

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



MARVEL

EXCLUSIVE POSTERS



MARVEL

CHALLENGE COIN & SCARF



MARVEL

LED NECKLACE GIVEAWAY





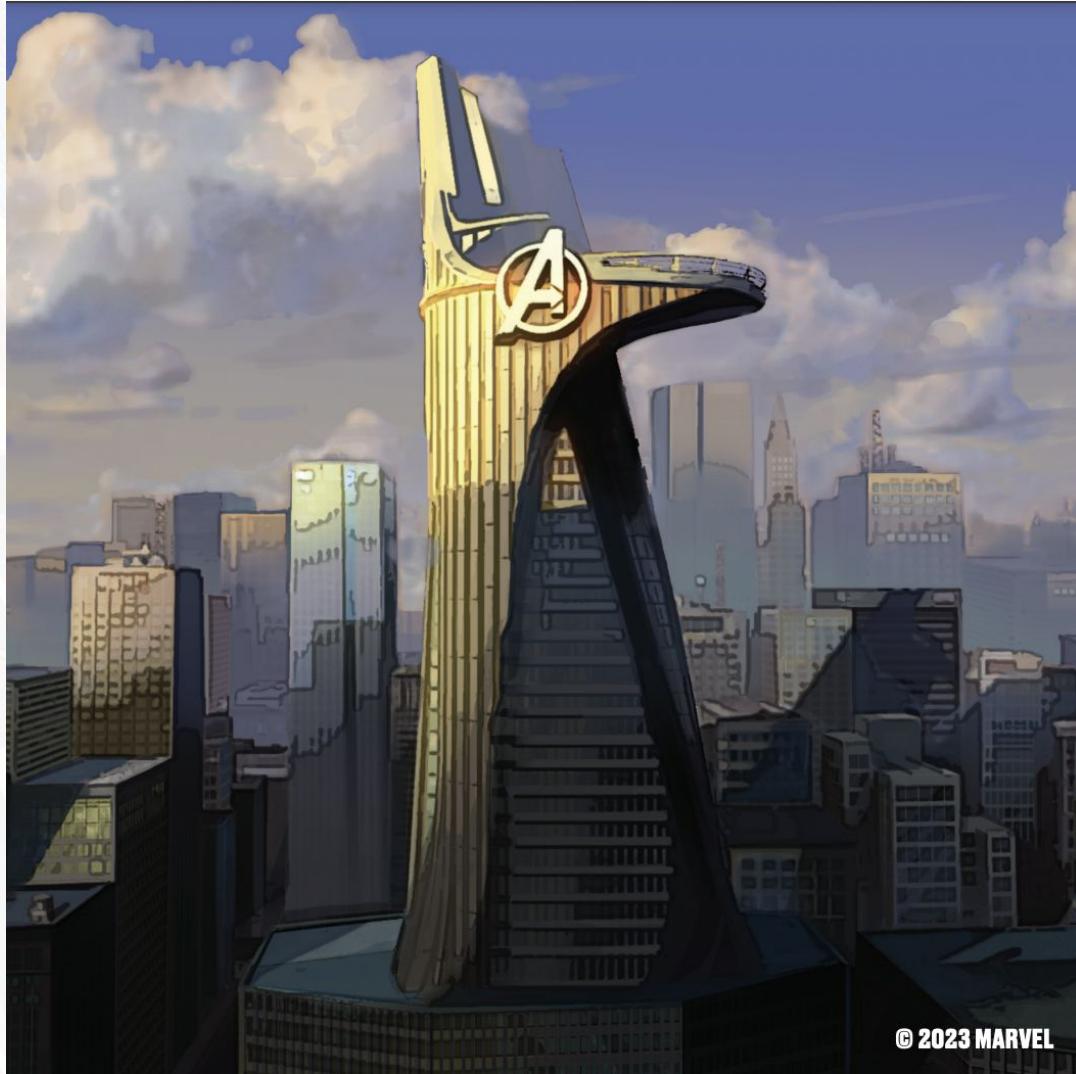
PRE/IN-GAME ACTIVATIONS

BEST PRACTICES

MARVEL PHOTO BACKDROPS



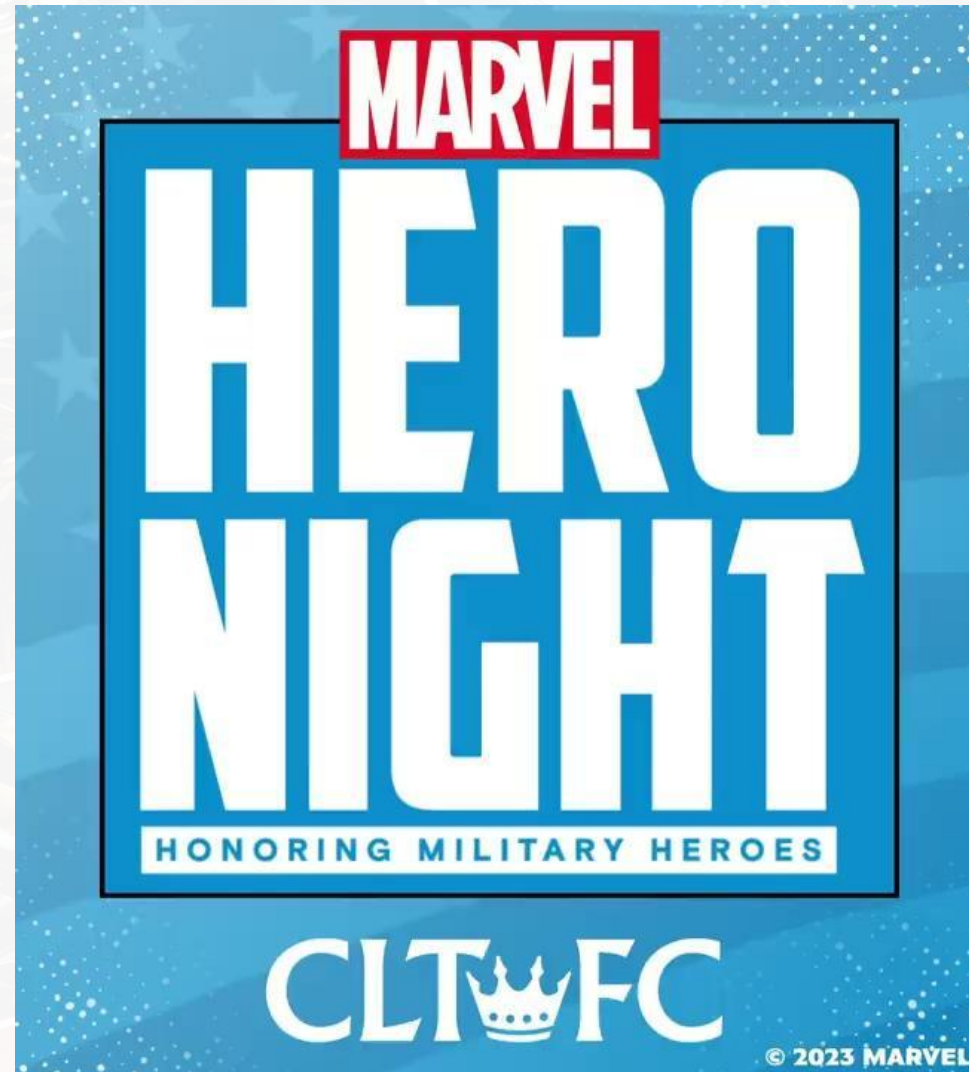
MARVEL PHOTO BACKDROPS



MARVEL STADIUM FLAGS

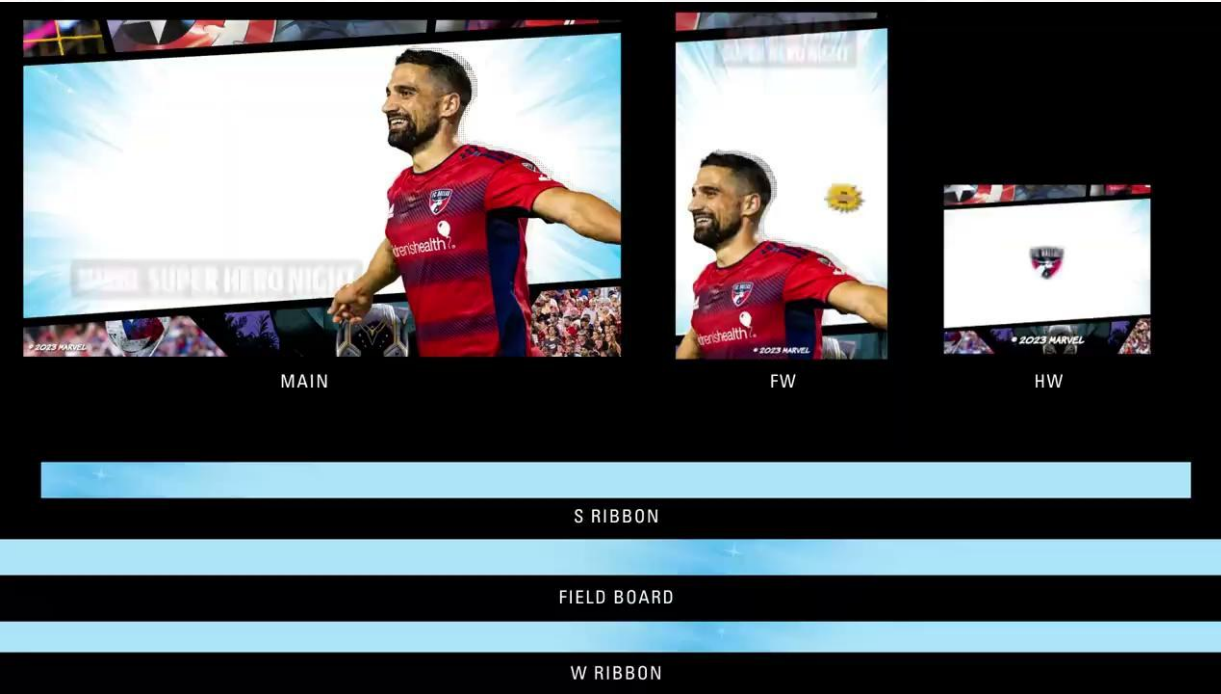


MARVEL SCOREBOARD GRAPHICS

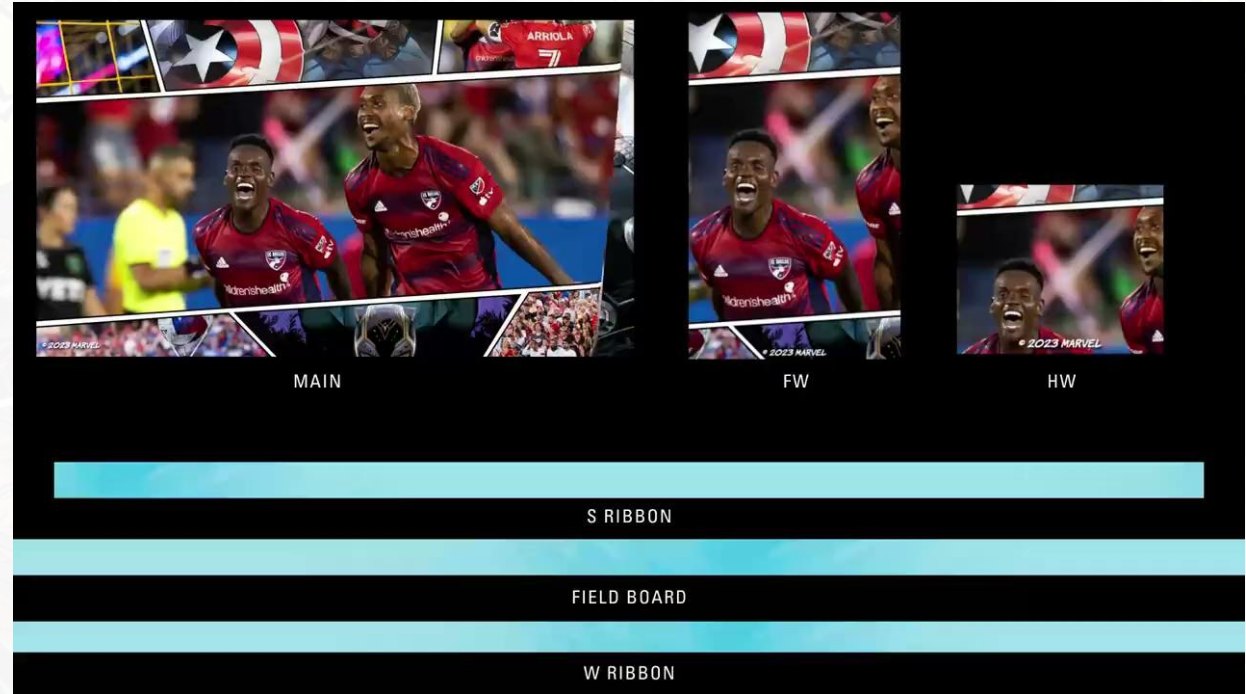


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MARVEL SCOREBOARD GRAPHICS

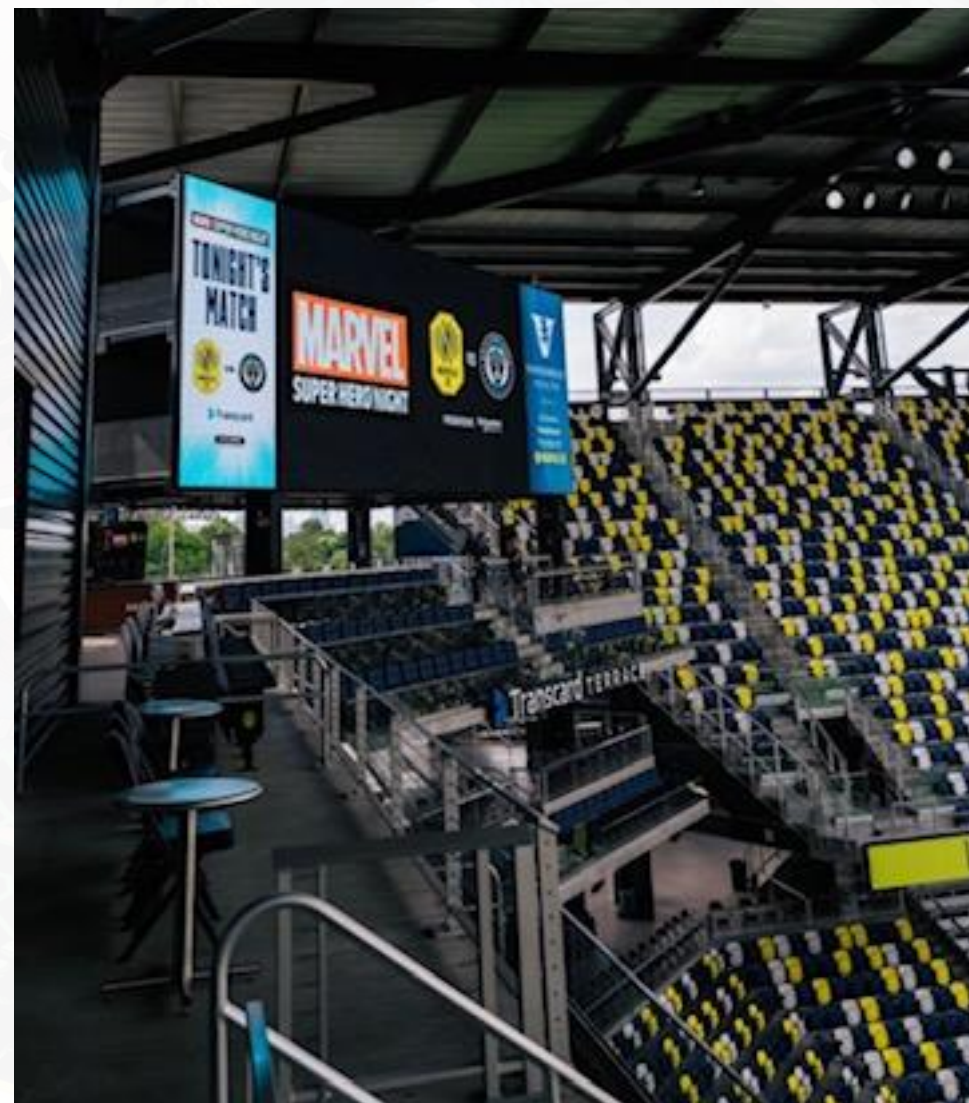


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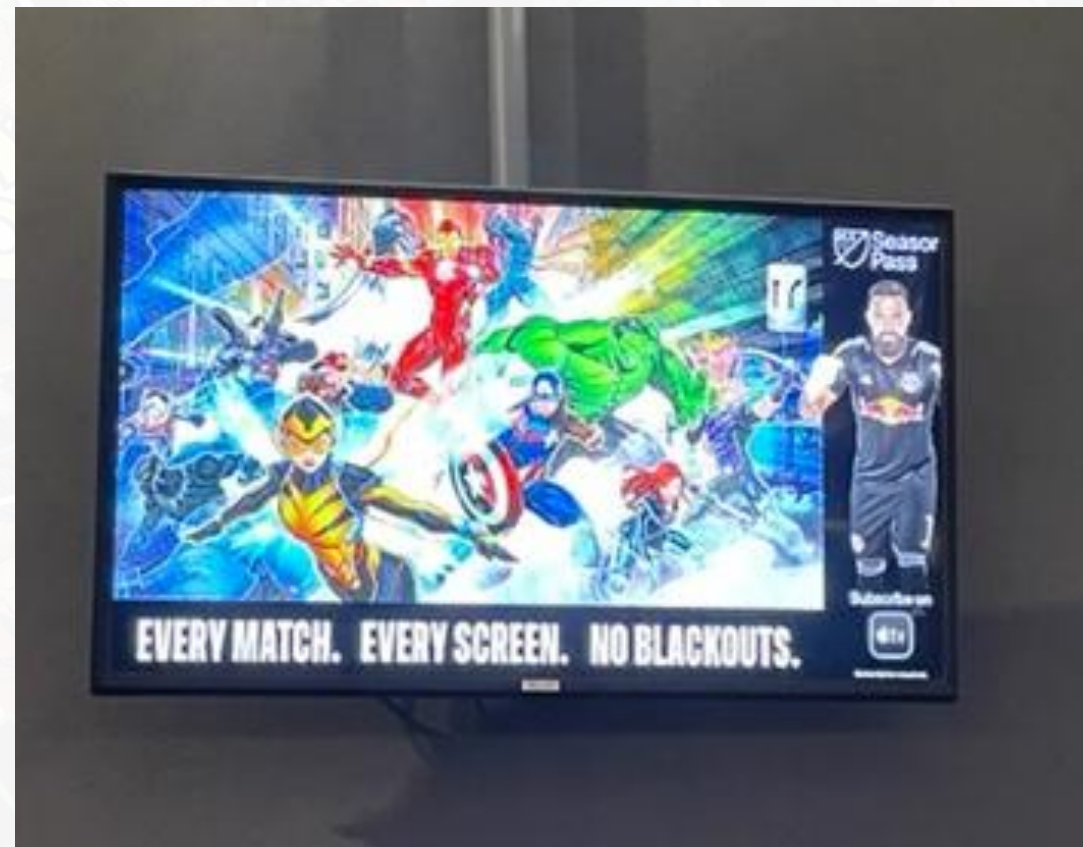
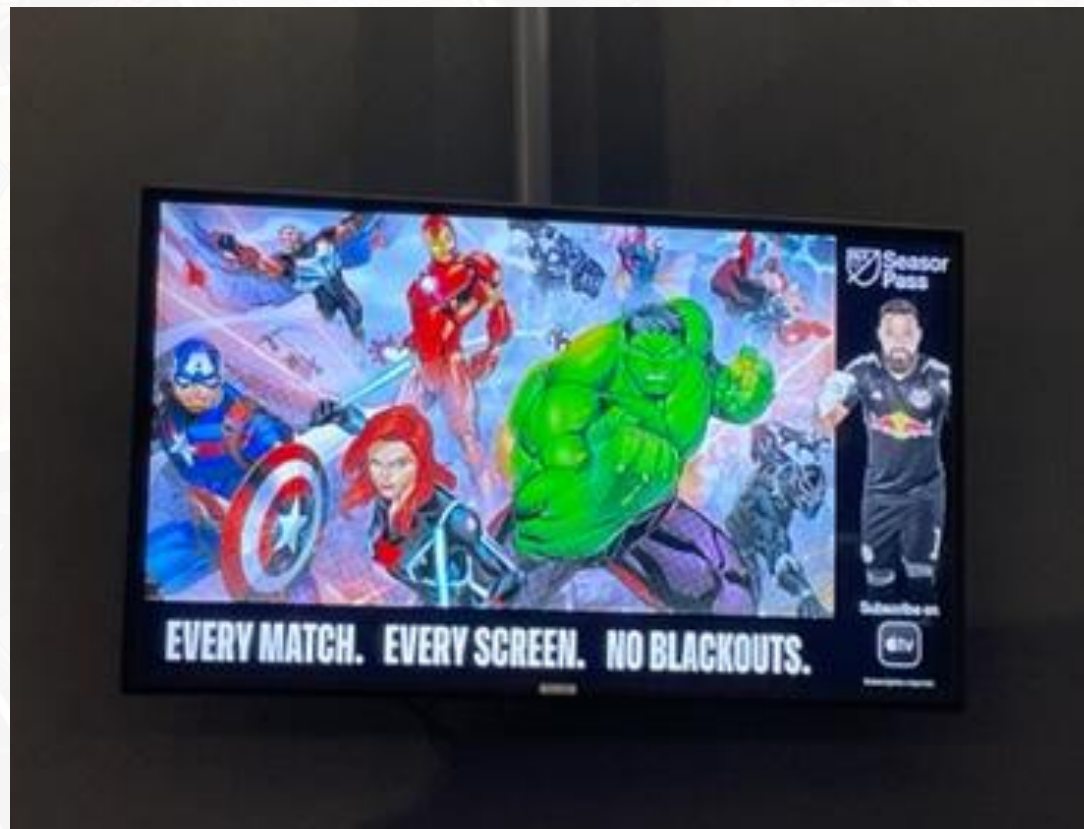


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MARVEL SCOREBOARD GRAPHICS



MARVEL CONCOURSE GRAPHICS



MARVEL HYPE VIDEO



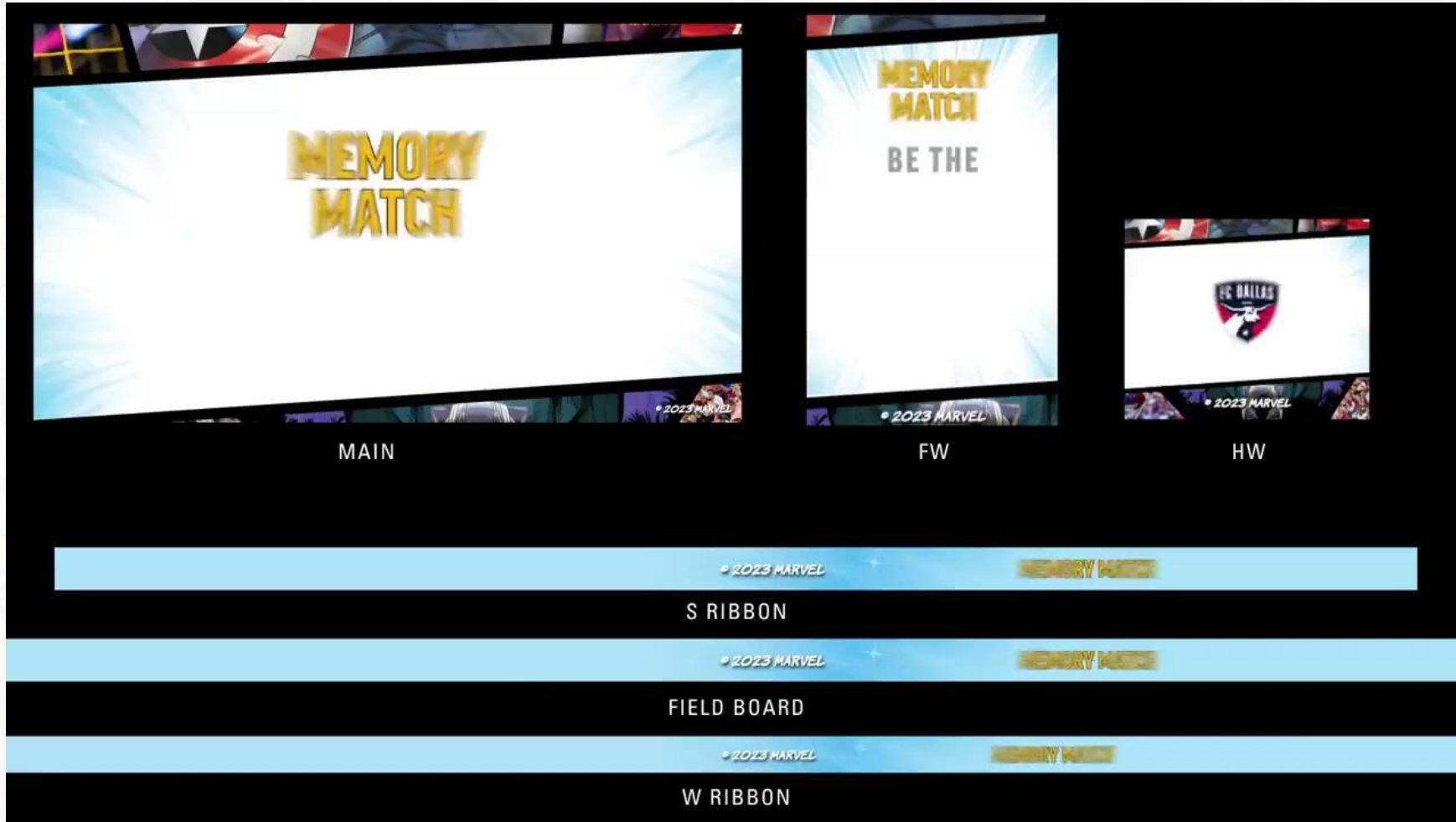
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MARVEL BALL DELIVERY INTRO



[CLICK HERE TO PLAY](#)

MARVEL MEMORY MATCH GAME



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MARVEL MEMORY MATCH GAME



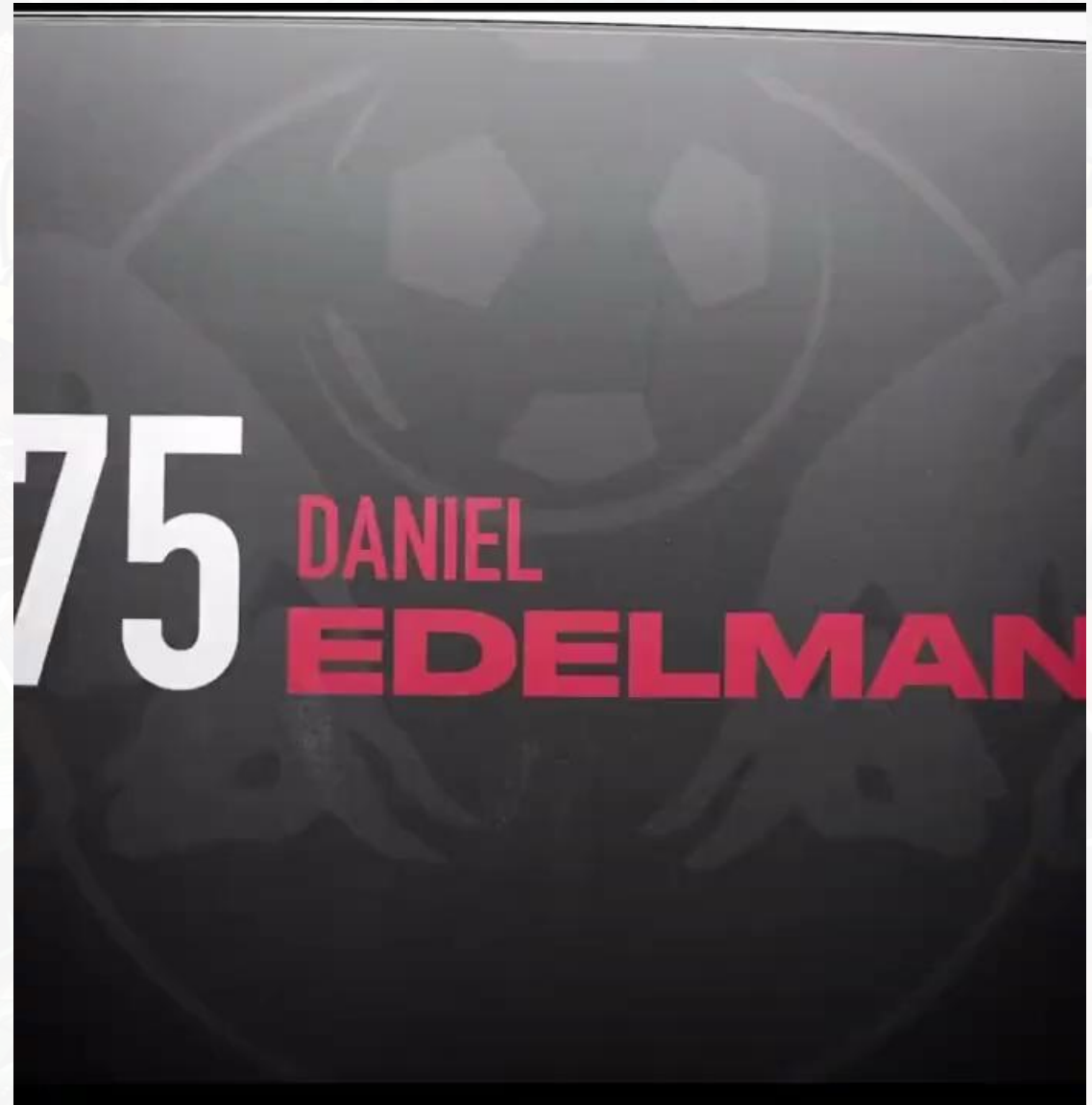


SOCIAL MEDIA/MARKETING BEST PRACTICES

MARVEL PLAYER REVEAL VIDEO & PROMOTION



[CLICK HERE TO PLAY](#)



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MARVEL SOCIAL MEDIA GRAPHICS

MARVEL SUPER HERO NIGHT

 vs 

JULY 12
7:30 PM

Schneider Electric





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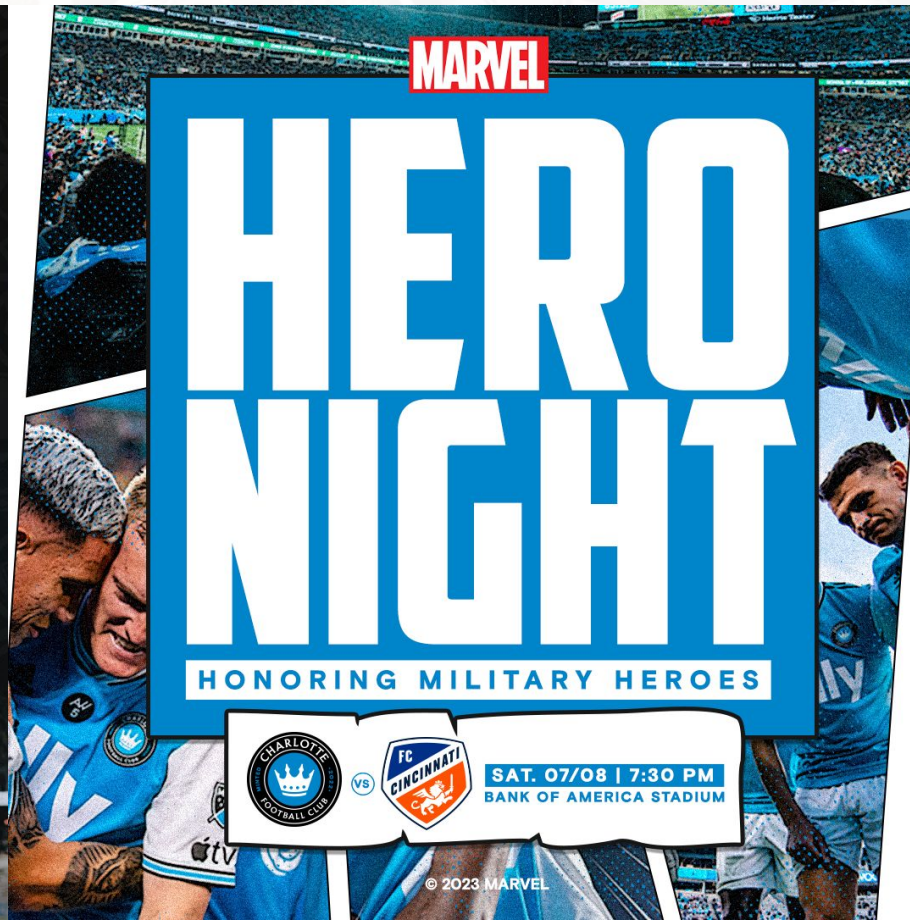
MARVEL

HERO NIGHT

HONORING MILITARY HEROES

 vs 

SAT. 07/08 | 7:30 PM
BANK OF AMERICA STADIUM



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PRESENTED BY
Hackensack Meridian Health

MARVEL SUPER HERO NIGHT

SAT. JULY 8 - 7:30PM
RED BULL ARENA

DANIEL EDELMAN X STAR-LORD INSPIRED BOBBLEHEAD
FOR FIRST 7,500 FANS

PLUS, 10,000 FANS WILL RECEIVE EXCLUSIVE
60TH ANNIVERSARY AVENGERS; BEYOND
EARTH'S MIGHTIEST POSTER



DANIEL EDELMAN

ticketmaster®

Season Pass 

MARVEL SOCIAL MEDIA GRAPHICS

1080x1350_01

MARVEL SUPER HERO NIGHT

NASHVILLE SC vs PHILADELPHIA UNION

MATCH DAY

© 2023 MARVEL

1080x1350_02

MARVEL SUPER HERO NIGHT

NASHVILLE SC vs PHILADELPHIA UNION

MATCH DAY

7:12 | 7:30 PM CT

PRESENTED BY **GEODIS**

MLS Season Pass | **Apple TV**

KICK CHILDHOOD CANCER

MARVEL SUPER HERO NIGHT

FC DALLAS vs COLUMBUS CREW

SEPTEMBER 23 7:30PM

PRES. BY children'shealth[®]

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MARVEL SOCIAL POSTS

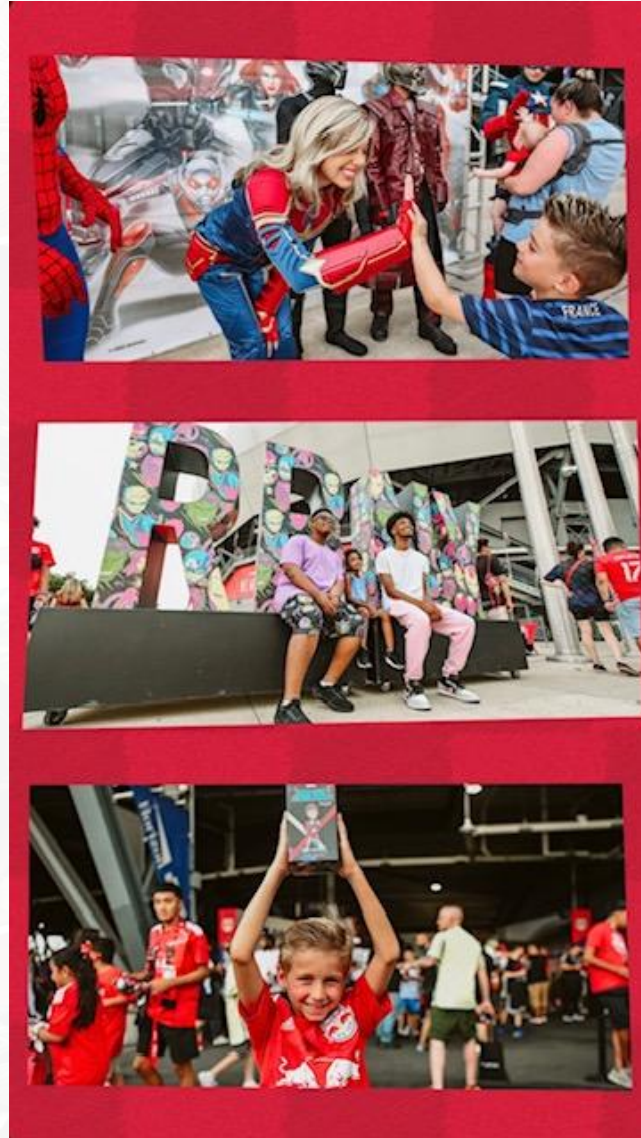
Charlotte FC Retweeted



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

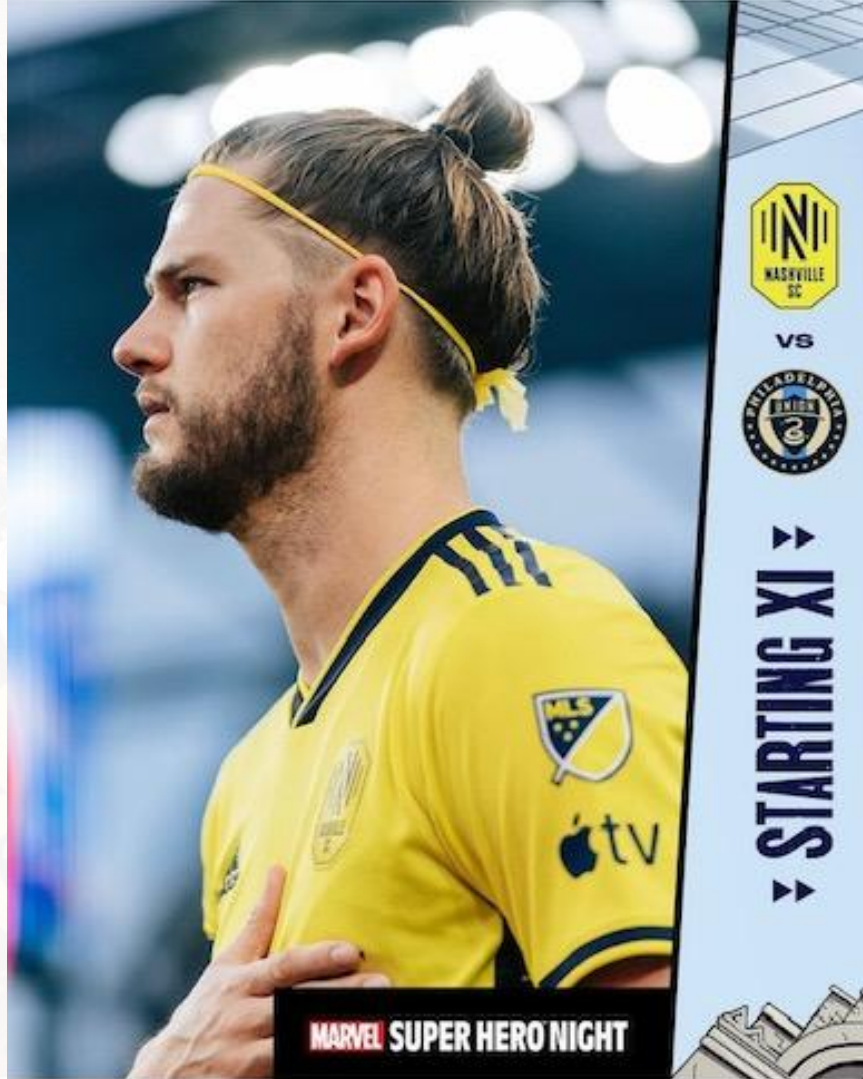
📻: Listen on @1045TheZone and the 104.5 The Zone app



SchneiderElectric NA and Schneider Electric

7 16 60 7,839

MARVEL LINEUP GRAPHICS



NASHVILLE SC vs PHILADELPHIA UNION

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



VS



KICK CHILDHOOD CANCER

SEPTEMBER 23 | 7:30PM

PRES. BY children'shealth? | TOYOTA STADIUM

FCDALLASTICKETS.COM | Season Pass | Apple TV



MARVEL EMAIL GRAPHIC

MARVEL SUPER HERO NIGHT

POST-MATCH DRONE SHOW



VS



KICK CHILDHOOD CANCER

SEPTEMBER 23 | 7:30PM

PRES. BY children'shealth? | TOYOTA STADIUM



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MARVEL FAN COSPLAY/ACTIVATIONS



MARVEL TEAM PUP COSPLAY



The background of the slide is a light-colored, repeating pattern of comic book panels. The panels are tilted and contain various scenes, including characters in action and speech bubbles with words like "POW!", "ARGH!", and "WABO!" in a stylized, bold font. The overall color palette is muted, with greys, yellows, and blues.

RETAIL BEST PRACTICES

MARVEL RETAIL





POSTGAME ACTIVATIONS

MARVEL DRONE SHOW



600 drones

FC DALLAS



CONTACT

Chris DiGeronimo
Marketing & Creative Coordinator
chris@athlife.com
718.687.0937