

MARVEL

**MARVEL SUPER
HERO DAYS**





WHAT IS A MARVEL SUPER HERO DAY?

Marvel Super Hero Days are an immersive Marvel experience at professional sports stadiums

- Elements of a Marvel Super Hero Day include:
 - Marvel IP rights
 - Co-branded promotional giveaways
 - Content featuring Marvel IP
 - Marvel themed in-game activations
 - Exclusive Marvel retail products
 - Potential to incorporate a presenting sponsor





WHY HAVE MORE THAN 200 SPORTS TEAMS PARTNERED WITH MARVEL?

- Increased ticket sales
- New fan acquisition
- Retail sales
- Fans arrive early and stay later
- Enhance the fan gameday experience
- Sponsorship activation
- Social media buzz





WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Team (MLB)	'21 Marvel Game Attendance	'21 Average Attendance	% Increase
Cincinnati Reds	37,204*	17,227	115.96%
New York Mets #1	25,870*	17,472	48.07%
New York Mets #2	38,395*	17,647	117.57%
San Francisco Giants	41,155*	19,255	113.74%
			Total: 98.83%*

*Cincinnati Reds- Highest attended Saturday game at the time, beat out 4th of July Saturday game

*New York Mets #1- Highest attended Thursday afternoon game

*New York Mets #2- Highest attended game of the season at that point, highest attended Friday night game of the season

*San Francisco Giants- Highest attended game of the season at that point

***All games played with COVID-19 attendance restrictions to start season, which led to lower season averages**



WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Team (MLB)	'22 Marvel Game Attendance	'22 Average Attendance	% Increase
Washington Nationals	25,265	20,900	20.89%
Chicago White Sox	32,483	24,055	35.04%
New York Mets	39,359	31,975	23.09%
Minnesota Twins	25,246	22,590	11.76%
Oakland A's	11,107	9,965	11.46%
Toronto Blue Jays	44,448	31,924	39.23%
			Total: 23.58%



2022 ATTENDANCE STATS HIGHLIGHTS

Toronto Blue Jays (9/17/22)- Attendance was **69% higher** than comparable 2019 September Saturday game vs. division rival (Saturday 9/14 vs Yankees, att. 26,308)

New York Mets (7/23/22)- MSHD game was the highest attended game during the 7/22-7/24 weekend series against the Padres, **beating out Friday's WWE Night (att. 36,855) and Sunday's Gil Hodges HOF Bobblehead Giveaway (att. 35,475).**

Minnesota Twins (8/26/22)- In comparison to other Twins 2022 Special Ticket Packages, MSHD attendance was **11% higher** than Margaritaville Night STP on 6/11/22 (att. 22,741, Margaritaville-Inspired Twins Bucket Hat) and **3% higher** than Sesame Street Night STP on 6/25 (att. 24,578, Big Bird Twins Bobblehead).

Chicago White Sox (7/4/22)- MSHD activation was the highest attended Monday game of the season at the time and produced a **52% increase** for a Monday game (avg. 21,311)



WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Team (MLB)	'23 Marvel Game Attendance	'23 Average Attendance	% Increase
Tampa Bay Rays	27,078	17,137	58.01%
Pittsburgh Pirates	25,903	16,865	53.59%
Baltimore Orioles	34,136	20,522	66.34%
Milwaukee Brewers	38,688	30,783	25.68%
Detroit Tigers	27,103	20,743	30.66%



2023 ATTENDANCE STATS HIGHLIGHTS

Tampa Bay Rays (5/6/23)- MSHD game was the **highest attended game of the season at the time**, and produced a **27% increase for a Saturday game (avg. 21,374)**. **19% higher than the average giveaway game at time (avg. 22,792)**.

Baltimore Orioles (6/10/23)- MSHD game was the **2nd highest attended Saturday game at the time**, and produced a **25% increase for a Saturday game (avg. 27,351)**.

New York Mets (6/26/23)- MSHD was the **highest attended Monday game of the season at the time** and produced a **12% increase for a Monday game (avg. 30,744)**

Milwaukee Brewers (8/22/23)- MSHD game was the **2nd highest attended Tuesday game of the season at the time** and produced a **46% increase for a Tuesday game (avg. 26,421)**. Giveaway was **26% higher than the average theme night/STP (avg. 30,826)**



MLB PROMOTIONAL GIVEAWAYS BEST PRACTICES

MARVEL

BOBBLEHEADS



MARVEL

BOBBLEHEADS



MARVEL

BOBBLEHEADS



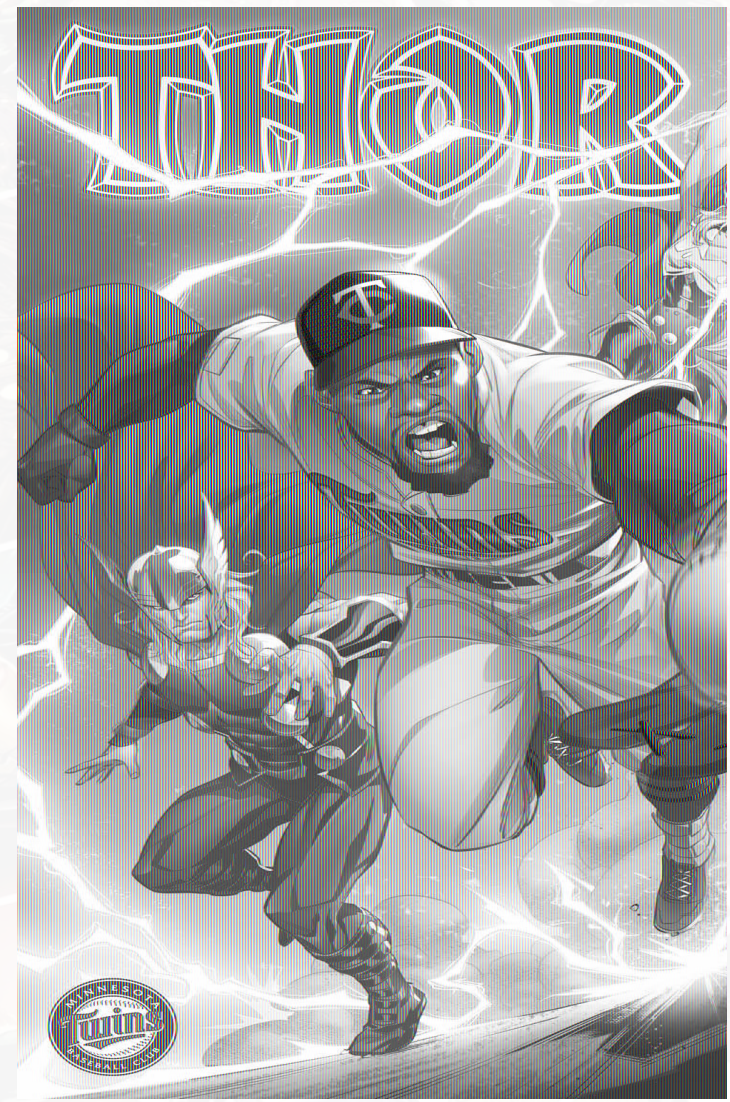
MARVEL

BOBBLEHEADS



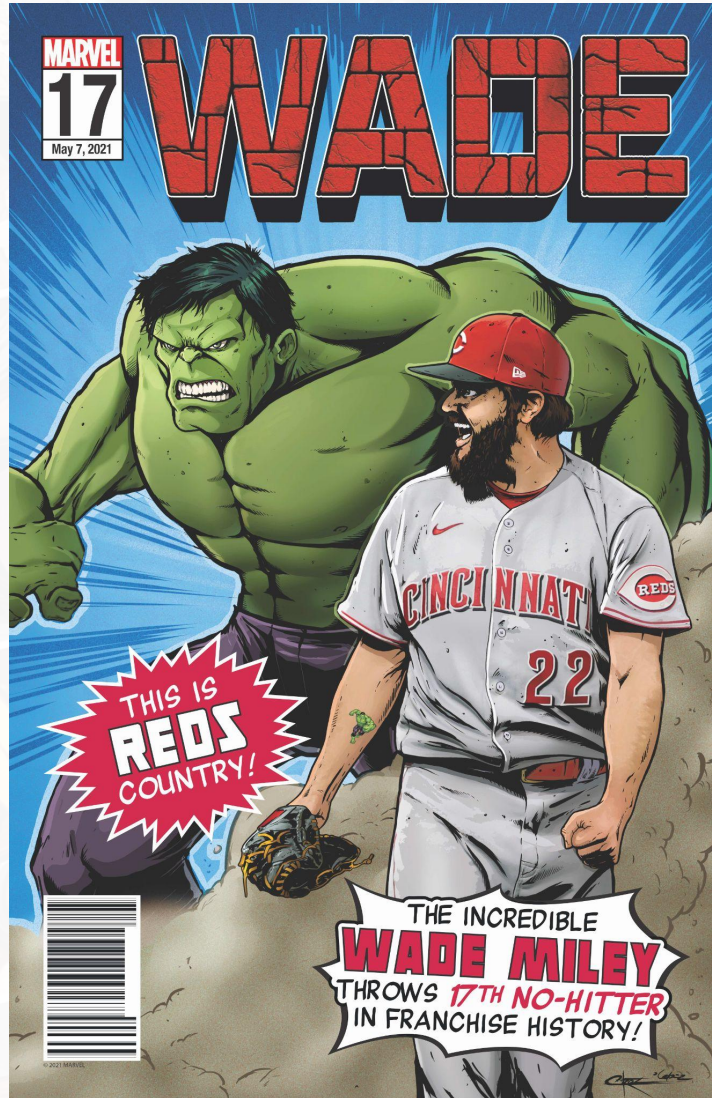


COMIC BOOKS/VARIANT COVERS



MARVEL

POSTERS



MARVEL

TRADING CARDS



MARVEL

T-SHIRTS & JERSEYS



MARVEL

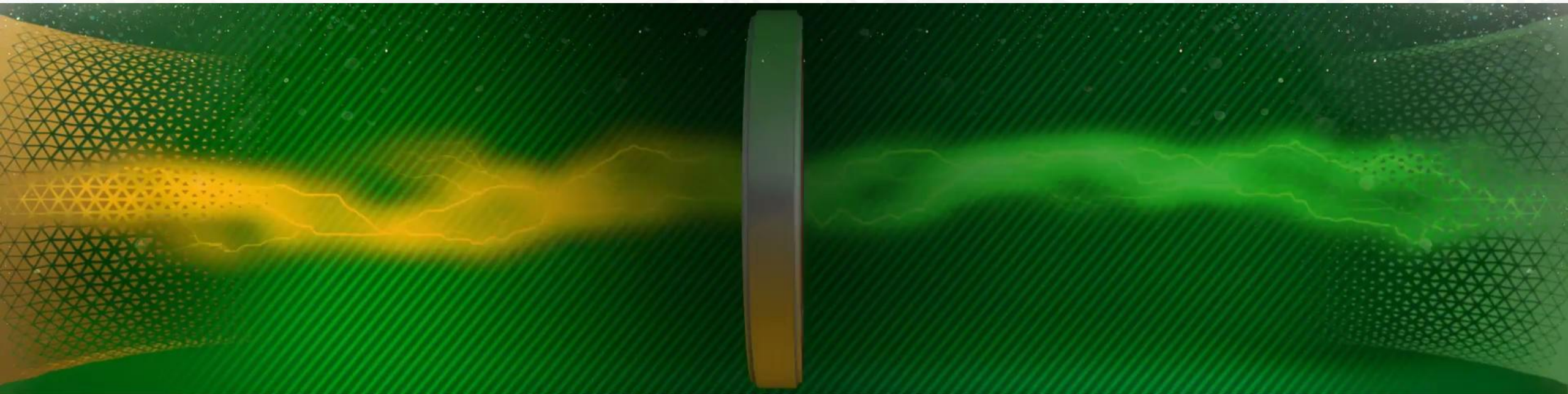
HATS & CHALLENGE COINS





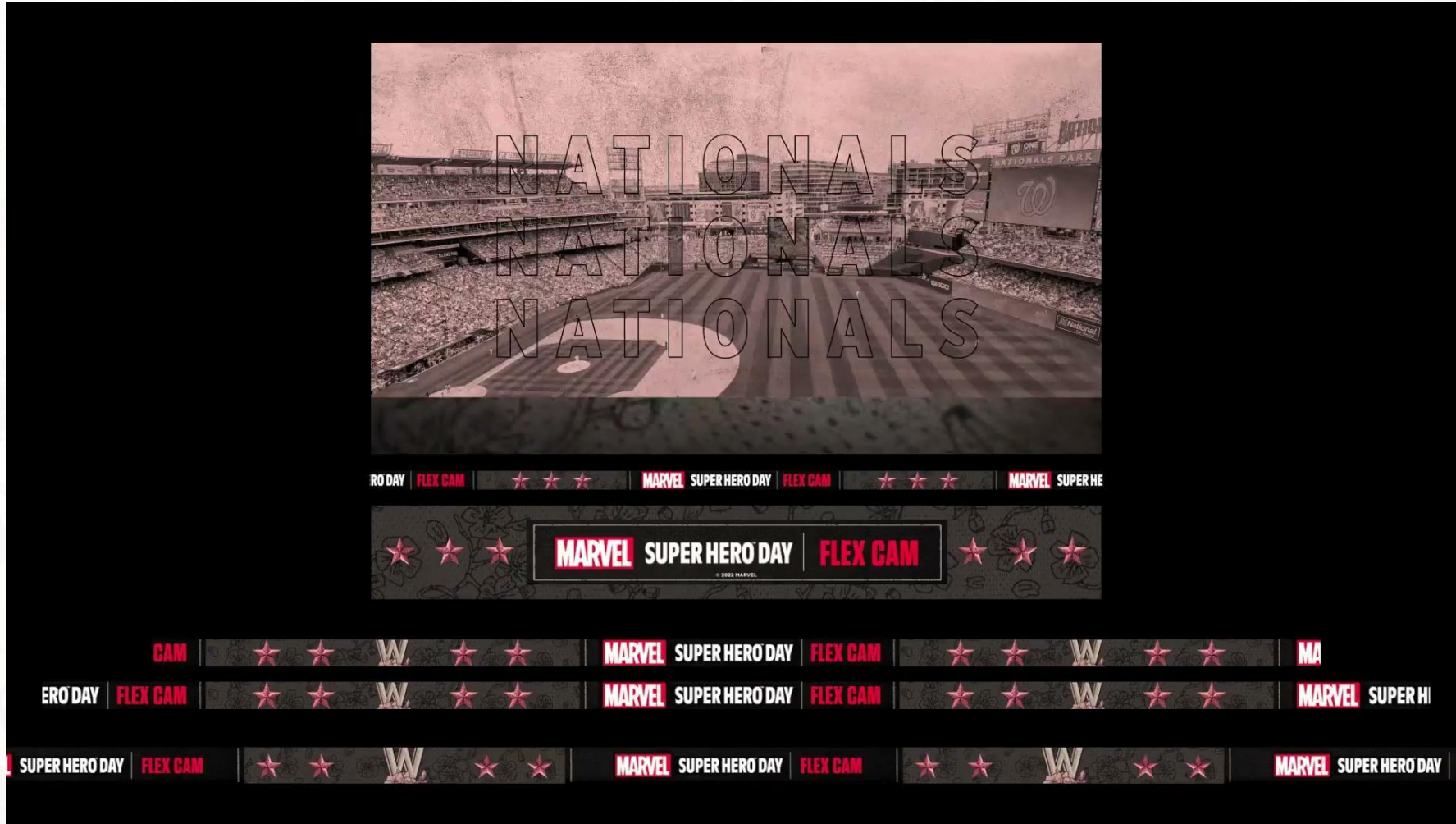
IN-GAME ACTIVATIONS BEST PRACTICES

MARVEL SCOREBOARD GRAPHICS



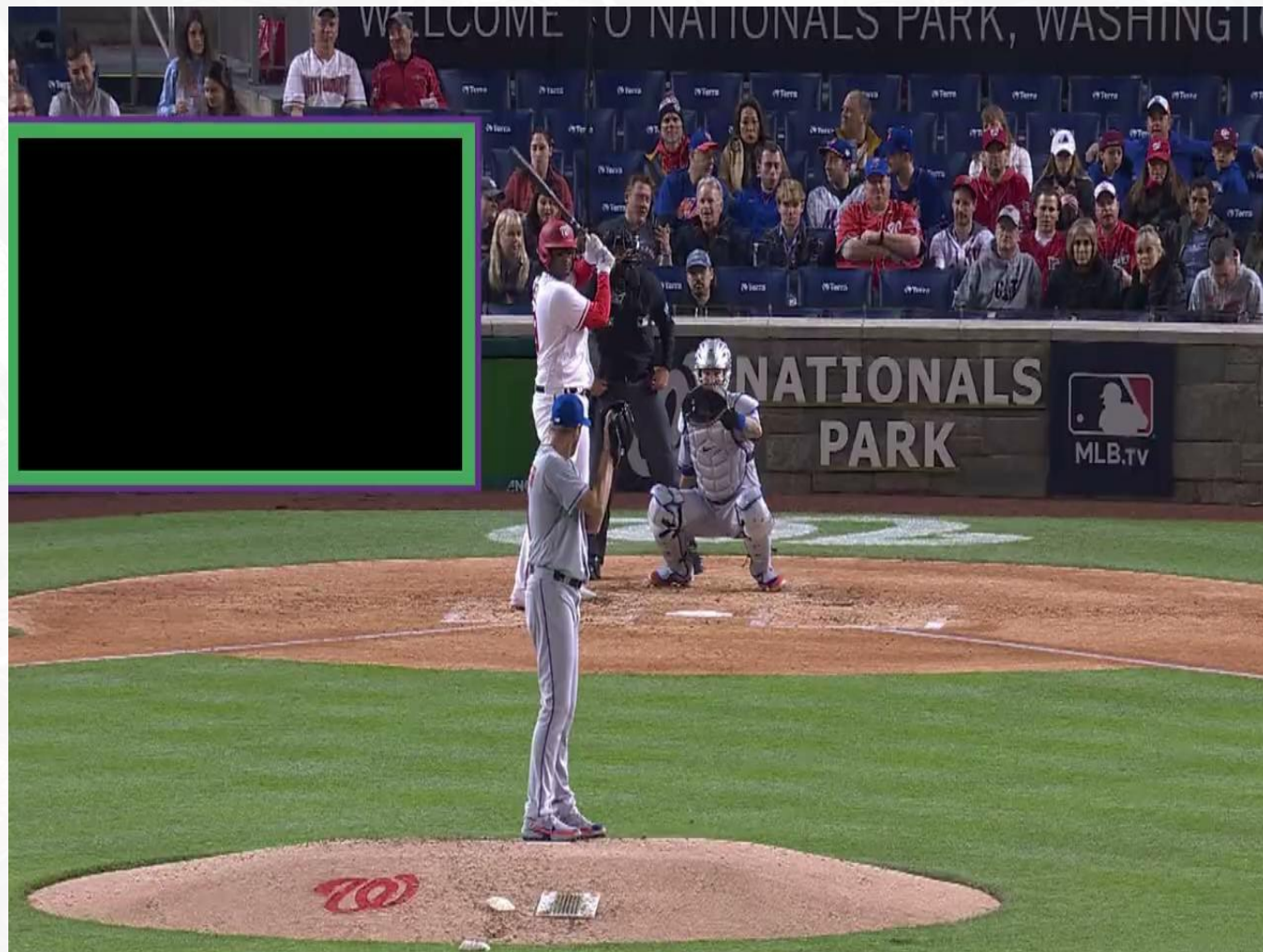
[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS



[CLICK HERE TO PLAY](#)


MARVEL SCOREBOARD GRAPHICS




[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS


ORIOLES V KC - 2023

RK + 


MATCHUP LOOP
TEXT/LOGO VERSION




1136X416




630X300




780X210




810X300




608X368



704X40




704X40 A



802X128



672X48



272X40

Oriole Park at Camden Yards

anc

MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GAMES



A graphic for the game 'Hands Smash'. It features a large, green, jagged, hand-shaped hole in a city street, with debris and cars visible in the background. The text 'HANDS SMASH' is written in large, white, bold, sans-serif letters across the bottom of the hole.

**HANDS
SMASH**

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A graphic for the game 'Name That Marvel Tune'. It features a black background with a faint, repeating pattern of a character's face. The text 'NAME THAT MARVEL TUNE' is written in large, white, bold, sans-serif letters. The word 'MARVEL' is enclosed in a red rectangular box.

**NAME
THAT
MARVEL
TUNE**

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SCOREBOARD TRANSITIONS



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CONCOURSE ACTIVATIONS



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MARVEL

MASCOT COSPLAY



MARVEL

COSPLAY & FACE PAINTING



MARVEL

PHOTO BACKDROPS



MARVEL

PHOTO BACKDROPS



MARVEL

BULLPEN CART





SOCIAL MEDIA



MARVEL

PROMO VIDEOS



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[CLICK HERE TO PLAY](#)



SOCIAL GRAPHICS



MARVEL | **A's**
GROOT BOBBLEHEAD
WITH PURCHASE OF SPECIAL THEME NIGHT TICKET
SATURDAY, MAY 13 AT 1:07 PM
T vs **A's**
SELECT SEATING AREAS & LIMITED AVAILABILITY
[Buy Tickets](#)
© 2023 MARVEL



YANKEES MARVEL SUPER HERO™ NIGHT - DEREK JETER CAPTAIN AMERICA INSPIRED BOBBLEHEAD
FRI, JUNE 23 | 7:05 PM
→ FIRST 18,000 GUESTS
→ PRESENTED BY DELTA AIR LINES
© 2023 MARVEL



STARLING MARTE
MARVEL
© 2023 MARVEL



SOCIAL GRAPHICS

MARVEL SUPER HERO NIGHT
Presented by Toyota

**TUE,
AUG 22**

Brewers / Marvel hat
w/ special ticket

© 2023 MARVEL

**D
GIVEAWAYS
ON SATURDAYS**

BLACK PANTHER

**MARVEL
SUPER HERO NIGHT**

**BLACK PANTHER
BOBBLEHEAD**

PRESENTED BY *Bally* SPORTS
DETROIT


AUGUST 26 | 6:10 PM

© 2023 MARVEL




LINEUP GRAPHICS

MARVEL SUPER HERO NIGHT
 JULY 18 | 7:05 PM CDT




VS




1	HOERNER	SS
2	SUZUKI	RF
3	HAPP	LF
4	BELLINGER	CF
5	GOMES	DH
6	MOREL	2B
7	MANCINI	1B
8	AMAYA	C
9	WISDOM	3B
<hr/>		
	TAILLON	P

WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

MARVEL SUPER HERO NIGHT
 JULY 18 | 7:05 PM CDT



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WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

[TUNE IN!](#)

The background is a light-colored collage of various comic book panels, including action scenes and character portraits, overlaid with a grid pattern. Faint yellow text like "POW!", "BOOM!", and "ARGH!" is scattered throughout the collage.

COMMERCIALS & PLAYER INTERVIEWS

MARVEL

COMMERCIAL



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ASK THE PLAYERS VIDEO



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MARVEL

COMMERCIAL



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PLAYER INTERVIEW



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IN-GAME PROMO



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PLAYER REVEAL VIDEO



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POSTGAME CONTENT/ACTIVATIONS

MARVEL

DRONE SHOW



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MARVEL

RECAP VIDEO



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The background of the slide is a dense, light-colored collage of comic book panels. It features various superhero characters in action, including Iron Man, Thor, and others, along with sound effects like "POW!", "BOOM!", and "ARGHH!". The panels are arranged in a grid-like pattern, creating a textured, nostalgic feel.

RETAIL BEST PRACTICES

MARVEL

RETAIL



MARVEL

RETAIL



A promotional graphic for Marvel Super Hero Day. At the top, it features the Philadelphia Flyers logo and the text 'MARVEL SUPER HERO DAY MARCH 5, 2022' with 'PRESENTED BY SEATGEEK' below it. The main text reads 'EXCLUSIVE FLYERS MARVEL TEES'. Below this, it says 'AVAILABLE ONLY AT' followed by logos for 'BROAD STREET TEAM STORE' and 'NEW ERA TEAM STORE'. At the bottom, a black t-shirt is shown with a graphic of the Philadelphia Flyers logo and four horizontal bars, each containing a different Marvel character's head.



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