

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 & arenas
- 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 (MLS)	'23 Marvel Game Attendance	'23 Average Attendance	% Increase
New York Red Bulls	20,014	16,942	18.13%
Charlotte FC	43,613	35,620	22.44%
Nashville SC	30,109	28,604	5.26%
FC Dallas	17,948	17,165	4.56%



2023 ATTENDANCE STATS HIGHLIGHTS

New York Red Bulls (7/8/23)- 15% increase for a Saturday match at the time (avg. 17,419). Attendance was 11% higher than the average game with a giveaway/theme night (avg. 18,102). The match was 10% higher than 2022 MSHD activation (Saturday 8/13/22, att. 18,218)

Charlotte FC (7/8/23)- 20% increase for a Saturday match at the time (avg. 36,280). 17% higher than the average match with a giveaway/theme night at the time (avg. 37,378)

Nashville SC (7/12/23)- First ever Wednesday night sellout in club history (since 2020)

FC Dallas (9/23/23)- First ever Marvel-themed Drone Show in MLS. Sixth highest game with a theme night/giveaway at the time



2022 ATTENDANCE STATS HIGHLIGHTS

New York Red Bulls (8/13/22) (Att. 18,218)- The game produced a 13% increase in attendance over average (avg. 16,063). 11% increase for a Saturday match at the time (avg. 16,389). The match was the 3rd highest attended match of the season at the time, and the 2nd highest Saturday match at the time.



MLS PROMOTIONAL GIVEAWAYS BEST PRACTICES

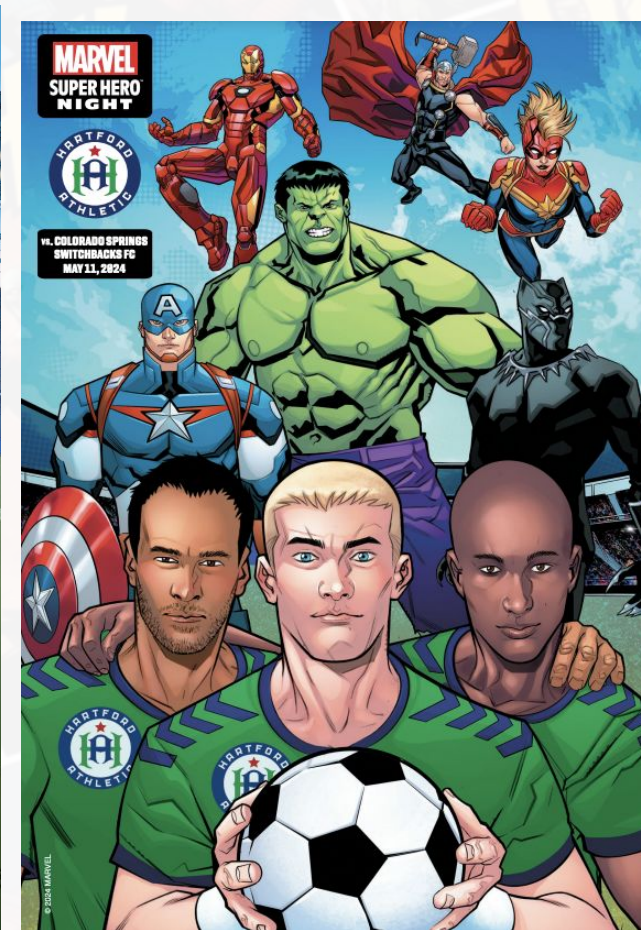
MARVEL

BOBBLEHEADS





EXCLUSIVE POSTERS



MARVEL

CHALLENGE COIN & SCARF



MARVEL

LED NECKLACE GIVEAWAY





PRE/IN-GAME ACTIVATIONS BEST PRACTICES

MARVEL PHOTO BACKDROPS



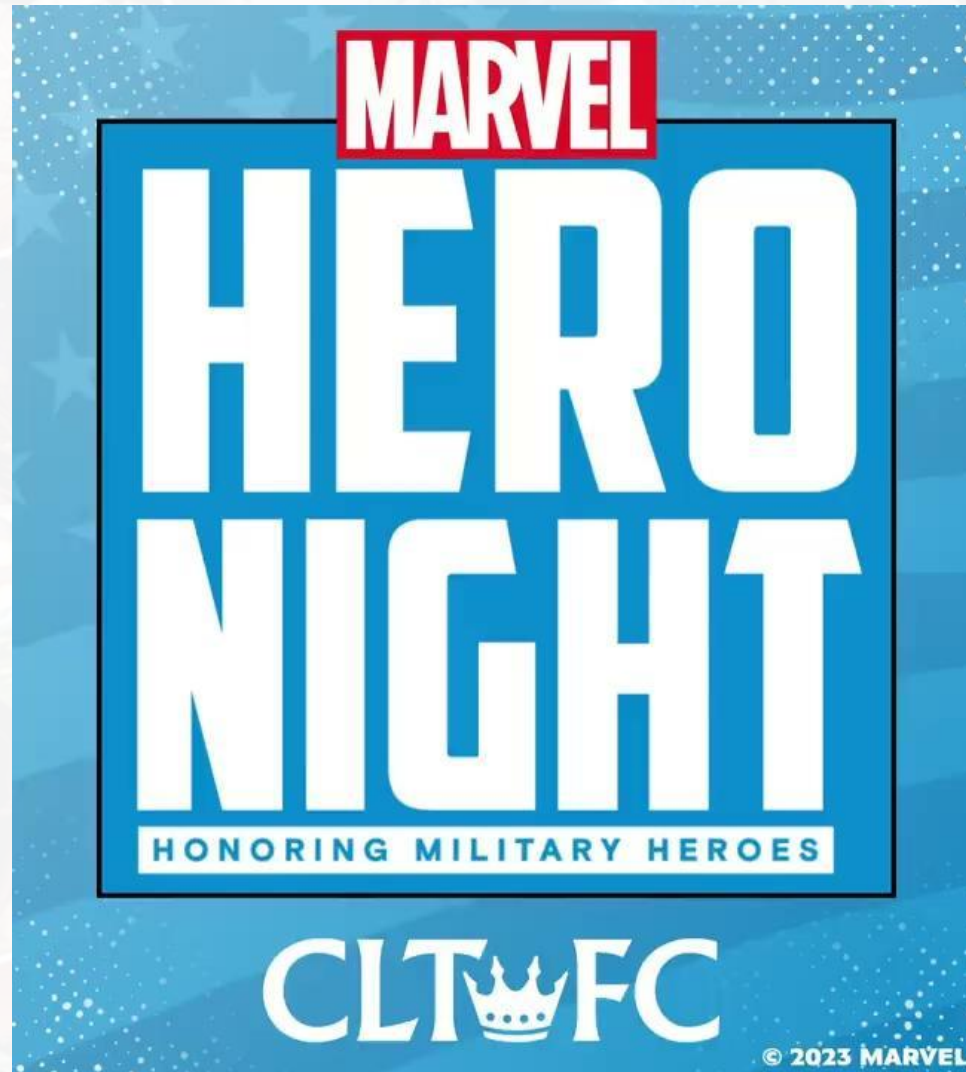
MARVEL PHOTO BACKDROPS



MARVEL STADIUM FLAGS

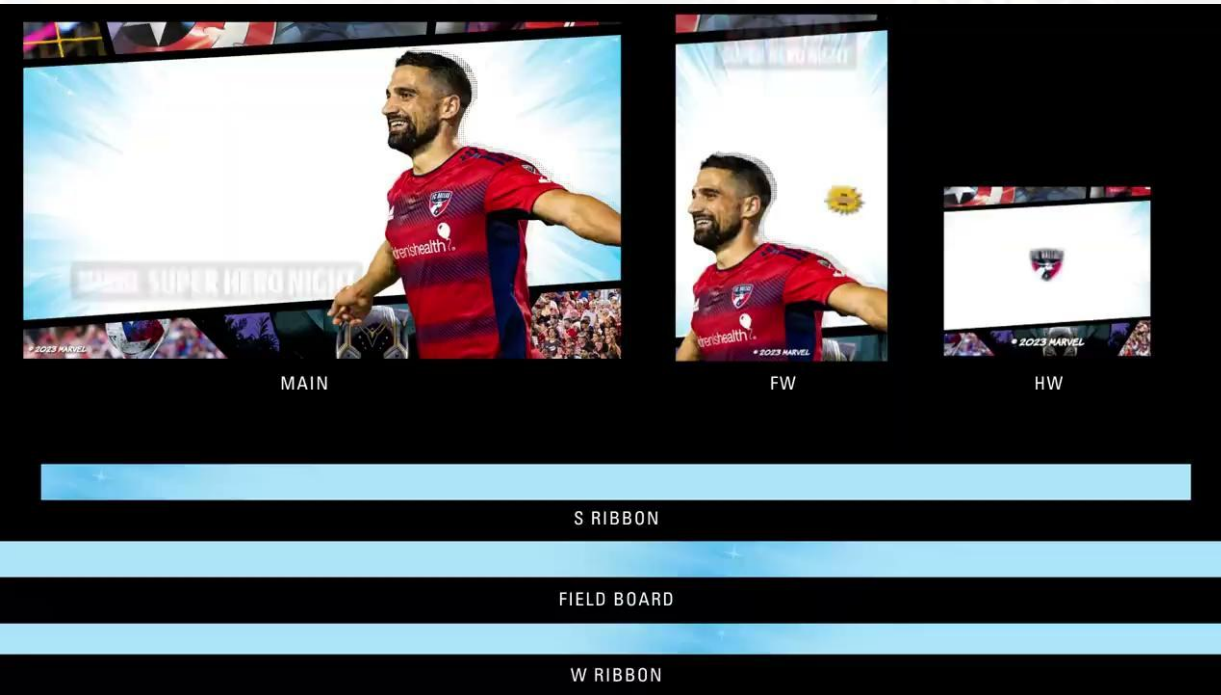


MARVEL SCOREBOARD GRAPHICS

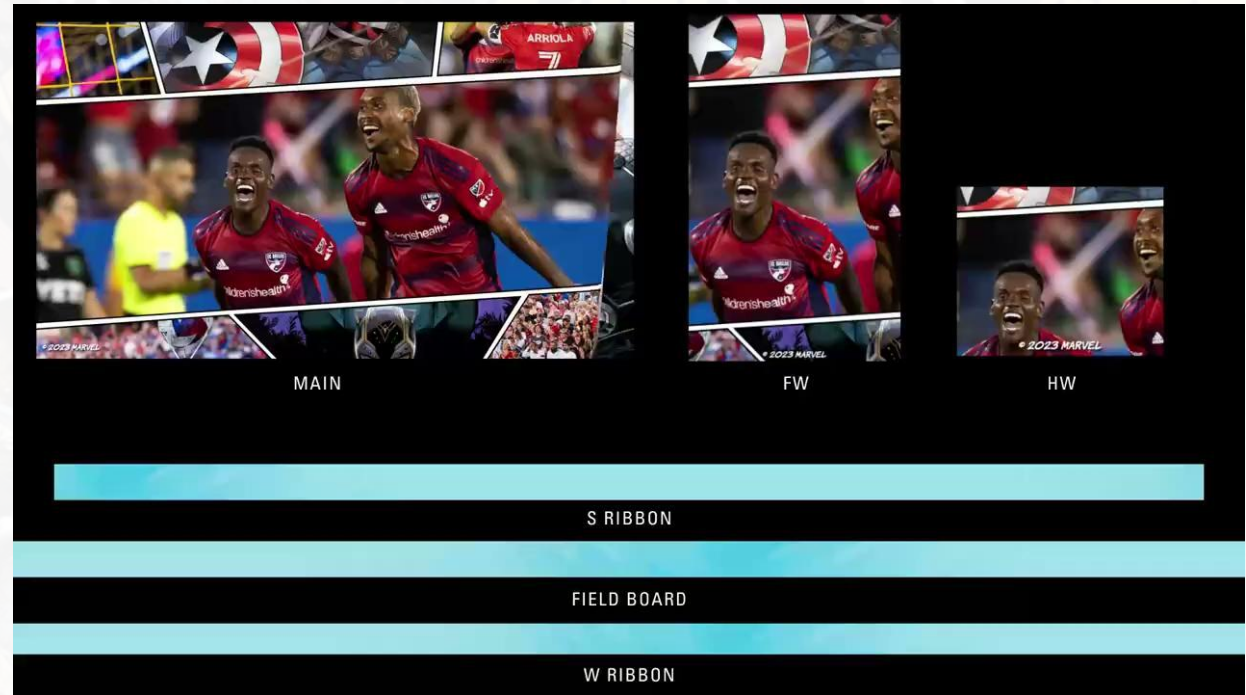


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MARVEL SCOREBOARD GRAPHICS

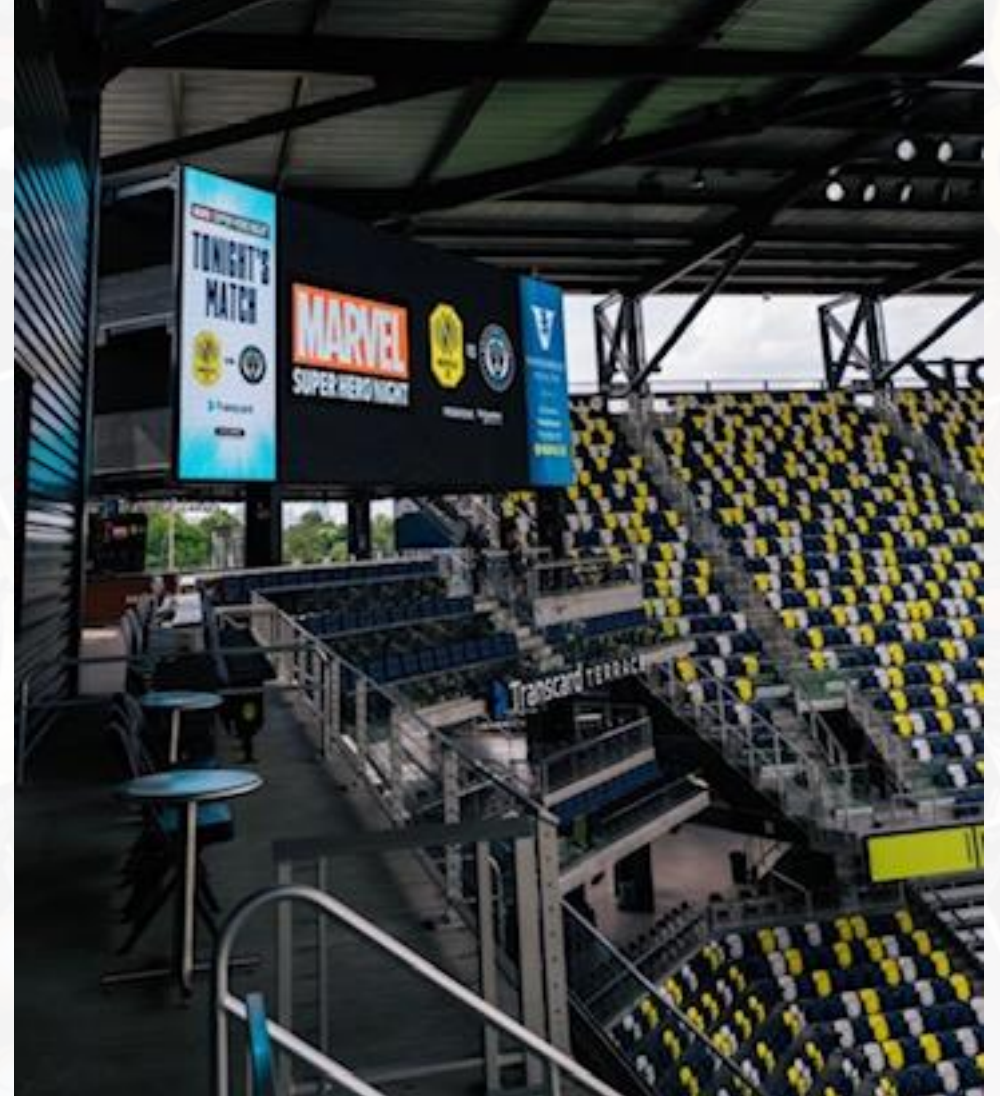


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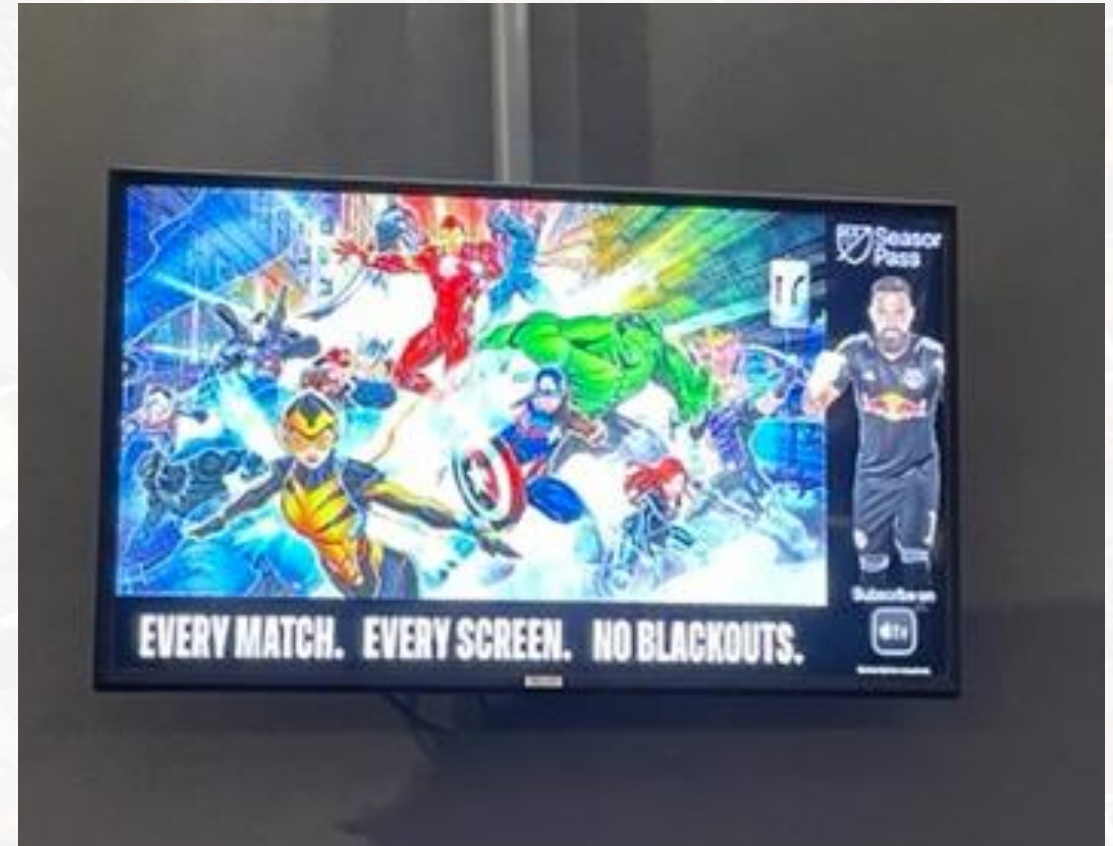
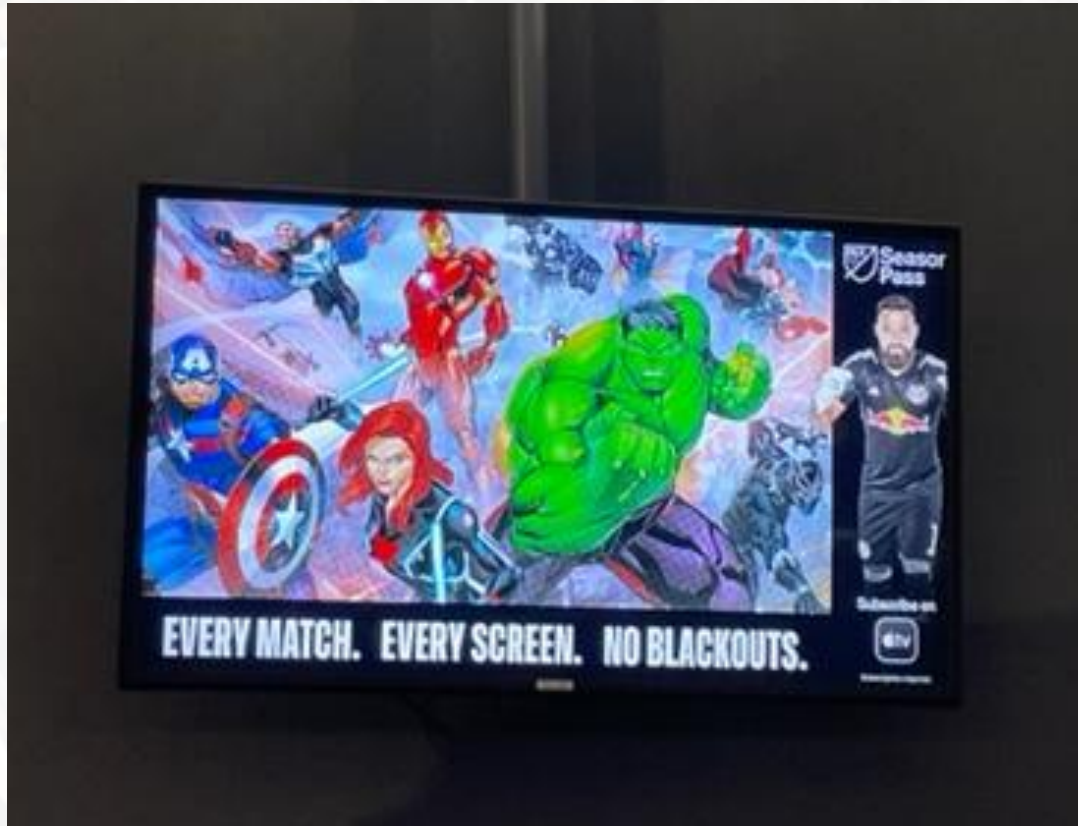


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MARVEL SCOREBOARD GRAPHICS



MARVEL CONCOURSE GRAPHICS



MARVEL HYPE VIDEO



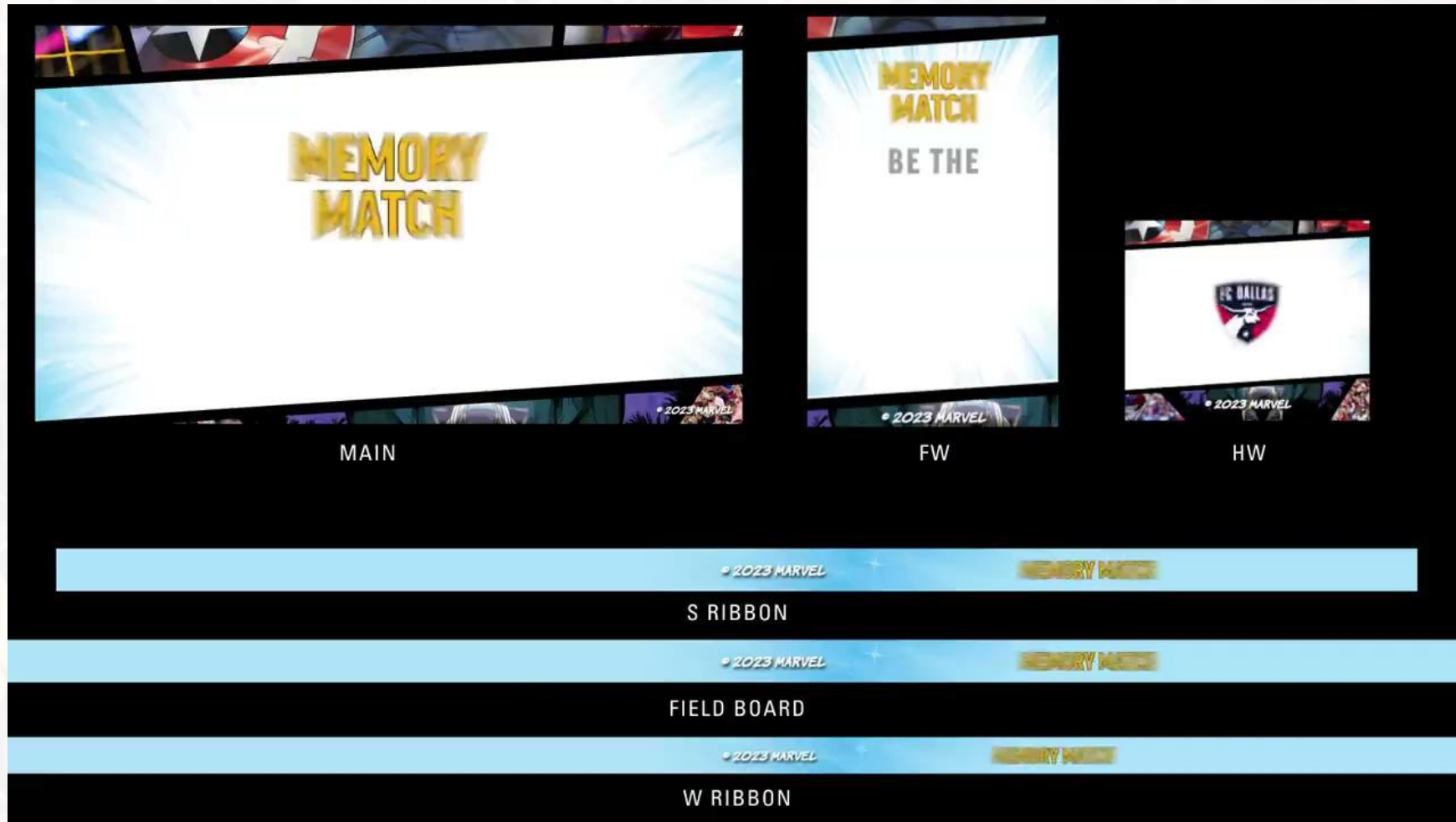
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MARVEL BALL DELIVERY INTRO



[CLICK HERE TO PLAY](#)

MARVEL MEMORY MATCH GAME



[CLICK HERE TO PLAY](#)

MARVEL MEMORY MATCH GAME



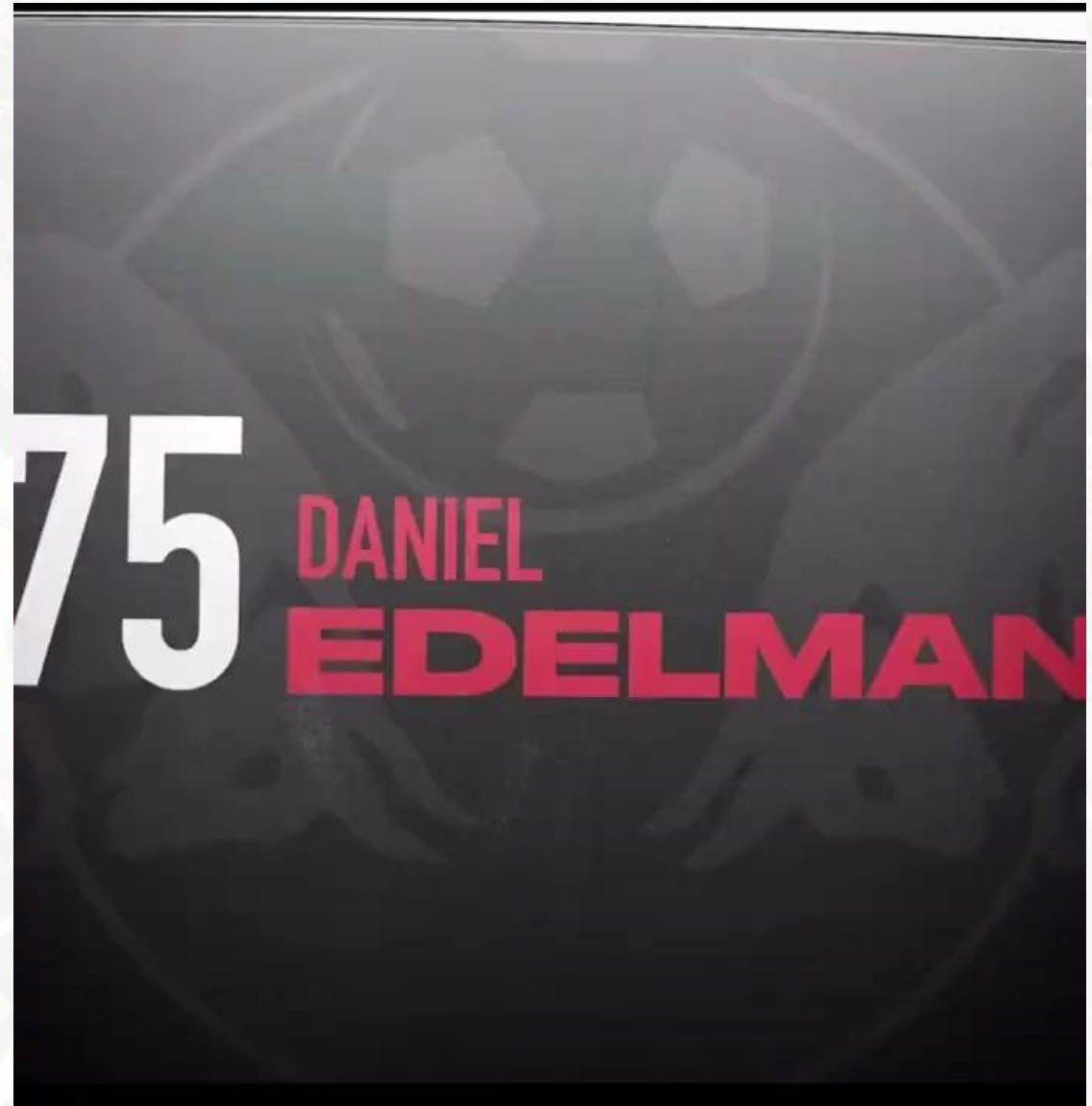


SOCIAL MEDIA/MARKETING BEST PRACTICES

MARVEL PLAYER REVEAL VIDEO & PROMOTION



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL PLAYER REVEAL VIDEO & PROMOTION



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MARVEL SOCIAL MEDIA GRAPHICS



MARVEL SOCIAL MEDIA GRAPHICS



MARVEL SOCIAL MEDIA GRAPHICS



MARVEL MATCHUP GRAPHICS



MARVEL SOCIAL POSTS

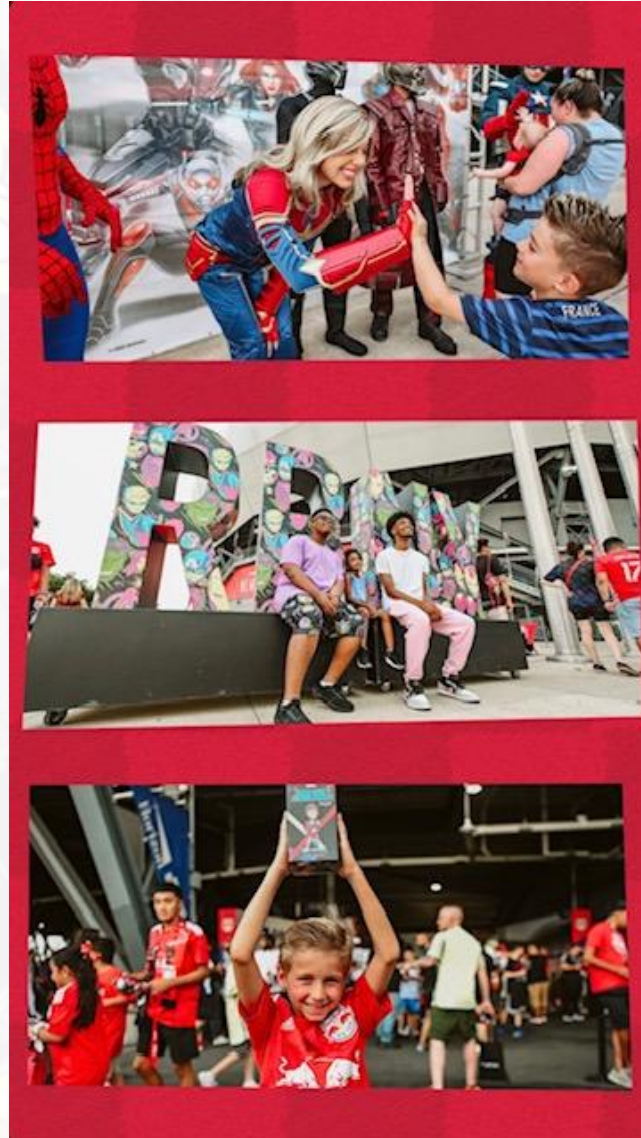
Charlotte FC Retweeted



Charlotte FC Chief Fan Officer @Ch... · 1d ...
MATCHDAY! Get here early (first 10k fans) to snag a Captain America x CLTFC challenge coin and stay late for our post match fireworks show! ⚽️💣



9 15 152 23.3K



Nashville SC @NashvilleSC · 5h
IT'S MARVEL MATCHDAY IN MUSIC CITY

📺: Watch on [#MLSSeasonPass](#) on [@AppleTV](#) ➡ [apple.co/3Np3o6q](#)

📻: Listen on [@1045TheZone](#) and the 104.5 The Zone app



SchneiderElectric NA and Schneider Electric

7 16 60 7,839

MARVEL SOCIAL POSTS



Washington Spirit @WashSpirit · 2h

You can't have a Marvel Super Hero™ Night without an EPIC poster!

Our players react to our very special gate giveaway 🎨

Get your tickets to make sure you snag one!



From ticketmaster.com

3 16 67 6.3K



Washington Spirit @WashSpirit · 5h

⚽ + 🦹 = BEST THEME NIGHT

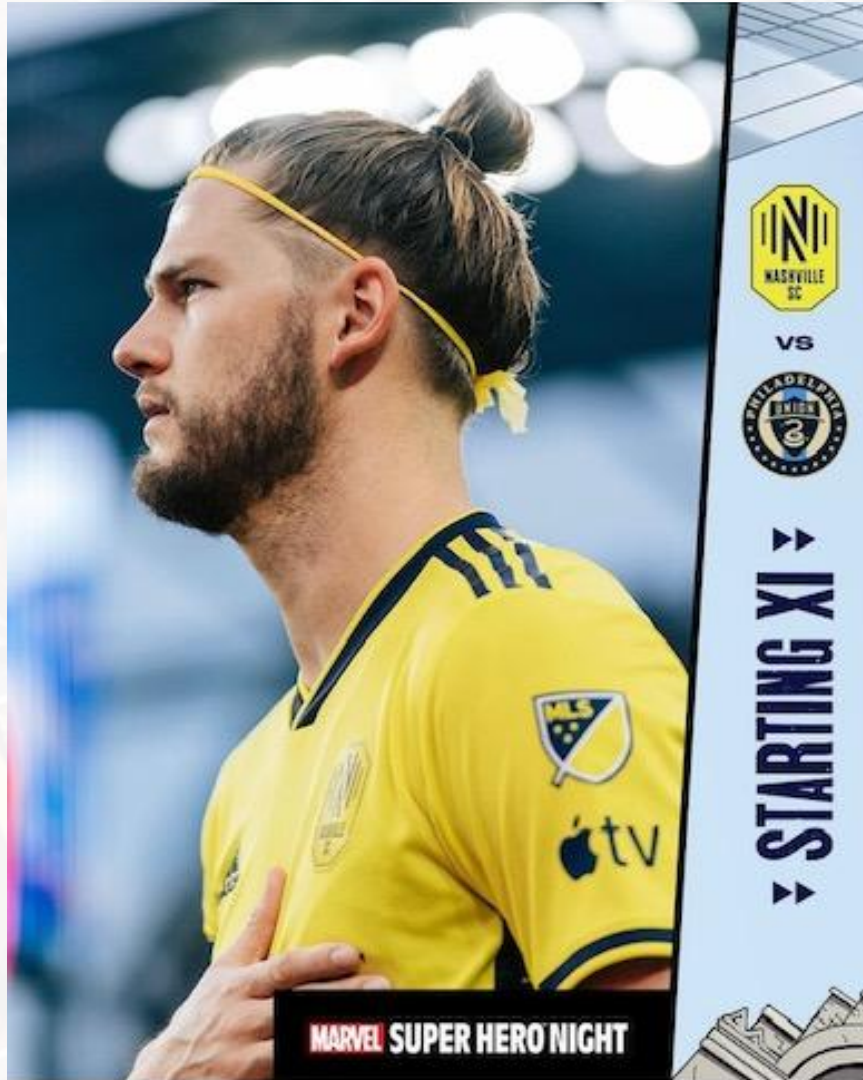
The Spirit is teaming up with [@Marvel](#) for the first-ever Marvel Super Hero™ Night against the Orlando Pride at Audi Field this Friday!



From washingtonspirit.com

5 20 123 9.9K

MARVEL LINEUP GRAPHICS



A graphic for the Nashville SC vs Philadelphia Union match. The Nashville SC logo is on the left, followed by 'vs' and the Philadelphia Union logo. The text 'STARTING XI' is written vertically in large blue letters. Below this, the starting lineup is listed with player numbers and names. The substitutes are listed at the bottom. The Renasant Bank logo is also present.

STARTING XI

1 WILLIS
2 LOVITZ
3 MACNAUGHTON
18 MOORE
25 ZIMMERMAN
6 McCARTY
8 LEAL
10 MUKHTAR
12 BUNBURY
14 SHAFFELBURG
54 DAVIS

SUBSTITUTES
Fafà, Zubak, Muyl,
Bauer, Washington, Greguš
Haakenson, Anunga, Panicco

RENASANT
BANK

MARVEL SCORE GRAPHICS



MARVEL BILLBOARD GRAPHIC

MARVEL SUPER HERO NIGHT™

FC DALLAS 96 *VS* COLUMBUS CREW 96

KICK CHILDHOOD CANCER

SEPTEMBER 23 | 7:30PM

PRES. BY children'shealth? | TOYOTA STADIUM

[FCDALLASTICKETS.COM](https://www.fcdallastickets.com) | Season Pass | **tv**

© 2023 MARVEL

The billboard features a blue and white background with a subtle pattern of Marvel superhero silhouettes. On the right, a portrait of a smiling FC Dallas player in a red jersey is shown. The text is primarily in bold, sans-serif fonts, with the Marvel logo in its characteristic red and white. The event details, including the date, time, and sponsors, are clearly displayed in the center and bottom sections.

MARVEL EMAIL GRAPHIC

MARVEL SUPER HERO NIGHT
POST-MATCH DRONE SHOW

 *VS* 

KICK CHILDHOOD CANCER
SEPTEMBER 23 | 7:30PM

PRES. BY  |  **TOYOTA STADIUM**



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MARVEL MATCHDAY GUIDE TICKET HOLDER EMAIL

WASHINGTON ★ SPIRIT


MARVEL SUPER HERO NIGHT


Your Matchday Guide

Gates open at 6:00 p.m. • Kick off at 7:30 p.m.




Before Arriving


 **DOWNLOAD YOUR TICKETS.** Audi Field is a mobile-only venue. Log into your [Ticketmaster account](#) or [Account Manager](#) and add your tickets to your Apple or Google Pay Wallet. [Learn more >](#)

 **COSTUMES ENCOURAGED.** Fans should dress as their favorite Marvel characters for a chance to

Off the Pitch


 **FAN GIVEAWAY.** All fans will receive an exclusive Spirit and Marvel-themed [souvenir poster](#) featuring [Croix Bethune](#), [Hal Hershfelt](#), [Casey Krueger](#) and [Brittany Ratcliffe](#) upon exit.

 **MARVEL-THEMED SPIRITVILLE.** Head to the East Concourse for face painting, caricature artists, temporary tattoos, photo ops, and more!

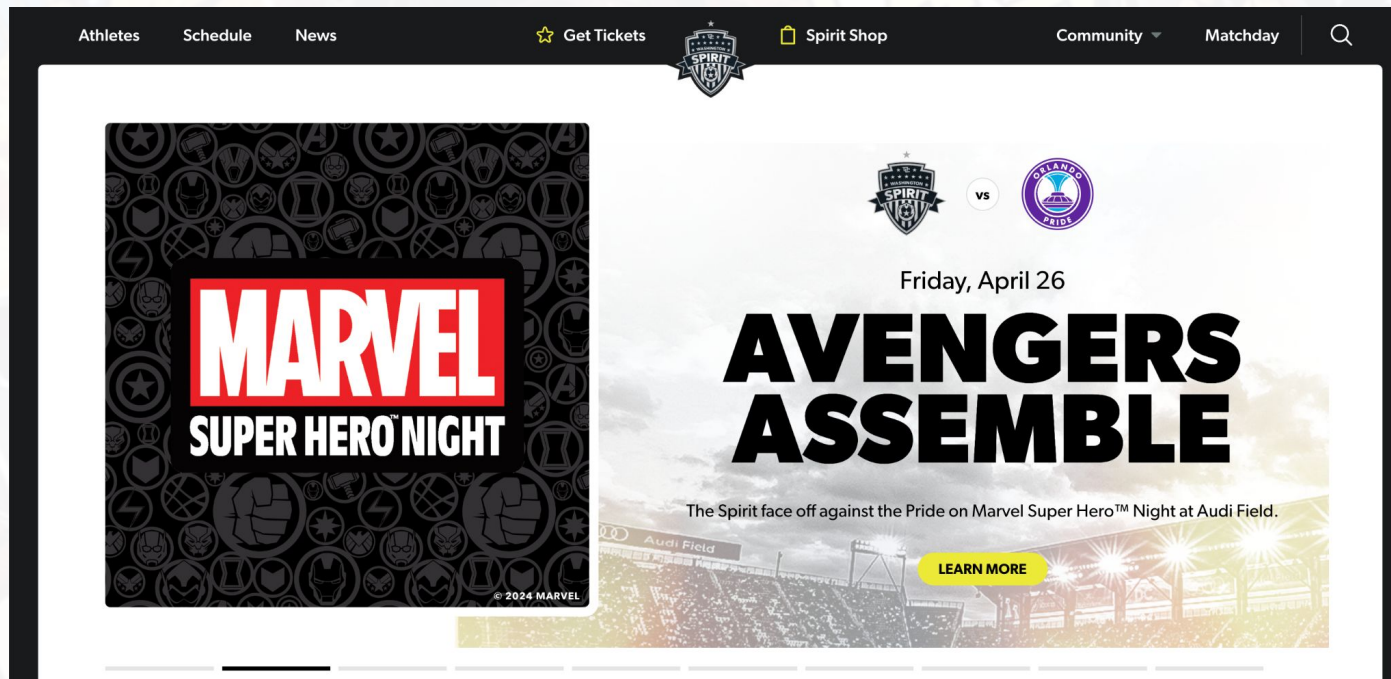
 **TROPHIES ON TOUR.** Snap a photo with the W Gold Cup and Concacaf Nations League trophies on the East Concourse behind the team benches and learn more about the [upcoming U.S. Soccer matches](#) at Audi Field.

 **SPIRIT STAGE.** DJ Fili will perform near Gate A starting at 6:00 p.m.

 **MERCH.** Merch shops will be located in Spiritville on the East Concourse, along the north side of the stadium, in the southwest corner, and in the Premium Club. Due to overwhelming demand, limited sizes remain from the new Blackout collection. Fans will still be able to shop the core collection and Cherry Blossom capsule.

 **COMMUNITY ZONE.** Visit each organization in the Community Zone located on the north end of the stadium to learn more about their work promoting

MARVEL WEBSITE GRAPHICS



MARVEL SUPER HERO NIGHT

Washington Spirit vs Orlando Pride

April 26 | Audi Field | 7:30 p.m.



Don't miss Casey Krueger and the Spirit take on Brazilian legend Marta and the Orlando Pride.

From pre-match to post, fans will be treated to the full super hero experience as the Spirit hosts its first ever Marvel Super Hero™ Night! Friday's matchday experience will include:

- An exclusive Spirit and Marvel-themed souvenir poster for every fan

MARVEL FAN COSPLAY/ACTIVATIONS



MARVEL FAN COSPLAY/ACTIVATIONS



washingtonspirit
Audi Field



177 likes

washingtonspirit Marvel Super Hero™ Night 🦸



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177 likes

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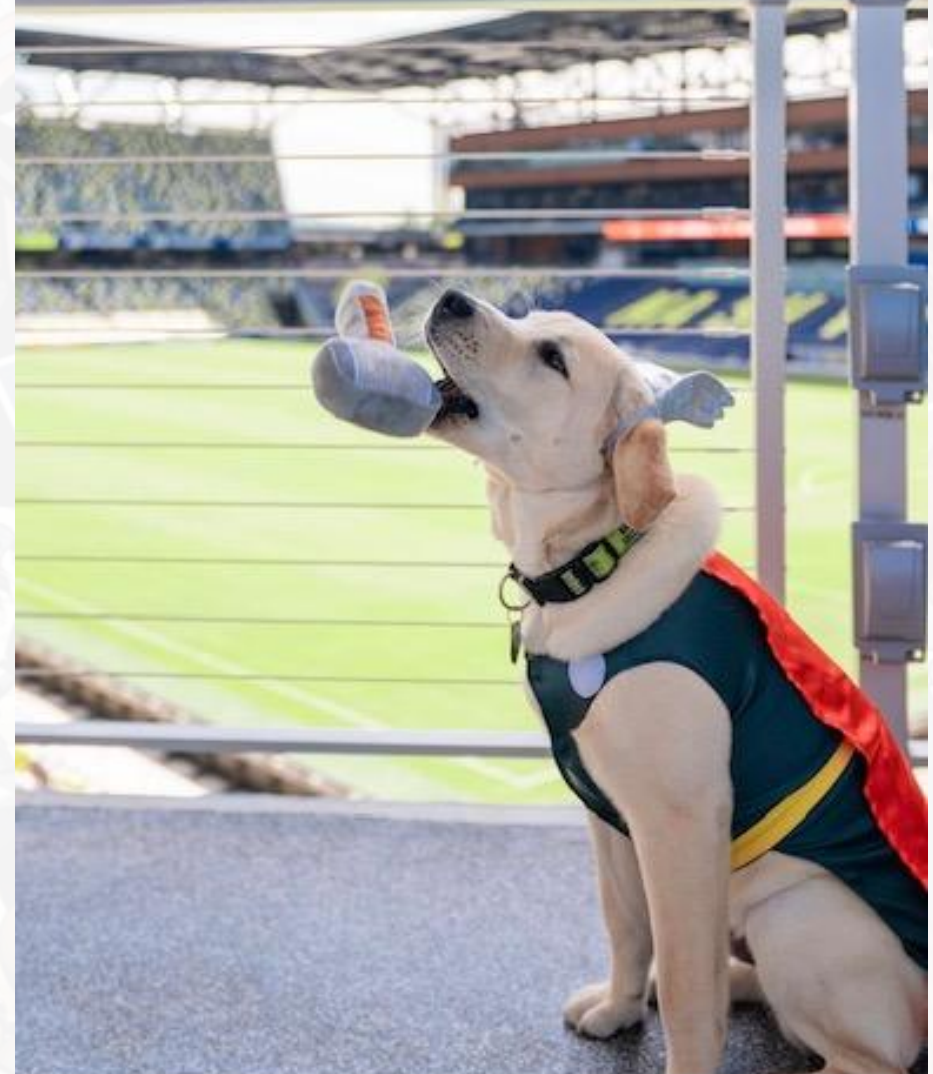
177 likes

washingtonspirit Marvel Super Hero™ Night 🦸

MARVEL PLAYER ENTRANCE CUTOUTS



MARVEL TEAM PUP COSPLAY



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 "WABO!".

RETAIL BEST PRACTICES

MARVEL RETAIL





POSTGAME ACTIVATIONS

MARVEL DRONE SHOW





CONTACT

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