



Chicago Sky
Marvel Super Hero™ Program
Case Study
2023

CHICAGO SKY MARVEL SUPER HERO™ DAY

On September 3rd 2023, the Chicago Sky hosted the first ever WNBA Marvel Super Hero™ Day. This fully immersive program featured:

- The first ever Shuri Black Panther bobblehead to the first 3,000 fans in attendance, along with a limited-edition poster featuring Sky players and Shuri to the first 10,000 fans in attendance*

As part of the game-day experience fans were treated to special in-game scoreboard activations and games



*ALL executions/activations are pending Marvel approval, and are subject to change

CHICAGO SKY MSHD ATTENDANCE STATS

- The Marvel Super Hero™ Day activation drew 8,223 fans, resulting in a 14% increase in attendance over average (avg. 7,202 / 79% capacity), vs rival New York Liberty
- The event was the highest the 2nd attended Sunday game of the season at the time (highest 7/30/23, att. 8,914) It was also the 5th highest attended game of season overall at the time.
- The game was the highest attended game vs New York Liberty since the 2013 season (Wednesday 6/26/13, att. 8,911).



IN-GAME ACTIVATIONS

SCOREBOARD GRAPHICS



WARMUP SHIRTS



GIVEAWAYS





MARKETING & PROMOTION

MARVEL ANNOUNCEMENT POSTS



Marvel Entertainment @Marvel · 3d

@chicagosky hosts the first ever WNBA Marvel Super Hero Day on September 3! Read more details on how you can receive a limited edition Shuri Black Panther bobblehead and a souvenir poster featuring star Sky players and Marvel characters: bit.ly/47Ss9QF



8

40

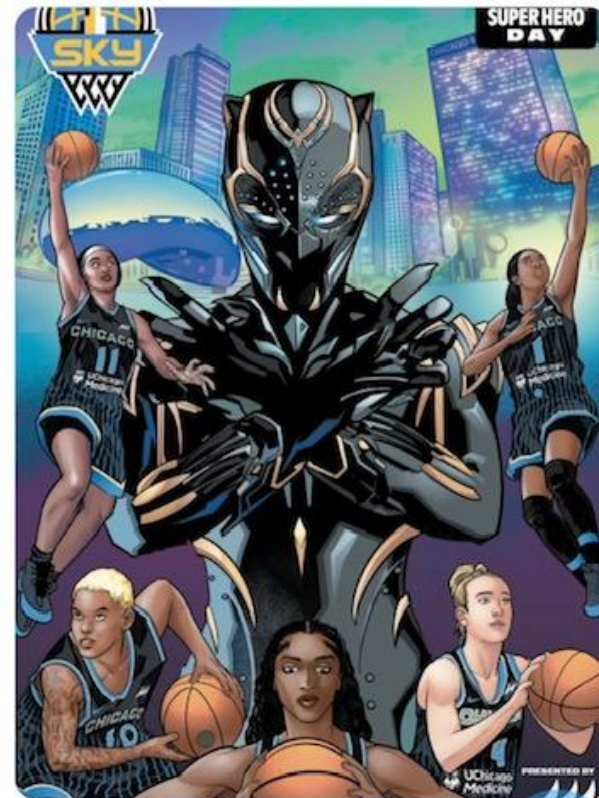
409

195K



Marvel Entertainment @Mar... · 8/11/23

Your favorite Super Heroes are headed to #Skytown! The @ChicagoSky are hosting their first-ever Marvel Super Hero Day on September 3! Get your tickets now and receive a poster and bobblehead featuring Shuri on gameday: bit.ly/3QzhfsV #ad



SOCIAL GRAPHICS

GIVEAWAY
SHURI BOBBLEHEAD

FOR THE FIRST 3000 FANS

LET'S GO SKYTOWN!

MARVEL SUPER HERO DAY

HALFTIME !!

GAMEDAY

SUNDAY SEPT. 3RD 2PM

PERFORMANCE BY THE GRIFFIN BROTHERS

BUY TICKETS NOW!!

TEAM POSTER
GIVEAWAY TO ALL FANS

FEATURING:
SHURI, KAHLEAH, MARINA
COURTNEY, ELIZABETH, DANA

PRESENTED BY
MAGELLAN

© 2023 MARVEL

MARVEL SUPER HERO DAY

GAMEDAY

SUNDAY SEPT. 3RD 2PM

PRESENTED BY
MAGELLAN

© 2023 MARVEL

SOCIAL GRAPHICS

MARVEL SUPER HERO DAY

CHI-TOWN vs NEPH

PRESENTED BY MAGELLAN

SUNDAY SEPT. 3RD 2PM

© 2023 MARVEL

This graphic features five Chicago Sky players in their blue and white uniforms. The background is a vibrant blue with a white lightning bolt and stars. The text 'MARVEL SUPER HERO DAY' is prominently displayed at the top. Below the players, the matchup 'CHI-TOWN vs NEPH' is shown with their respective logos. The event is presented by Magellan and scheduled for Sunday, Sept. 3rd at 2PM. A small copyright notice '© 2023 MARVEL' is at the bottom left.

TEAM POSTER

GIVEAWAY TO ALL FANS!

FEATURING

- SHURI
- KAHLEAH
- MARINA
- COURTNEY
- ELIZABETH
- DANA

This graphic is a promotional poster for a team poster giveaway. It features a central illustration of the Chicago Sky players alongside the character Shuri. The background is blue with white stars and a cityscape. The text 'TEAM POSTER' is written in large, bold letters, with 'GIVEAWAY TO ALL FANS!' below it. A list of names is provided under the heading 'FEATURING'. The Chicago Sky logo and 'MARVEL SUPER HERO DAY' are also visible. A small copyright notice '© 2023 MARVEL' is at the bottom left.

SOCIAL POSTS

 chicagosky

GIVEAWAY SHURI BOBBLEHEAD



FOR THE FIRST 3,000 FANS

BLACK PANTHER

94 likes

chicagosky Two more days (!!) until the first-EVER @wnba Marvel Super Hero™ Day, and look at all we have waiting for you 🙄

In addition to the first Shuri bobblehead and a team poster, @khaliyah_x is back to join the party at halftime! Link in bio!

 Chicago Sky @chicagosky · 4h

The WNBA's first ever Marvel Super Hero™ Day... We did that 🙄🙄 Get your Shuri bobblehead on 9/3.

bit.ly/3sfRcwF



1 12 32 2,719

 chicagosky

TEAM POSTER

GIVEAWAY TO ALL FANS!



FEATURING

- SHURI
- KAHLEAH
- MARINA
- COURTNEY
- ELIZABETH
- DANA

94 likes


chicagosky Two more days (!!) until the first-EVER @wnba Marvel Super Hero™ Day, and look at all we have waiting for you 🙄

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PLAYER GRAPHICS

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10



STRENGTH...

COURTNEY WILLIAMS

© 2023 MARVEL

Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

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SPEED...

REBEKAH GARDNER

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Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

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STAMINA...

ROBYN PARKS

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Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

GAMEDAY GRAPHICS

MARVEL SUPER HERO DAY

GAME DAY

POWERED BY
HORIZON

WATCH AT
2PM CT
ESPN 2

MARVEL SUPER HERO DAY

KNOW YOUR OPPONENT

SEPT 3, 2023 | 2PM CT | CHICAGO, IL | ESPN 2

 VS 

15 - 21 **29 - 7**

LAST MATCH UP : 89 - 73 SKY SERIES LEADER : 34 - 31 SKY



MATCHUP GRAPHICS

LET'S GO SKY!

MARVEL SUPER HERO DAY

VS

PRESENTED BY
MAGELLAN

UNIVERSITY OF NORTH CAROLINA

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

LINEUP GRAPHICS

MARVEL SUPER HERO DAY

VS

STARTING 5

4 MARINA

10 COURTNEY

2 KAHLEAH

25 MORGAN

1 ELIZABETH

SKY

Ford

The graphic features a blue background with a torn-paper effect. It lists five players from the Sky team, each with their jersey number and name. The players are arranged vertically, with their photos cut out and placed to the right of their names. The background is decorated with white stars and a sunburst pattern at the top. The Ford logo is visible in the bottom right corner.

SOCIAL TEMPLATES





PROMOTIONAL VIDEOS

ASK THE PLAYERS

*WHAT SUPERPOWER
WOULD YOU HAVE?*

[CLICK HERE TO PLAY](#)

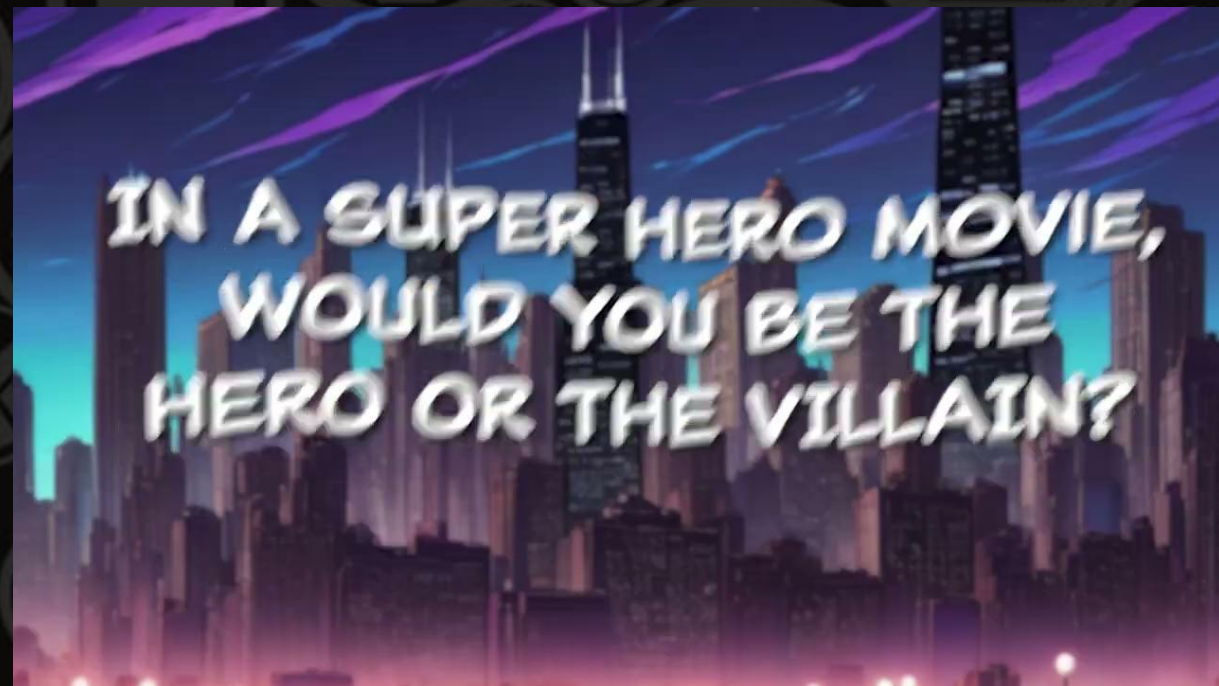
*WHICH TEAMMATE
IS MOST LIKE A
MARVEL SUPER HERO?*

[CLICK HERE TO PLAY](#)

ASK THE PLAYERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

ASK THE PLAYERS



WHICH SUPER HERO
WOULD YOU BE?

[CLICK HERE TO PLAY](#)

ATHLIFE

MARVEL

Since 2009, AthLife Unlimited has worked to bring together
Marvel Entertainment and the world of sports.

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