo Espectros	Fluminense Imperadores	Campeonato Brasileiro
2013	Jaraguá Breakers	15-11	Flamengo FA	Vasco da Gama Patriotas	Vila Velha Tritões	Torneio Touchdown
2013	Coritiba Crocodiles	23-14	João Pessoa Espectros	São Paulo Storm	São José Istepôs	Campeonato Brasileiro
2014	Vasco da Gama Patriotas	24-22	Timbó Rex	Paraná HP	Botafogo Reptiles	Torneio Touchdown
2014	Coritiba Crocodiles	23-17	João Pessoa Espectros	Recife Mariners	Cuiabá Arsenal	Superliga Nacional
2015	Timbó Rex	28-9	Vasco da Gama Patriotas	Vila Velha Tritões	Flamengo FA	Torneio Touchdown
2015	João Pessoa Espectros	23-22	Coritiba Crocodiles	Recife Mariners	Cuiabá Arsenal	Superliga Nacional
2016	Timbó Rex	36-24	Flamengo FA	Cuiabá Arsenal	João Pessoa Espectros	Superliga Nacional

Second Division Champions

YEAR	CHAMPION	RESULT	RUNNER-UP	3RD PLACE	4TH PLACE	TOURNAMENT
2014	Foz do Iguaçu Black Sharks	38-27	Itapema White Sharks	Sorocaba Vipers	Sinop Coyotes	Liga Nacional
2015	Sorocaba Vipers	14-6	Campo Grande Predadores	Leões de Judá	Joinville Gladiators	Liga Nacional
2016	Belo Horizonte Get Eagles	39-7	Sinop Coyotes	Santa Maria Soldiers	Rio Preto Weilers	Liga Nacional

List of First Division Champions and Runners-Up by Team

TEAM	CHAMPIONS	RUNNERS-UP
Coritiba Crocodiles	2 (2013, 2014)	3 (2010, 2011, 2012)
Timbó Rex	2 (2015, 2016)	1 (2014)
Corinthians Steamrollers	2 (2011, 2012)	0
Cuiabá Arsenal	2 (2010, 2012)	0
Fluminense Imperadores	2 (2009, 2011)	0
Vasco da Gama Patriotas	1 (2014)	3 (2010, 2012, 2015)
João Pessoa Espectros	1 (2015)	2 (2013, 2014)
Vila Velha Tritões	1 (2010)	1 (2011)
Jaraguá Breakers	1 (2013)	0
Flamengo FA	0	2 (2013, 2016)
São Paulo Storm	0	1 (2009)

Epilogue

American football in Brazil is still new but there is hope for the future. The first decade of organized football has yet to be played with all the proper equipment. In the first eight years of the sport, Brazilian football is still on offense, slowly driving up the field. A change has already been noticed in the attitude on social media — what was once regarded as an amateur game is now viewed as a quasi-professional sport. In the past decade, few fans visited the websites devoted to football. These sites were mainly formed by friends and families of the players and there was no infrastructure to welcome new followers. Even the top-level organized games took place on grassy lawns that were literally “an uneven playing field.” Now, big football games are played in the same soccer stadiums that hosted the World Cup in 2014. There’s room for American football in Brazil and the NFL is seen as an ally of the sport in the country. As long as the NFL keeps its place in the living rooms of Brazilian homes, hopefully more people will come to know the sport and to fall in love with it..

ALAN SANTIAGO is a journalist living in Brasília, Brazil. He is the author of the 2015 book *O Início da NFL: 1920–1952 (The Beginning of the NFL: 1920–1952)*.

Coffin Corner Classifieds

TAR—The Autograph Review. \$14.95 annually, 6 editions. Special to PFRA members for new subscriptions: 5/\$9.95. Payable to: J.W. Morey, 305 Carlton Road, Syracuse, NY 13207. Publishing 32 years. Addresses, info, helpful to researchers...Try us. (∞)



**Don't get called for
ILLEGAL MOTION!**

**If you are moving, make sure
to send us your new address to
guarantee uninterrupted delivery of
The Coffin Corner. Each returned issue
costs the PFRA money—send it in NOW!**



Draw up an ad in *The Coffin Corner*

CURRENT ADVERTISING RATES (As of December 31, 2016)

SINGLE ISSUE:

	Members	Non-Members
1/4 Page	\$20.00	\$25.00
1/2 Page	\$40.00	\$50.00
Full Page	\$80.00	\$100.00
Classified*	\$3.00	\$5.00

MULTIPLE ISSUES: (maximum of six issues; per issue)

	Members	Non-Members
1/4 Page	\$15.00	\$20.00
1/2 Page	\$35.00	\$40.00
Full Page	\$75.00	\$80.00
Classified*	\$2.50	\$3.00

*Per 50 words with a maximum of 150 words

For updates, please check our website at
www.profootballresearchers.com/coffin-corner-advertising.htm

Copyright of Coffin Corner is the property of Professional Football Researchers Association and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.