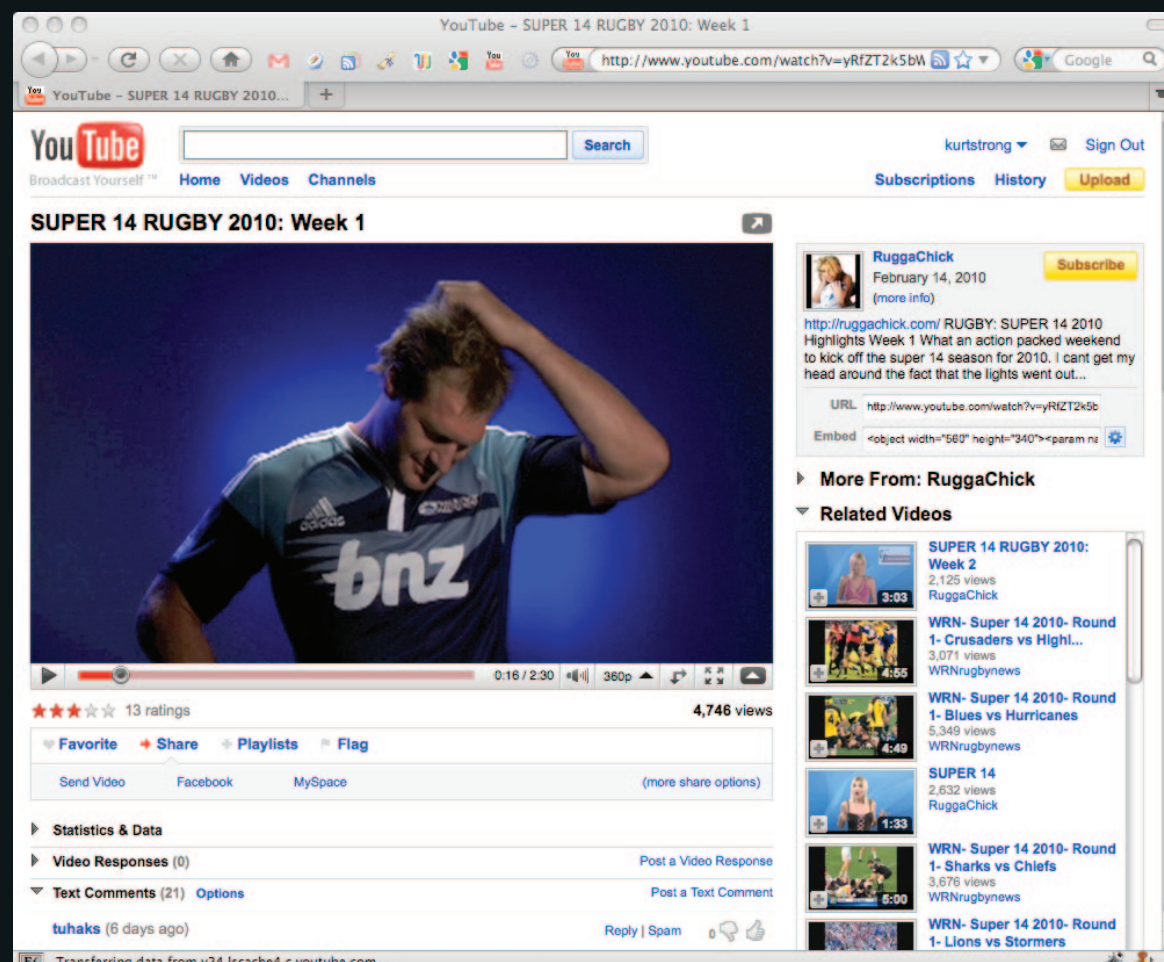


BE IMMORTALISED: HOW A DIE HARD SUPER 14 RUGBY FAN GOT DIE CAST AS A LIFE SIZE ALUMINIUM STATUE.

HOW IT WORKED

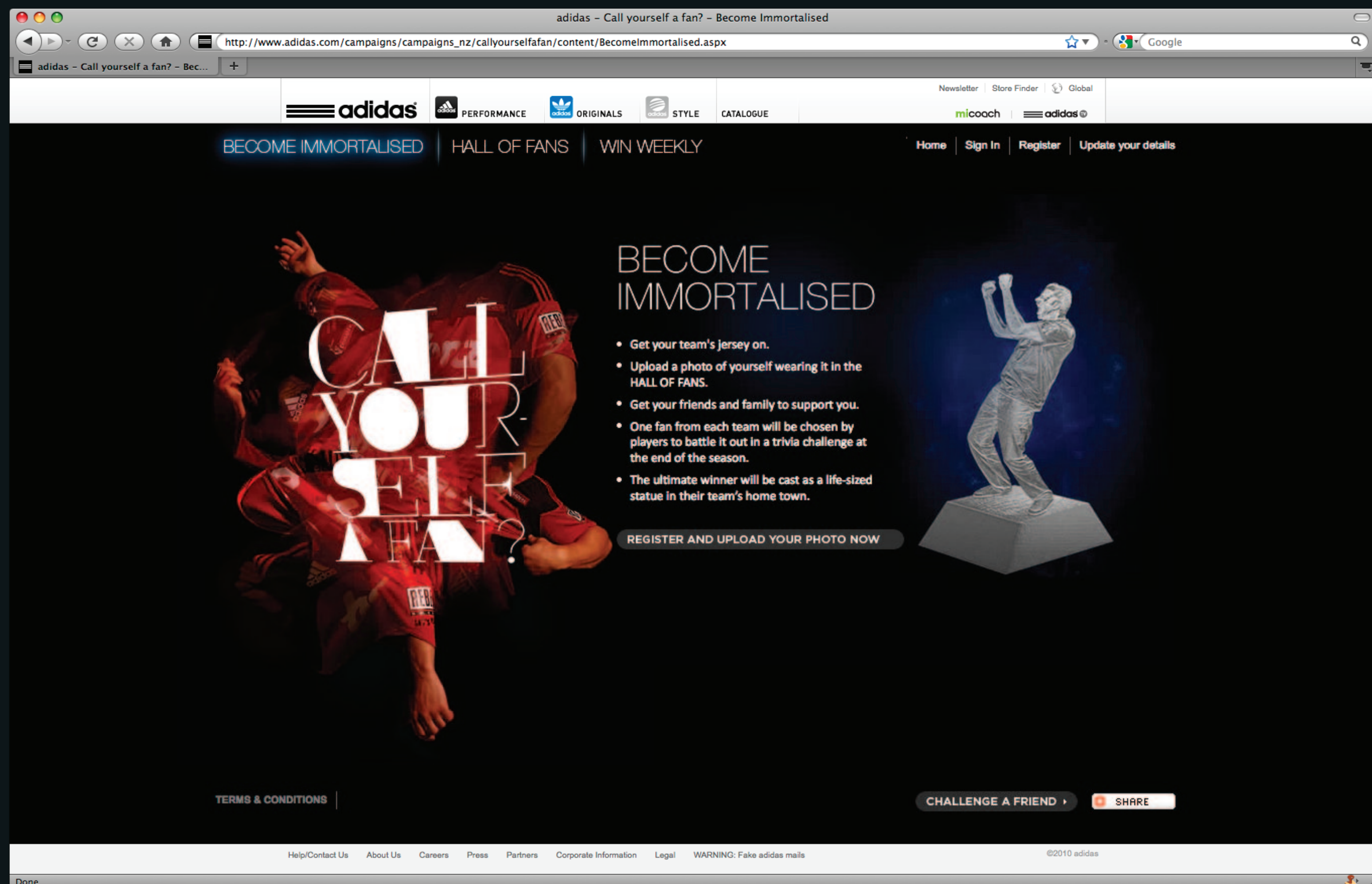
Die Hard rugby fans entered by uploading a photo of themselves in their Super 14 team jersey to callyourselfafan.co.nz then invited friends and family to support them.

Clips of well-known players put on the spot to answer Super Rugby trivia are hosted on youtube to give fans a taste of the competition, directing them to the website to see how their knowledge stacks up.



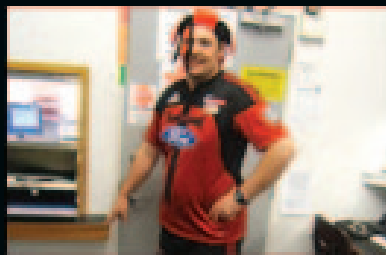
At the end of the season Super 14 players chose five ‘mad as they come’ finalists to battle it out for the supreme title of ‘New Zealand’s Greatest Super Fan’ in a live radio challenge.

THE PRIZE: IMMORTALISATION



THOUSANDS ENTERED

Then needed to drum up support from friends and family



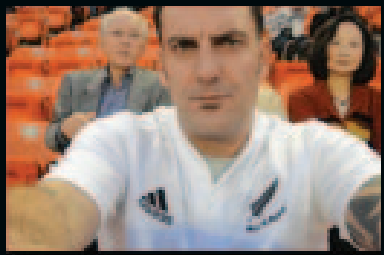
xcellent21
Crusaders
10191
SUPPORT



thesnakeman
Hurricanes
527
SUPPORT



Crusader Invader
Crusaders
66
SUPPORT



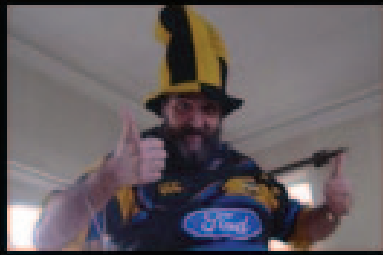
Mark4
Chiefs
2
SUPPORT



Jonnoboy
Blues
65
SUPPORT



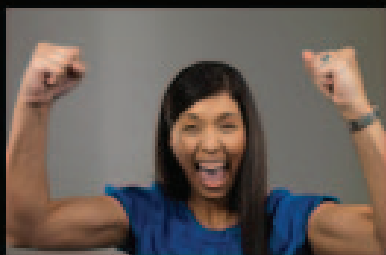
chelsea hurricane.
Hurricanes
64
SUPPORT



John Lawrence
Hurricanes
39
SUPPORT



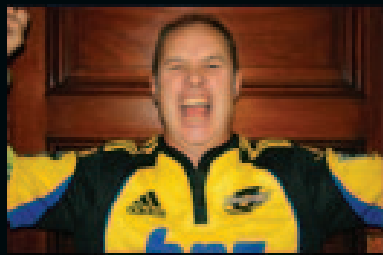
Vlasman08
Blues
11
SUPPORT



Pralene
Blues
21
SUPPORT



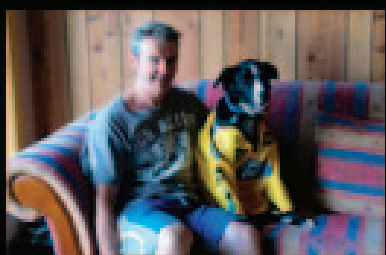
LeeLeeWaaka
Hurricanes
17
SUPPORT



kiwitones
Hurricanes
16
SUPPORT



dadandme
Hurricanes
5
SUPPORT



MikeJD13
Hurricanes
4
SUPPORT



kiwibeca
Crusaders
3
SUPPORT



Wooden_Balls
Hurricanes
3
SUPPORT



Lil_Devil
Blues
127
SUPPORT



THE DECIDER. 100 QUESTIONS. 1 SUPER FAN.

- Who was the first New Zealand player to reach 100 Super matches?*
a. Tana Umaga. b. Christian Cullen. c. Anton Oliver.
- Who captained the Crusaders when they won the Super 12 final for the first time?*
a. Justin Marshall. b. Todd Blackadder. c. Andrew Mehrtens.
- The first Super 12 game in New Zealand was played in which city?*
a. Auckland. b. Hamilton. c. Palmerston North.
- Dan Carter first played for the Crusaders in which year?*
a. 2004. b. 2002. c. 2003.
- How many times have the Chiefs played in the Super final?*
a. once. 2. three times. 3. twice.
- When did the Blues last win the Super final?*
a. 2003. b. 2000. 1998.
- At the start of 2010, who had scored most points in Super rugby?*
a. Andrew Mehrtens. b. Carlos Spencer. c. Dan Carter.
- For which team did Doug Howlett first play?*
a. Blues. b. Hurricanes. c. Highlanders.
- Name the only year in which no New Zealand teams played in the semifinals.*
a. 2007. b. 1999. c. 2001.
- Which player kicked a record 13 conversions in one match?*
a. Andrew Mehrtens. b. Nick Evans. c. Jimmy Goppertth.
- Who were the first Super players to also become franchise coaches?*
a. Todd Blackadder. b. Ian Foster. c. Greg Cooper.
- Rico Gear played for how many teams?*
a. Three. b. Four. c. Two.
- The French prop, Christian Califano, played for which franchise?*
a. Crusaders. B. Hurricanes. c. Blues.
- Who was assistant coach to Graham Mourie for the Hurricanes?*
a. Peter Russell. b. Wayne Smith. c. Bryan Williams.
- Who was the former Hurricane who played for England and the British and Irish Lions?*
a. Paul Steinmetz. b. Riki Flutey. c. Christian Cullen.
- The most points scored in a match was 96 by which team?*
a. Blues. b. Crusaders. c. Hurricanes.
- For how many years did Graham Henry coach the Blues?*
a. Four. b. Five. c. Three.
- Who was the Crusaders' captain in 1996?*
a. Richard Loe. b. Todd Blackadder. c. Justin Marshall.
- Who kicked six conversions for the Hurricanes against the Highlanders in 1997?*
a. Christian Cullen. b. Jon Preston. c. David Holwell.
- In what year did Ian Jones captain the Chiefs?*
a. 1996. b. 1997. c. 1998.
- Sid Going was on the coaching staff of which franchise?*
a. Blues. b. Chiefs. c. Hurricanes.
- In which year did Richie McCaw first captain the Crusaders?*
a. 2005. b. 2006. c. 2004.
- Taine Randell captained which franchise?*
a. Blues. b. Highlanders. c. Hurricanes.
- Peter Sloane was assistant coach where from 1997 until 1999?*
a. Highlanders. b. Blues. c. Crusaders.
- Who has scored most points for the Highlanders?*
a. Tony Brown. b. Jeff Wilson. c. Willie Walker.
- The Highlanders have played home games in Dunedin, Invercargill, Queenstown and where else?*
a. Oamaru. b. Wanaka. c. Palmerston North.
- Against which team did Gavin Lawless of the Sharks score a competition record 50 points?*
a. Chiefs. b. Highlanders. c. Hurricanes.
- Who captained the Highlanders in their first year?*
a. David Latta. b. John Leslie. c. Josh Kronfeld.
- The Chiefs have had how many head coaches?*
a. 9. b. 7. c. 5.
- Who is the only player to have captained two franchises?*
a. Mils Muliaina. b. Leon MacDonald. c. Glenn Taylor.
- Which is the only franchise to have been captained by brothers?*
a. Blues. b. Highlanders. c. Hurricanes.
- Against which team did Waratahs prop Matt Dunning memorably kick a dropped goal in 2003?*
a. Chiefs. b. Blues. c. Highlanders.
- Who succeeded Graham Henry as coach of the Blues?*
a. Gordon Hunter. b. Peter Sloane. c. Jed Rowlands.
- Who was the first non-New Zealander to coach one of the five franchises?*
a. David Nucifora. b. Bob Dwyer. c. Kevin Putt.
- Jonah Lomu played for how many franchises?*
a. Three. b. Two. C. Four.
- Where did the NZRU first decide the Chiefs would be based?*
a. Hamilton. b. Takapuna. c. Tauranga.
- Josh Blackie played for which franchise other than the Highlanders?*
a. Blues. b. Hurricanes. c. Crusaders.
- For which franchise did Richard Kahui first play?*
a. Chiefs. b. Hurricanes. c. Highlanders.
- Which Super player also played cricket for New Zealand?*
a. Andrew Mehrtens. b. Jeff Wilson. c. Simon Culhane.
- Who was the first halfback to captain the Highlanders?*
a. Byron Kelleher. b. David Gibson. c. Jimmy Cowan.
- Colin Cooper was assistant coach where before he coached the Hurricanes?*
a. Crusaders. b. Highlanders. c. Chiefs.
- The most tries by a substitute going on in a game is three. By whom?*
a. Richie McCaw. b. Andrew Hore. c. Brendon Leonard.
- In what year did Carlos Spencer play his last Super game?*
q. 2006. b. 2005. c. 2004.
- Who was the only Crusader to start in each of the seven finals between 1998 and 2005?*
a.Andrew Mehrtens. b. Todd Blackadder. c. Reuben Thorne.
- What role did Robbie Deans have with the Crusaders before he became coach?*
a. Assistant coach. b. Manager. c. None.
- At which ground was Jeff Wilson's last game?*
a. Carisbrook. b. Jade Stadium. c. Eden Park.
- Who scored the first try in Super rugby?*
a. Alama Ileremia. b. Zinzan Brooke. c. Michael Jones.
- In what year did Super 14 take over from Super 12?*
a. 2004. b. 2005. c. 2006.
- Who refereed the first Super 12 final?*
a. Wayne Erickson. b. Colin Hawke. c. Jonathan Kaplan.
- Who composed the Crusaders' theme music?*
a. Dave Dobbyn. b. Vangelis. c. Burt Bacharach.
- Which Super player was born in Boggabri, New South Wales?*
a. Ezra Taylor. b. Ben Franks. c. Steve Devine.
- In what year did the Chiefs play their first home game at Blue Chip Stadium, Mt Maunganui?*
a. 2005. b. 2006. c. 2007.
- To which franchise did Andrew Blowers return in 2006 after playing for Northampton in England?*
a. Blues. b. Highlanders. c. Chiefs.
- For which franchise did Andrew Hore make his debut in 2001?*
a. Crusaders. b. Highlanders. c. Hurricanes.
- Isaia Toeava had made his All Black debut before his Super 14 debut for who?*
a. Blues. b. Chiefs. c. Hurricanes.
- Who was coach Tony Gilbert's assistant with the Highlanders in 1998 and 1999?*
a. Phil Young. b. Greg Cooper. c. Kevin Gloag.
- Tony Marsh played one game for the Blues in 1997 before playing for which franchise in 1998?*
a. Chiefs. b. Hurricanes. c. Crusaders.
- Which was the first franchise to beat each of the South African teams in the one year?*
a. Blues. b. Highlanders. c. Crusaders.
- Where was the supposed "party at Tony Brown's"?*
a. Carisbrook. b. Eden Park. c. Westpac Stadium.
- Which Super player had two years at the Queensland Rugby Academy before playing for the Blues in 2009?*
a. Joe Rokocoko. b. Daniel Braid. c. Michael Hobbs.
- Who played American football and rugby for the United States under 19 before being chosen for a Super franchise?*
a. James Paterson. b. Mathew Berquist. c. Israel Dagg.
- For how many years did John Mitchell coach the Chiefs?*
a. One. b. Two. c. Three.
- Who holds the record of 221 points for a Super season?*
a. Dan Carter. b. Adrian Cashmore. c. Andrew Mehrtens.
- The Bulls beat the Chiefs 61-17 in the 2009 final, but who scored the first try?*
a. Mils Muliaina. b. Richard Kahui. c. Lelia Masaga.
- The Crusaders and which other team finished in the top four in 2008?*
a. Hurricanes. b. Blues. c. Chiefs.
- Ben Blair once scored 28 points in a game. Against whom?*
a. Blues. b. Sharks. c. Waratahs.
- To the nearest 20, how many points did Tony Brown score for the Highlanders?*
a. 770. b. 790. c. 820.
- The All Blacks' manager, Darren Shand, was previously manager of which Super 12 team?*
a. Crusaders. b. Highlanders. c. Hurricanes.
- Who was named the Super 14 player of the year at the Steinlager Rugby Awards in 2008?*
a. Richie McCaw. b. Ali Williams. c. Andrew Hore.
- Caleb Ralph retired in 2008 after how many Super games?*
a. 130. b. 135. c. 140.
- Who was named the first Super 12 player of the year in 1996?*
a. Jeff Wilson. b. Jonah Lomu. c. Joeli Vidiri.
- Graham Henry was named Super 12 coach of the year in which year?*
a. 1996. b. 1997. a. 1998.
- The Highlanders won the lowest-scoring game in Super rugby in 2009 by six points to nil. Against which team?*
a. Crusaders. b. Chiefs. c. Reds.
- Who coached the Crusaders in the first year of Super 12?*
a. Robbie Deans. b. Wayne Smith. c. Vance Stewart.
- Which Hurricanes player scored more points (153) than any other New Zealander in the 1997 Super 12?*
a. Christian Cullen. b. Jon Preston. c. Tana Umaga.
- Which Chiefs player was the competition's leading try-scorer in 2002?*
a. Roger Randle. b. David Hill. c. Sitiveni Sivivatu.
- Gordon Hunter coached two teams, the Highlanders and one other. Which?*
a. Hurricanes. b. Blues. c. Chiefs.
- Who was the Bay of Plenty coach who became assistant coach of the Crusaders in 2005?*
a. Kevin Schuler. b. Andre Bell. c. Vern Cotter.
- Who kicked the Blues' only conversion in the first Super 12 game in 1996?*
a. Greg Cooper. b. Zinzan Brooke. c. Adrian Cashmore.
- Pita Alatini played for how many teams in Super rugby?*
a. Three. b. Two. c. Four.
- For which team did Rhys Duggan play as well as for the Chiefs?*
a. Hurricanes. b. Blues. c. Highlanders.
- Matthew Cooper played for which team in the opening year of Super 12?*
a. Chiefs. b. Highlanders. c. Hurricanes.
- For how many Super teams did Marc Ellis play?*
a. Three. b. Two. c. One.
- Willie Ripia made his Super debut for which team?*
a. Highlanders. b. Chiefs. c. Hurricanes.
- Who was the former Waikato halfback who coached the Chiefs?*
a. Kevin Putt. b. Kevin Greene. c. Simon Crabb.
- Aisea Tuilevu was the equal leading try-scorer in Super 12 in 2001. Who did he play for?*
a. Blues. b. Chiefs. c. Highlanders.
- Daniel Braid played for which Australian team in 2009?*
a. Reds. b. Waratahs. c. Brumbies.
- Thames Valley was part of the Blues in which year?*
a. 1996. b. 1998. c. 2000.
- The Cheetahs were one of the teams in the 1000th match of Super rugby in 2009. Who did they play?*
a. Blues. b. Highlanders. c. Hurricanes.
- In what year did the Crusaders go through the Super 12 unbeaten?*
a. 1998. b 2002. c. 2004.
- What was the Crusaders' lowest finishing place at the end of the round-robin?*
a. Fifth. B. Ninth. c. 12th.
- In what year were the Blues unbeaten (though they drew one match)?*
a. 1997. b. 2000. c. 2004.
- The record for most tries in Super rugby is 59, scored by who?*
a. Doug Howlett. b. Jeff Wilson. c. Mils Muliaina.
- Vula Maimuri is credited with the quickest try in Super rugby when he scored after just 12 seconds against the Crusaders. For whom was he playing?*
a. Blues. b. Chiefs. c. Highlanders.
- How many games are played in a Super 14 regular season (that is, excluding semifinals and final)?*
a. 91. b. 81. c. 71.
- The highest score away was 60 by the Blues in 2002. Who did they beat?*
a. Highlanders. b. Hurricanes. c. Bulls.
- What is the record for most wins in a row, shared by the Crusaders and Blues?*
a. 25. b. 21. c. 18.
- In what year was the Super 14 final played in fog in Christchurch?*
a. 2004. b. 2007. c. 2006.
- How many finals appearances have the Blues made (not including semifinals)?*
a. Four. b. Five. c. Six.
- Of the 14 Super competitions to the start of 2010, how many had been won by New Zealand teams?*
a. 10. b. 9. C. 8.

“AND THE WINNER IS...”

Peter Sutton is a hero in his own home-town. The 60-year-old grandfather and extreme Crusaders supporter has been immortalised as a life-sized statue, put on prominent display at AMI Stadium, after being declared New Zealand's greatest Super Rugby fan. 'Campbell Live', TV3.

“It's totally unreal,” says Sutton, who has lived all his life in the Christchurch suburb of Burnside. “It's all a bit overwhelming. I really can't say how I feel without swearing.”

He says it'll make up for his poor showing in the fantasy rugby series he plays with his mates. “They already think I'm a bit of a clown, a bit of a nutcase. They just all think it's totally hilarious. Everyone I've told has just about wet themselves.”

Sutton says he entered to try to win some adidas gear for his young grandchildren, three of whom play rugby. He didn't think for a minute he'd end up with a statue at the rugby ground he's been attending for decades.

Sutton started playing rugby – as a foundation member of Burnside Rugby Club – more than 50 years ago, and refereed for 18 years. The highlight of his refereeing career came in 1986, when he was a touch judge for an Auckland vs Canterbury Ranfurly Shield match. Though Auckland won, he still rates it as “the game of the century”. 'Campbell Live', TV3.

The last word on the subject goes to Sutton's daughters: ‘When Dad dies, we want to make it his headstone.’



THE IMMORTALISATION

The 'Super Fan' was immortalized by leading Otago figurative sculptor Bryn Jones, one of New Zealand's foremost sculptural artists, renowned for his lifelike representations and famous for making the striking sculpture of Sir Edmund Hillary that stands under the shadow of Aoraki/Mt Cook.



Unveiled at AMI Stadium Christchurch. Home of the Canterbury Crusaders.