



ECHL
Marvel Super Hero™ Program
Case Study 2022-23

2022-23 PARTICIPATING TEAMS



OVERALL ATTENDANCE STATS

ECHL Marvel Super Hero™ Night Average Attendance (14 games): 5,699

ECHL 2022-23 Average Attendance (1,004 games): 4,632

ECHL Marvel Super Hero™ games performed 23% better on average than the 2022-23 ECHL season average (avg. 5,699 vs. avg. 4,632)

ECHL Marvel Super Hero™ games produced a combined 18% increase in attendance over average at the time the games were played

ECHL Marvel Super Hero™ games performed 23% better on average than all non-Marvel games league-wide (avg. 5,699 vs 4,617)



ECHL MARVEL SUPER HERO NIGHT ATTENDANCE HIGHLIGHTS

TEAM	DATE	REPORTED ATTENDANCE	HIGHLIGHTS
Iowa Heartlanders	3/10/23	2,906	MSHD game produced a 53% increase in attendance over average (avg. 1,901). The game produced an 11% increase for a Friday game (avg. 2,623)
Cincinnati Cyclones	1/28/23	9,286	MSHD game produced a 46% increase in attendance over average (avg. 6,365). The game was their 3rd highest attended Saturday game at the time and produced a 12% increase for a Saturday game (avg. 8,321)
Atlanta Gladiators	3/24/23	4,808	MSHD game produced a 45% increase in attendance over average (avg. 4,518). The game was their 2nd highest attended Friday game at the time and produced a 14% increase for a Friday game (avg. 5,735)



DAY OF THE WEEK ATTENDANCE STATS

DAY OF WEEK ATTENDANCE STATS

Marvel games played on Friday (6 games) performed 42% better on average than all Friday games league-wide (avg. 6,626 vs. avg. 4,674)

Marvel games played on Saturday (7 games) performed 6% worse on average than all Saturday games league-wide (avg. 5,147 vs. avg. 5,496)

Marvel games played on Sunday (1 game) performed 4% worse on average than all Sunday games league-wide (avg. 4,010 vs. avg. 4,181)

ATTENDANCE STATS BY MONTH

MONTHLY ATTENDANCE STATS

Marvel games played in October (1 game) performed 39% worse on average than all October games league-wide (avg. 3,143 vs. avg. 4,380)

Marvel games played in November (2 games) performed 41% better on average than all November games league-wide (avg. 5,838 vs. avg. 4,155)

Marvel games played in December (1 game) performed 22% worse on average than all December games league-wide (avg. 3,473 vs. avg. 4,443)

Marvel games played in January (3 games) performed 38% better on average than all January games league-wide (avg. 6,483 vs. avg. 4,704)

Marvel games played in February (4 games) performed 46% better on average than all February games league-wide (avg. 7,144 vs. avg. 4,896)

Marvel games played in March (3 games) performed 4% worse on average than all March games league-wide (avg. 4,491 vs. avg. 4,673)



MARVEL VS OTHER PROPERTIES

MARVEL VS DC COMICS

Marvel Super Hero™ games preformed 34% better on average than DC Comic games for teams that participated in both (avg. 7,151 vs avg. 5,354)



MARVEL VS NICKELODEON

ECHL Marvel Super Hero™ games performed 10% better on average than Nickelodeon Nights league-wide (Spongebob, Paw Patrol, Blue's Clues, Ninja Turtles, Baby Shark, Garfield, Legends of the Hidden Temple, Double Dare) (avg. 5,699 vs avg. 5,197)





SOCIAL MEDIA

SOCIAL MEDIA POSTS

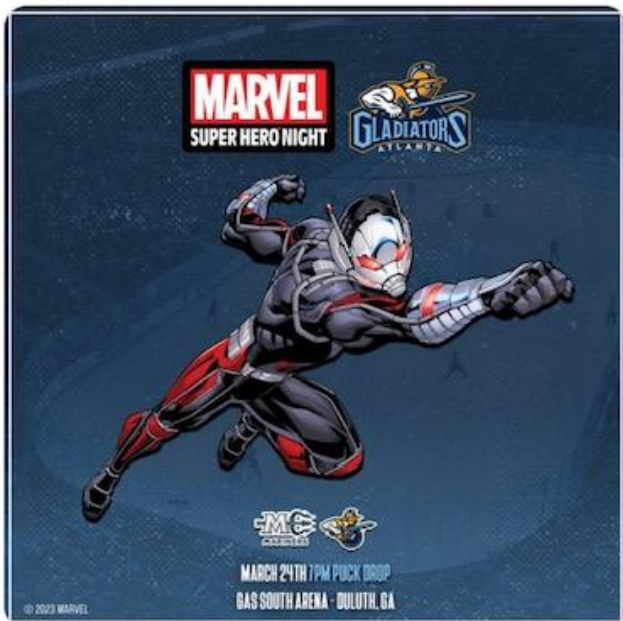


Atlanta Gladiators @atlgliators · 1d

We're putting the "ant" in Atlanta on March 24th for **Marvel Super Hero Night!**

The Glads will be rocking special Ant-Man themed jerseys that will be auctioned off after the game.

bit.ly/3Jc7HyA



1 2 13 1,856

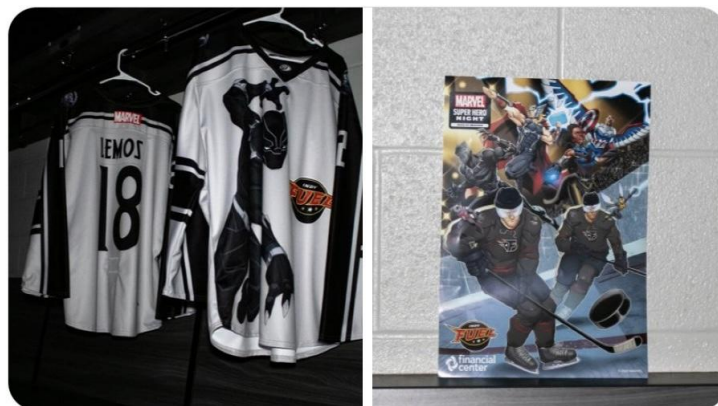


Indy Fuel @IndyFuel · 35m

Tonight, the Fuel will take on the evil Kalamazoo Wings while wearing these jerseys that you can bid on live after the game.

The first 1,500 fans will receive this MARVEL Super Hero™ poster courtesy of @fcfcu!

We want to see you there! bit.ly/112622-Tickets



2 7



kalamazoowings



1 Game Ticket
(White Level)
Marvel Poster

Marvel Lunch Box
Private Character Appearance



42 likes

kalamazoowings Join us for 'Marvel Super Hero Night' and meet the Mighty Thor! Head to K-Wings.com to secure your 'Thor Character Appearance Ticket Package' NOW! #maintainthetradition

November 23

APPROVED SOCIAL GRAPHICS



MARVEL
SUPER HERO NIGHT

FEBRUARY 25, 2023
7:00 PM

ROCKET

© 2023 MARVEL

This graphic features Rocket Raccoon from Guardians of the Galaxy. He is shown in a dynamic pose, holding a large, futuristic blaster. The background is a dark red gradient. The Marvel logo and event title are in a red and white box in the top left. The date and time are in white text on the left. The character's name 'ROCKET' is written in a large, stylized, orange and yellow font at the bottom right.



Ascension
St. Vincent's

ICEMEN
JACKSONVILLE
COMMUNITY CENTER

MARVEL
SUPER HERO NIGHT

FRIDAY, FEBRUARY 3 | 7PM

**TICKETS AS
LOW AS \$15**

© 2022 MARVEL

This graphic features Loki from the Marvel Cinematic Universe. He is shown in his iconic gold armor and green cape, holding a glowing scepter. The background is a dark green gradient. The Ascension St. Vincent's logo is in the top left. The Jacksonville Icemen logo is in the top center. The Marvel logo and event title are in a red and white box in the top right. The date and time are in white text in the center. The ticket price information is in white text at the bottom right, accompanied by a yellow ticket icon.

APPROVED SOCIAL GRAPHICS



BLACK PANTHER



MARVEL
SUPER HERO NIGHT



NOVEMBER 18, 2022 | 7:30PM

TICKETS AS LOW AS \$20

© 2022 MARVEL



SAMEDI

14.01
15H00



vs



MARVEL
MATCH DES
SUPER-HÉROS™



BILLETS À PARTIR DE 17\$

ACHETEZ AU [LIONS3R.COM](https://lions3r.com)

© 2023 MARVEL

IN-GAME SOCIAL GRAPHICS



POSTER GIVEAWAY PROMO



MISE AU JEU PAR VOTRE
SUPER-HÉROS™
DE LA COMMUNAUTÉ

MAQUILLEUSES

LIONS CLUB

PRIX DE PRÉSENCE
POUR LES PERSONNES
DEGUISEES

POSTERS
REMIS AUX
1000
PREMIERS ARRIVÉS

© 2023 MARVEL





FAN ENGAGEMENT

MARVEL THEMED JERSEYS



MARVEL THEMED JERSEYS



SPECIAL TICKET PACKAGE GRAPHICS



CHARACTER APPEARANCES



MASCOT COSPLAY



ATHLIFE

MARVEL

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

Your key points of contact:

Chris DiGeronimo

chris@athlife.com

718.687.0937