

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

- 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



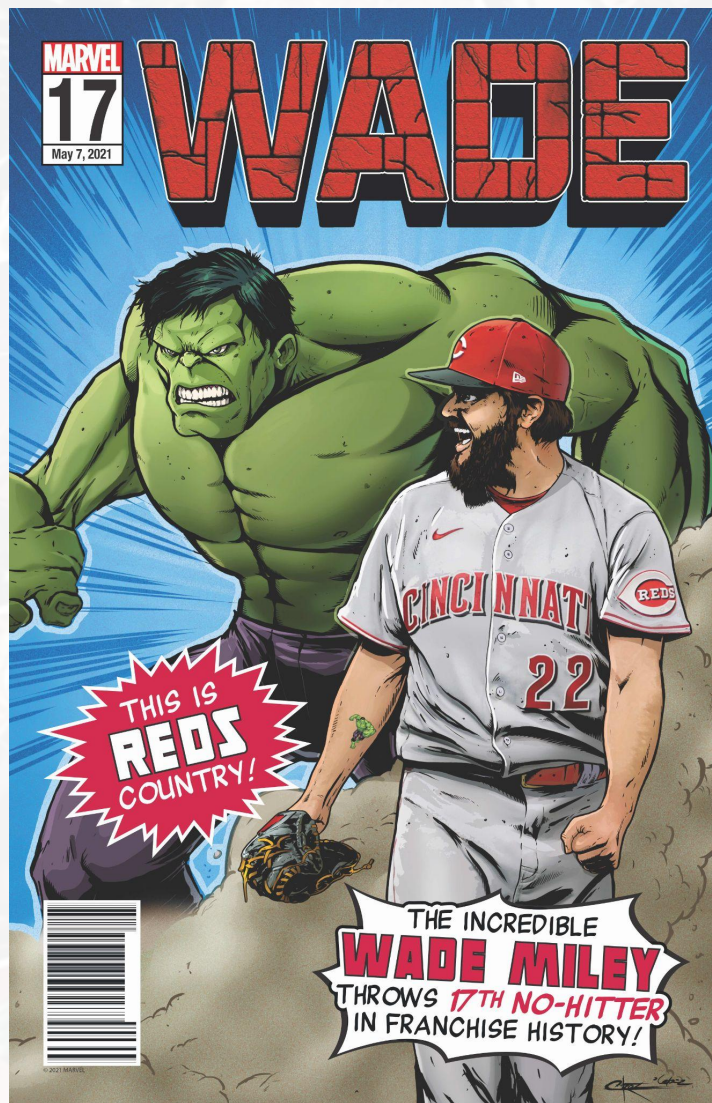
MARVEL

COMIC BOOKS/VARIANT COVERS



MARVEL

POSTERS



MARVEL

TRADING CARDS



MARVEL

T-SHIRTS & JERSEYS



MARVEL

JERSEYS



MARVEL

HATS



MARVEL

CHALLENGE COINS





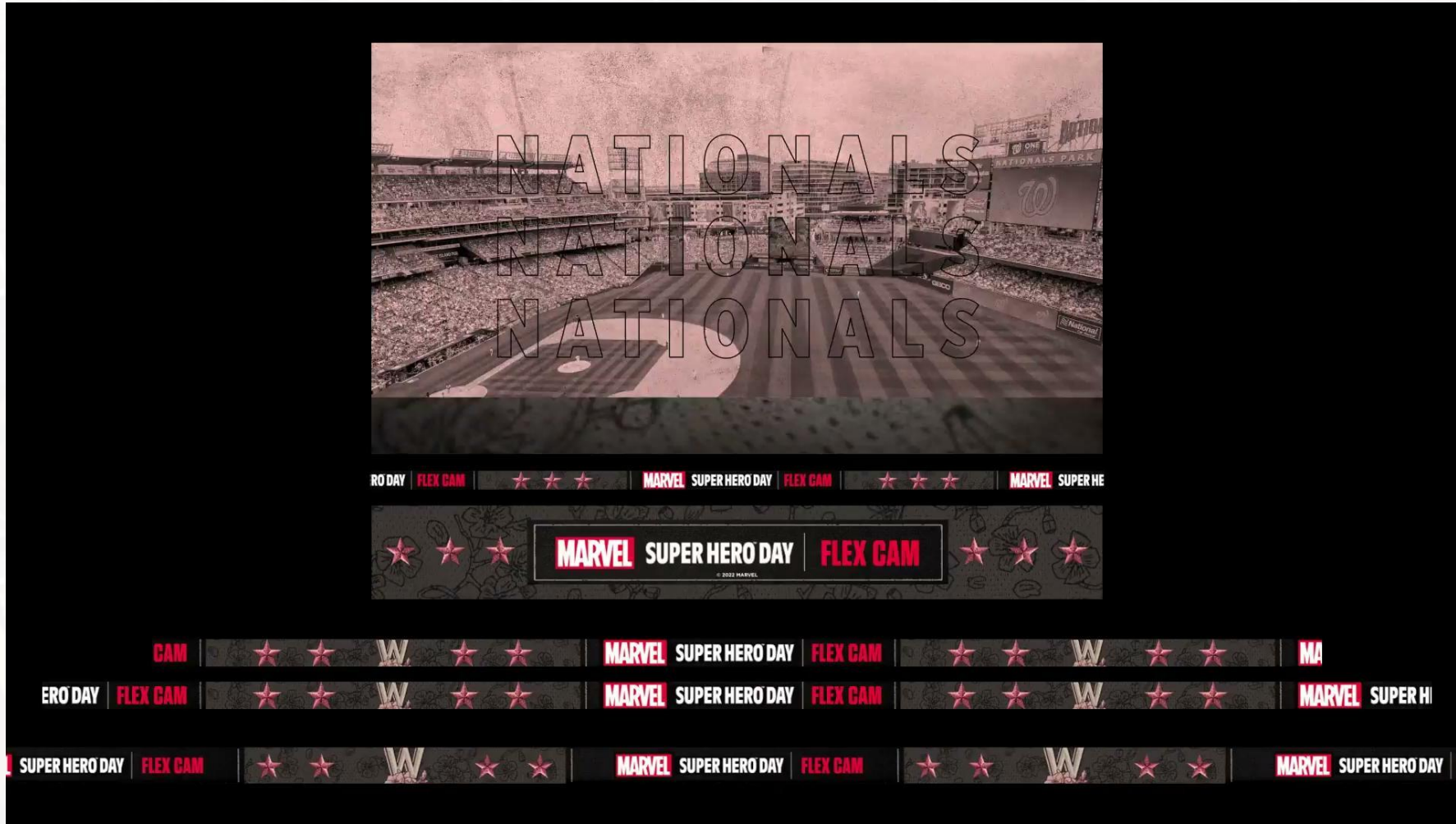
IN-GAME ACTIVATIONS BEST PRACTICES

MARVEL SCOREBOARD GRAPHICS



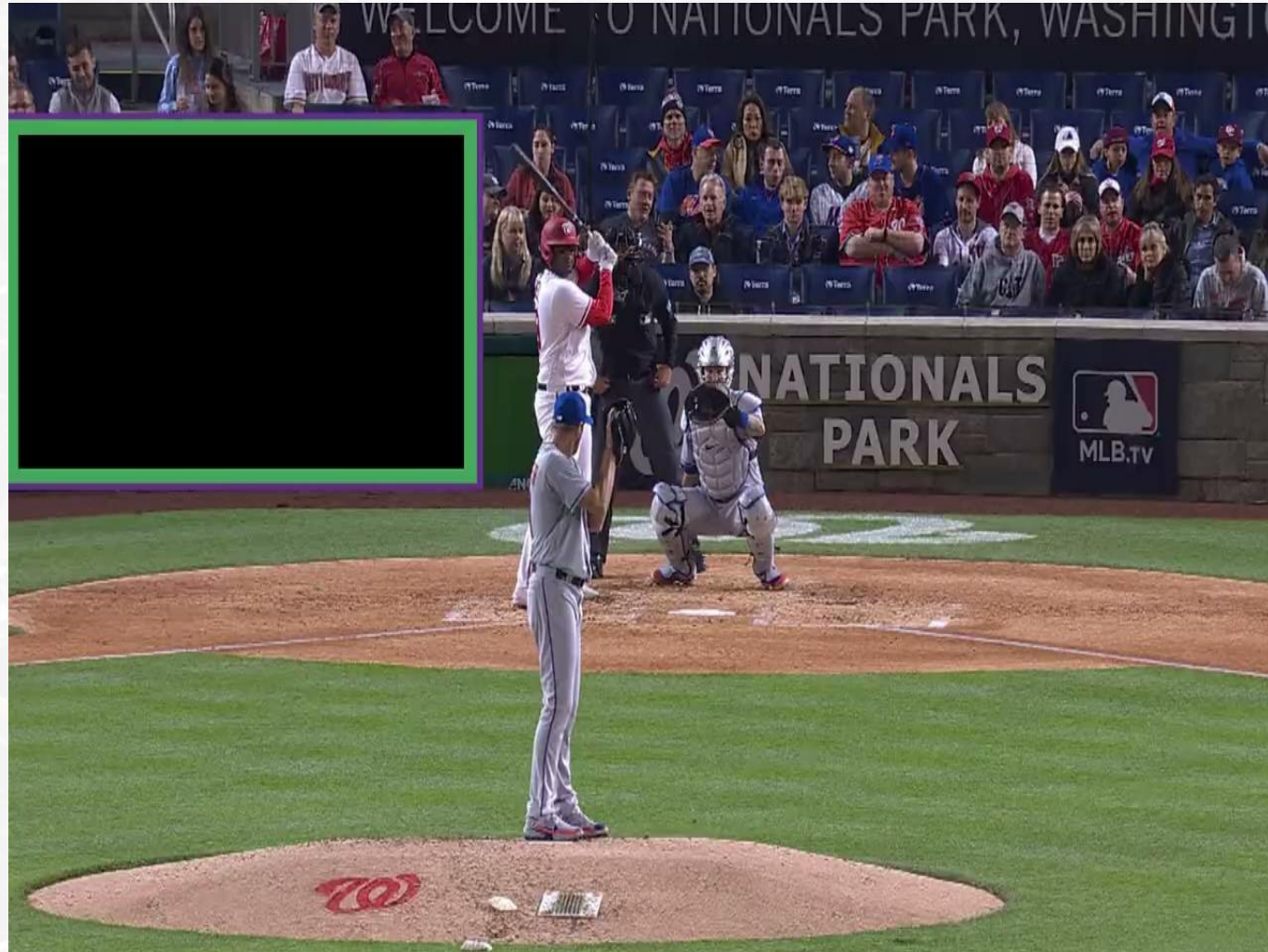
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MARVEL SCOREBOARD GRAPHICS



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MARVEL SCOREBOARD GRAPHICS




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MARVEL SCOREBOARD GRAPHICS


ORIOLES V KC - 2023

RK + 


MATCHUP LOOP
TEXT/LOGO VERSION




1136X416




630X300



780X210



810X300



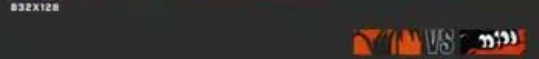
608X368




704X40



704X40 A



832X128



672X48



272X40

Oriole Park at Camden Yards

anc

MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GAMES





SCOREBOARD TRANSITIONS



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CONCOURSE ACTIVATIONS



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MARVEL

MASCOT COSPLAY





COSPLAY & FACE PAINTING



MARVEL

PHOTO BACKDROPS



MARVEL

BULLPEN CART





SOCIAL MEDIA



PROMO VIDEOS



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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](#)

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**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

TEXAS RANGERS vs YANKEES

© 2023 MARVEL



STARLING MARTE

MARVEL

© 2023 MARVEL

MetLife



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



SOCIAL GRAPHICS



Michael Harris II

INSPIRED BY
MILES MORALES

**BOBBLEHEAD
GIVEAWAY**



JULY 3

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COCA-COLA
OFFICIAL SPONSOR OF THE BRAVES

MARVEL's Deadpool Night

◀ View all Special Events



**MARVEL'S
DEADPOOL NIGHT**

DEADPOOL T-SHIRT

TUESDAY, JUNE 25 vs. 

© 2024 MARVEL



[SFGIANTS.COM/SPECIALEVENTS](https://sfgiants.com/speialevents) VISA GIANTS

*ITEM SHOWN MAY NOT BE FINAL PRODUCT





**SPECIAL
EVENTS**

Screens



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

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JULY 18 | 7:05 PM CDT

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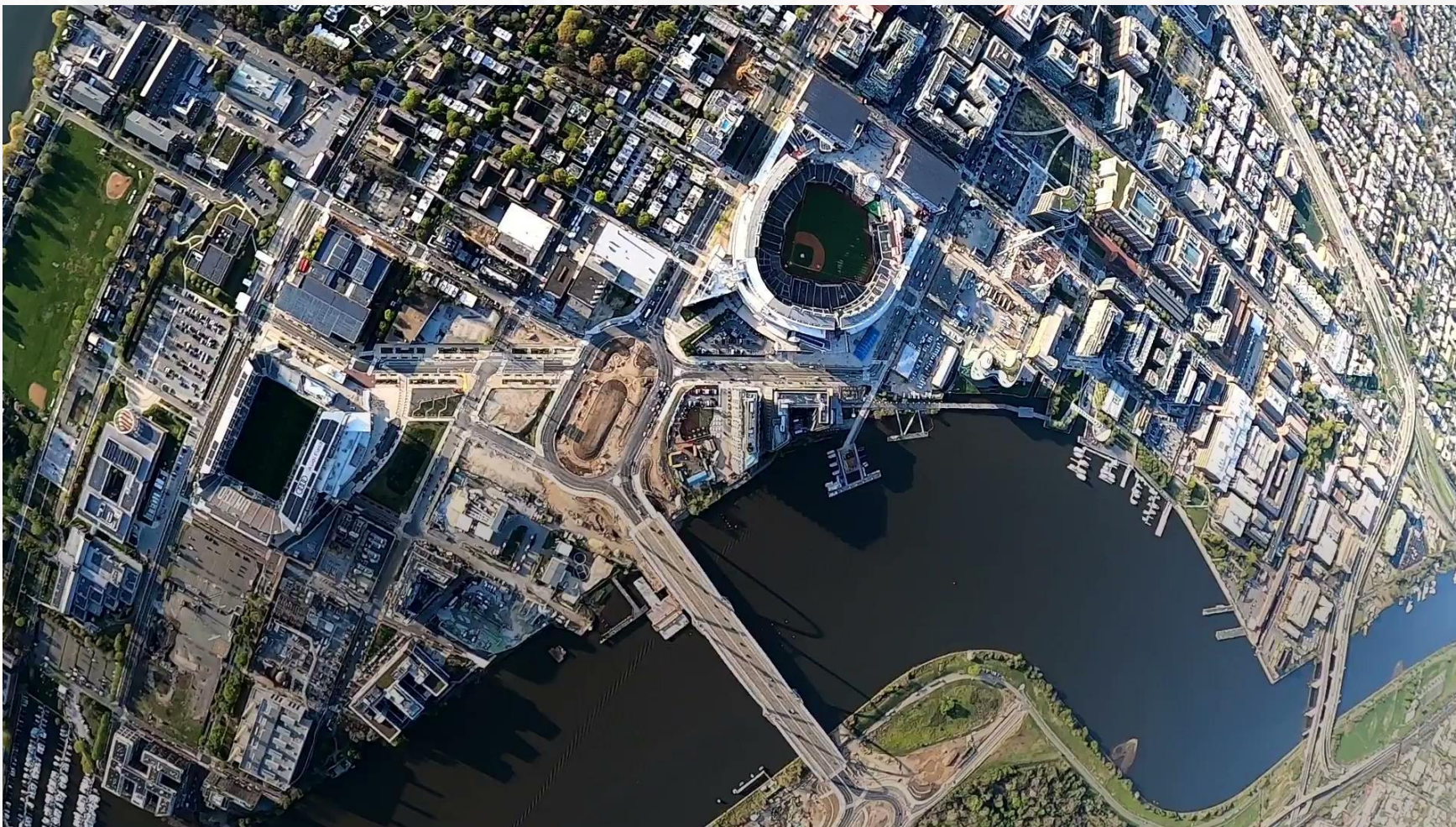




COMMERCIALS & PLAYER INTERVIEWS

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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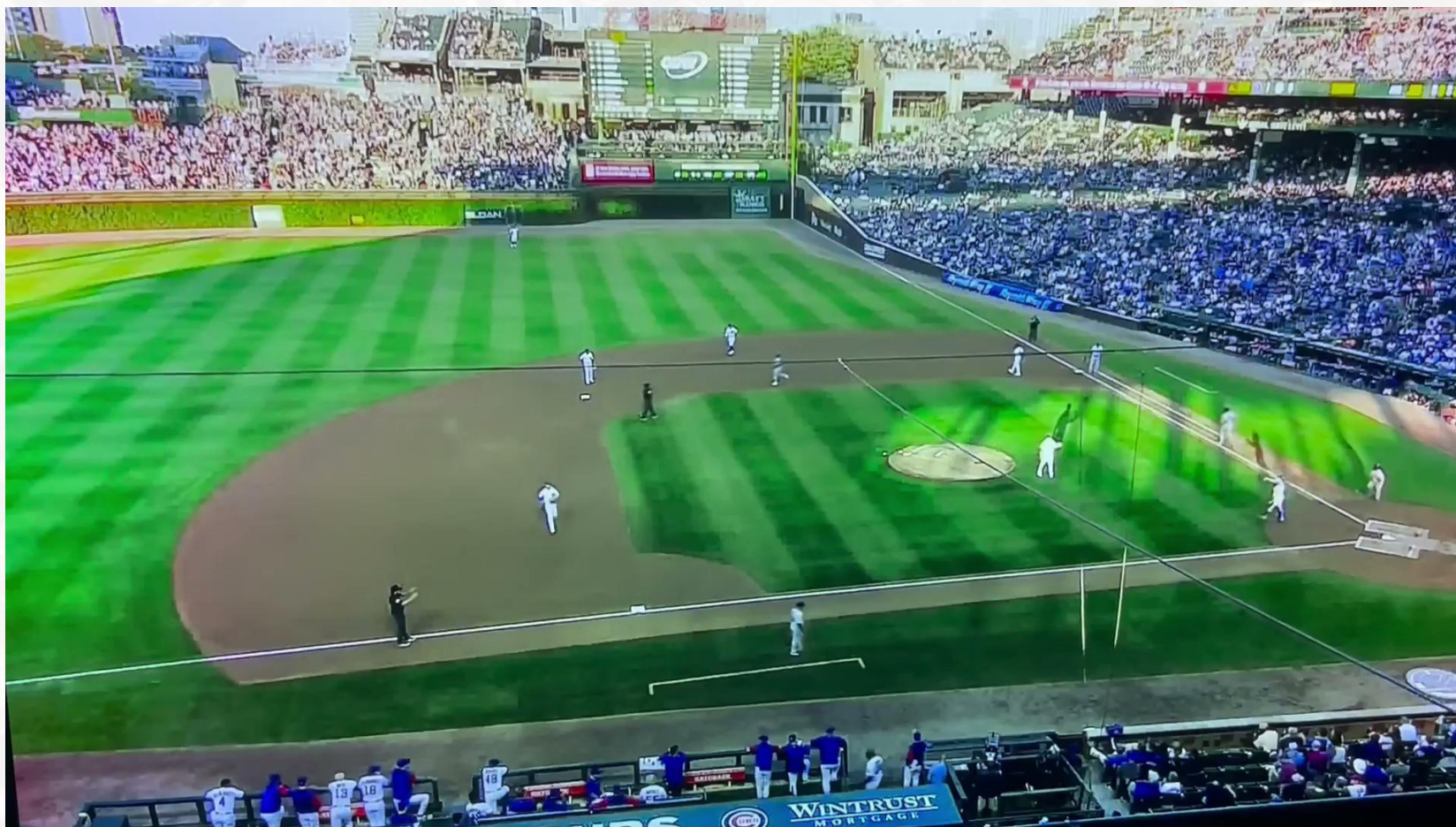
PLAYER INTERVIEW



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IN-GAME PROMO



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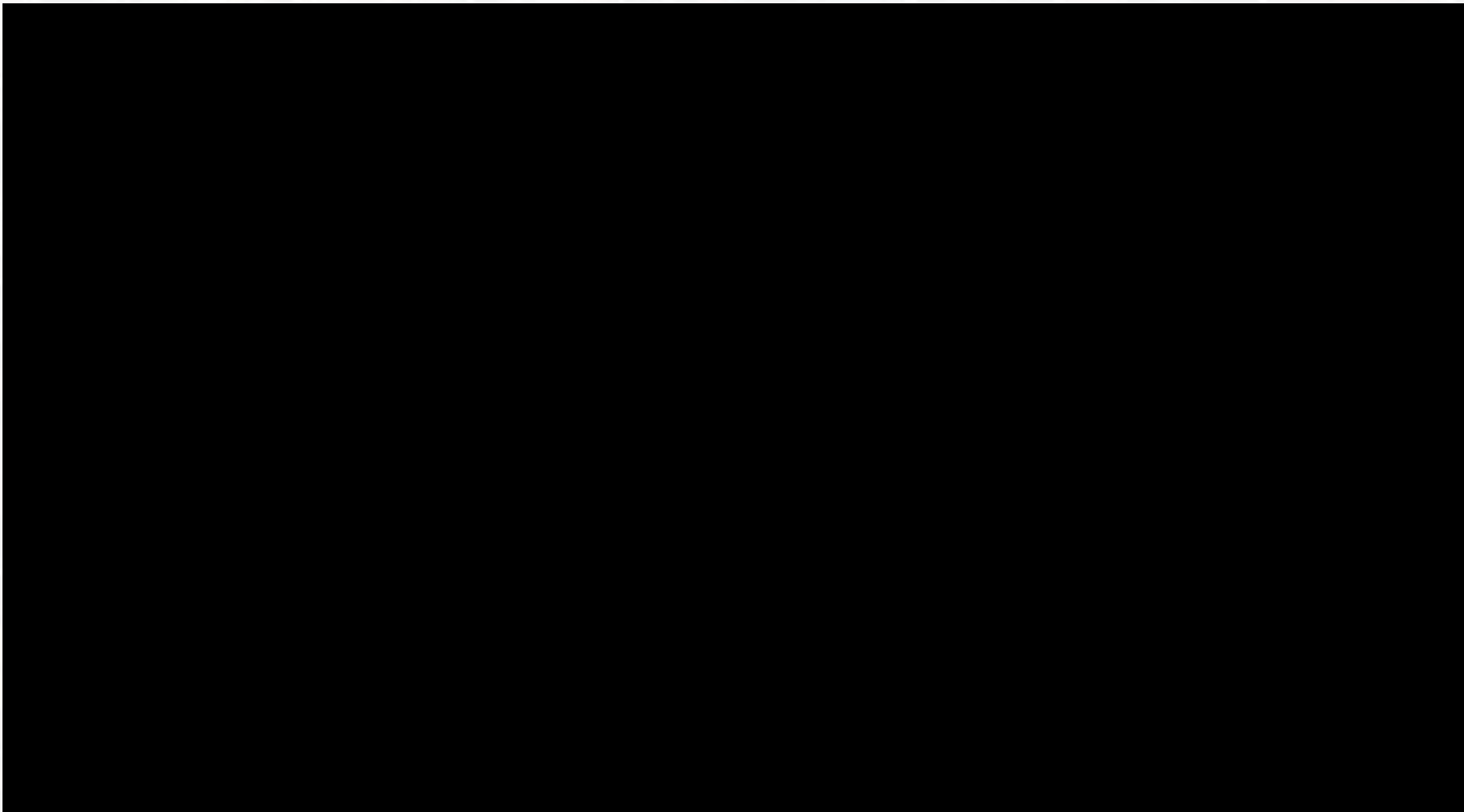
PLAYER REVEAL VIDEO



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PLAYER REVEAL VIDEO



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POSTGAME CONTENT/ACTIVATIONS

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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 Marvel characters in action, including Iron Man, Thor, and others, along with speech bubbles containing phrases like "I AM GROOT!", "ARGHH!", "YEEE-HAHI", and "WABOON!".

RETAIL BEST PRACTICES

MARVEL RETAIL



MARVEL RETAIL



MARVEL RETAIL





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