



**MiLB Marvel's Defenders of the Diamond
& Marvel Super Hero Day
Best Practices
2022**

MEDIA ACTIVATIONS*

*ALL executions/activations are pending Marvel approval, and are subject to change. ALL concepts for scripts and videos need to be routed for review

PROMOTION SCHEDULE REVEAL*



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NEWSPAPER ADVERTISEMENTS




THIS FRIDAY
Gates Open: 6:00 PM - Game Time: 7:05 PM

MARVEL SUPER HERO NIGHT

THANOS BOBBLEHEADS
(FIRST 2,500 FANS)

COURTESY OF  RIO GRANDE CREDIT UNION



Replica Jerseys Available now in the Isotopes Pro Shop

© 2022 MARVEL

SATURDAY, AUGUST 27
Gates Open: 5:30 PM - Game Time: 6:35 PM

FIREWORKS*

COURTESY OF  NEW MEXICO MUTUAL

*WEATHER PERMITTING

SUNDAY, AUGUST 28
Gates Open: 5:00 PM - Game Time: 6:05 PM

BOBBLEHEADS
(FIRST 2,000 FANS)

COURTESY OF  NEW MEXICO THE CW

ISOTOPES PARK BOX OFFICE HOURS:
MONDAY-FRIDAY: 10:00 AM-5:00 PM SATURDAY: 10:00 AM-4:00 PM

ticketmaster® (505) 924.BALL ABQISOTOPES.COM @ABQTOPES

AUGUST ticketmaster®

| SUN | MON | TUE | WED | THU | FRI | SAT |
|----------|----------|----------|----------|----------|----------|-----------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| | ELP 6:35 | ELP 6:35 | ELP 6:35 | ELP 6:35 | ELP 6:35 | HOME AWAY |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| ELP 6:35 | REN 6:35 | REN 6:35 | REN 6:35 | REN 6:35 | REN 6:35 | FIREWORKS |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| REN 6:35 | REN 6:35 | TAC 1:05 | TAC 6:05 | TAC 6:05 | TAC 6:05 | TAC 6:05 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| TAC 2:35 | TAC 6:35 | RR 6:35 | RR 6:35 | RR 6:35 | RR 6:35 | RR 6:35 |
| 28 | 29 | 30 | 31 | | | |
| RR 6:35 | RR 6:35 | SUG 6:05 | SUG 6:05 | | | |

AUGUST PROMOTIONS

AL HURRICANE TRIBUTE NIGHT
FRIDAY, AUGUST 12
GATES OPEN: 5:30 PM - GAME TIME: 7:05 PM
PRE-GAME PERFORMANCE BY *Al Hurricane Jr.*
MARIACHIS BOBBLEHEADS (first 3,000 fans)
FIREWORKS*

SATURDAY, AUGUST 13
GATES OPEN: 5:30 PM - GAME TIME: 6:35 PM
KINDNESS NIGHT
Jersey Auction
FIREWORKS*

SUNDAY, AUGUST 14
GATES OPEN: 5:00 PM - GAME TIME: 6:05 PM
SCIENCE NIGHT
SCHEDULED TO APPEAR
YOUTH SCIENCE JERSEYS (first 2,000 fans 15 & younger)

FRIDAY, AUGUST 26
GATES OPEN: 6:00 PM - GAME TIME: 7:05 PM
MARVEL SUPER HERO NIGHT
THANOS BOBBLEHEADS (first 2,500 fans)

SATURDAY, AUGUST 27
GATES OPEN: 6:30 PM - GAME TIME: 6:35 PM
FIREWORKS*

SUNDAY, AUGUST 28
GATES OPEN: 5:00 PM - GAME TIME: 6:05 PM
BOBBLEHEADS (first 2,000 fans)

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Isotopes PRO SHOP



SHOP ONLINE AT ABQISOTOPES.COM

ISOTOPES PRO SHOP
AT RIO GRANDE CREDIT UNION FIELD AT ISOTOPES PARK
MONDAY - FRIDAY
10 AM - 5 PM

BILLBOARD ADS



The billboard features a central illustration of Thor in his golden armor and green cape, holding his hammer. To his right is the Green Jaxx mascot, a green frog-like creature with wings. The background is a light blue sky with clouds. In the top left corner is the SRP Park logo, which includes the text 'HOME OF THE GREEN JAXX' and 'SRP PARK'. In the top right corner is the 'MARVEL DEFENDERS OF THE DIAMOND' logo, featuring two crossed baseball bats. The event details are written in large white text on the right side, and the website 'GREENJAXXCKETSBASEBALL.COM' is at the bottom right. A copyright notice '© 2022 MARVEL' is in the bottom left corner.

HOME OF THE GREEN JAXX
SRP PARK

MARVEL
DEFENDERS
OF THE
DIAMOND

SATURDAY, JULY 30TH
GAME: 6:05PM | GATES: 4:30PM
SPECIALTY JERSEY AUCTION

© 2022 MARVEL

GREENJAXXCKETSBASEBALL.COM

WEBSITE GRAPHICS

Marvel Nights



We're headed to the Multiverse! The Bats will don specialty Doctor Strange-themed jerseys for their game against Toledo. Marvel's character Spider-Man will also be on-hand throughout the evening to meet fans and pose for pictures!

Presented By Texas Roadhouse

[BUY TICKETS](#)



Buy tickets for a pre-game VIP meet & greet experience with Spider-Man. Pizza Party starts at 5:00pm - Space is limited so buy in advance!

Pizza Party Meet & Greet + Game Ticket

Use Coupon Code: PIZZA

[BUY TICKETS](#)

The night will also include an appearance by Captain America, who will be available for photos before and during the game.

Character

— [Captain American \(Sam Wilson\) Jersey Design](#) —

— [Character Appearance](#) —



Jersey Auctions

Following the game, the Dragons players will sign their game-worn jerseys so that they can be included in [Jerseys Auctions](#) on [daytondragons.com](#). Proceeds of the auction will benefit the Dayton Dragons Foundation.

COMMERCIALS*



[CLICK HERE TO PLAY](#)

AUGUSTA GREENJACKETS Pelican

| | | |
|-----------|------|-----------------------------------|
| THU 07/28 | 7:05 | College Night & Fireworks Show |
| FRI 07/29 | 7:05 | Champions Ring Replica Giveaway |
| SAT 07/30 | 6:05 | Marvel's Defenders Of The Diamond |
| SUN 07/31 | 5:05 | Princess And Villains Night |

For More Information & Tickets, Visit
GREENJACKETSBASEBALL.COM

[CLICK HERE TO PLAY](#)

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RECAP VIDEO



[CLICK HERE TO PLAY](#)

ASK THE PLAYERS VIDEOS*



[CLICK HERE TO PLAY](#)

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IN-GAME ACTIVATIONS

MARVEL-THEMED JERSEYS



MARVEL-THEMED JERSEYS- MLB ASSIGNMENTS

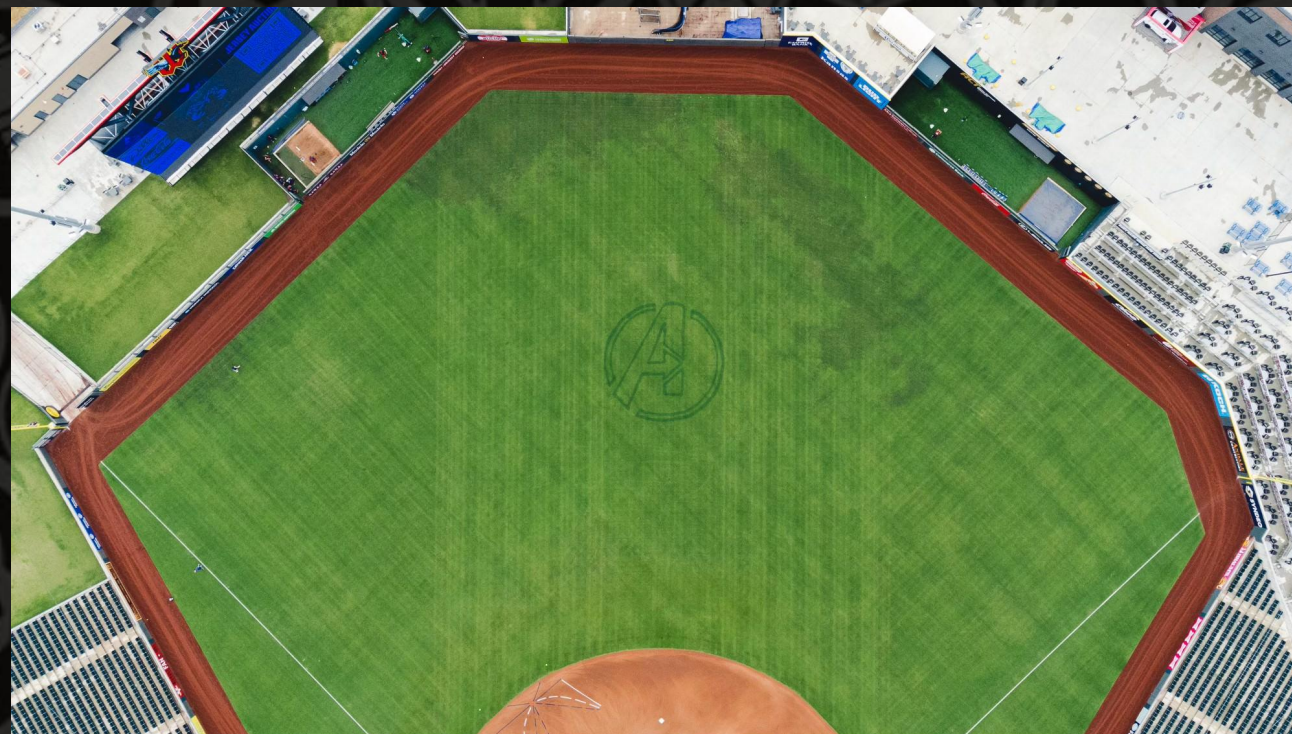


Promoting MLB rehab assignments during DOTD or MSHD games helps to draw more media attention, fan engagement and auction value

CHARACTER APPEARANCES



FIELD IMPRINTS



SOCIAL GRAPHICS

MARVEL
DEFENDERS
OF THE
DIAMOND

SATURDAY, JULY 30TH
GATES: 4:30PM | FIRST PITCH: 6:05PM
AUCTION BENEFITING
THE RECING CREW

JACKETS

21

MARVEL

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The graphic features a blue background with a white, smoky or misty effect. On the left, a green and gold baseball jersey is displayed flat. The jersey has 'JACKETS' written across the chest in a stylized font and the number '21' on the front. A small 'MARVEL' logo is visible on the lower left of the jersey. To the right of the jersey is a dynamic illustration of the character Thor in his green and gold armor, holding his hammer Mjolnir. In the top left corner, there is a logo for 'MARVEL DEFENDERS OF THE DIAMOND' featuring crossed baseball bats. The top right contains the event date and times. Below the date, it says 'AUCTION BENEFITING THE RECING CREW'. A small green dragon-like creature is in the bottom left corner, and a copyright notice '© 2022 MARVEL' is in the bottom right.

MASCOT COSPLAY



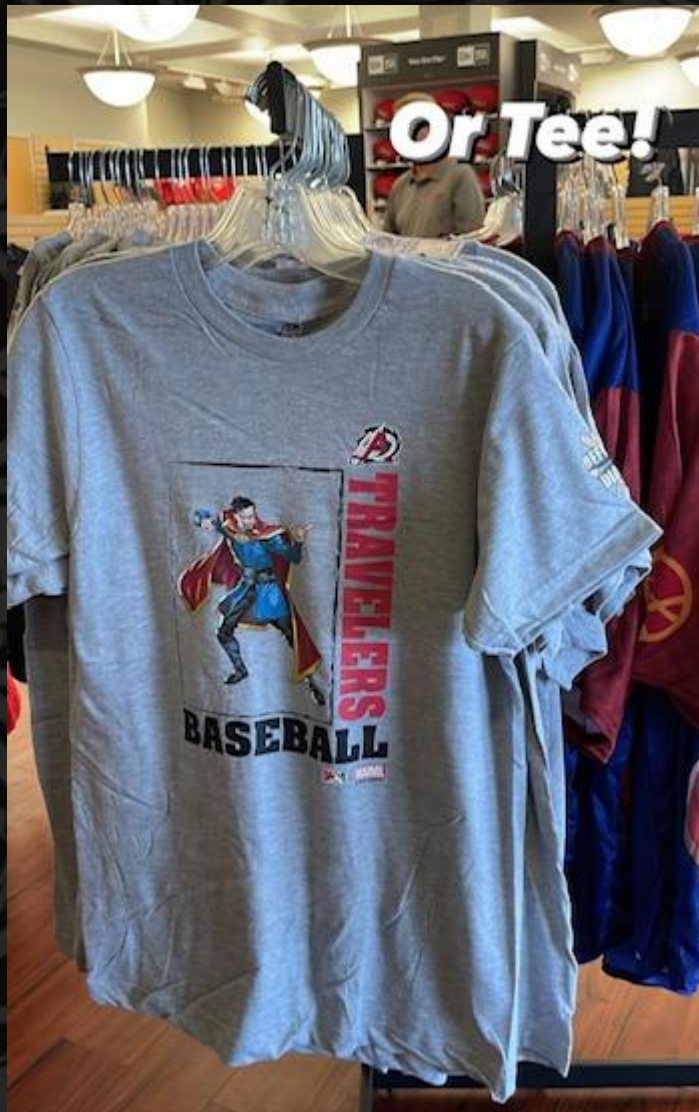
MASCOT COSPLAY



FACE PAINTING



RETAIL



RETAIL



PREMIUMS



PREMIUMS



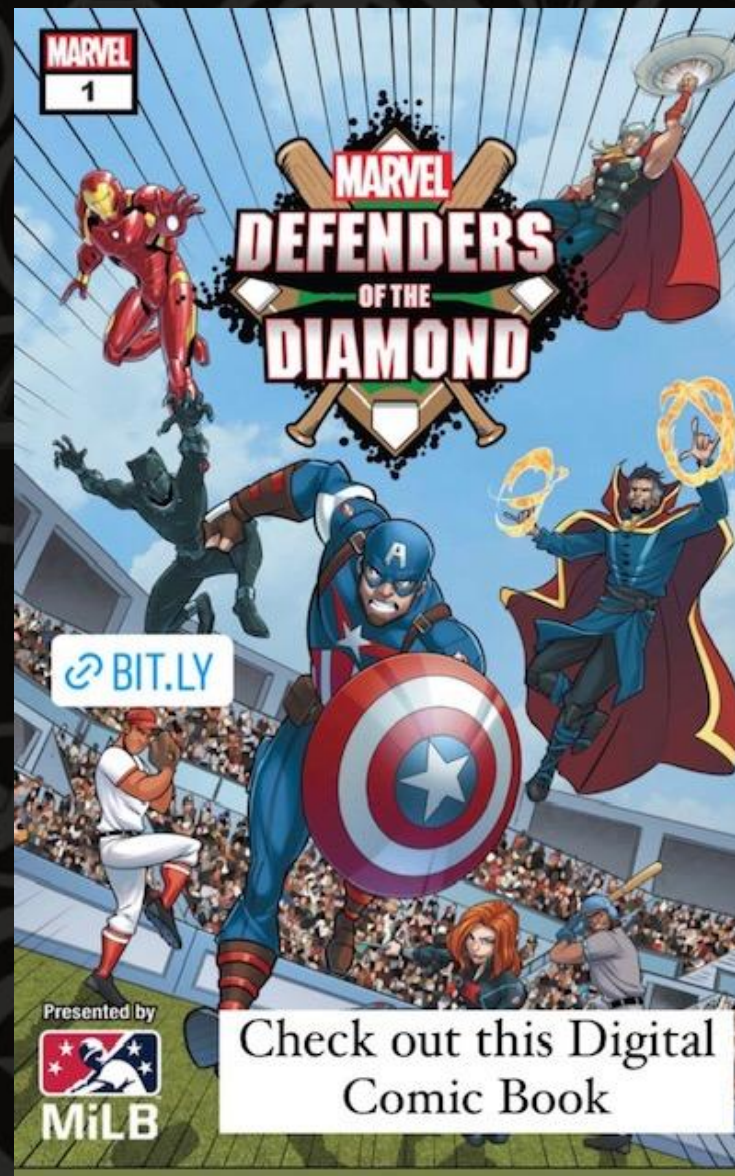
DOTD COMIC BOOK PROMOTION



Columbia Fireflies ✓ @ColaFireflies · 5h ...

As a part of MiLB and Marvel's celebrated partnership, we are sharing the official, canonized Defenders of the Diamond comic!

Click the link or scan the attached QR code to download and view: read.marvel.com/#/labelbook/60...



SUPER HERO POSE CAM



SCOREBOARD ANIMATIONS



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[CLICK HERE TO PLAY](#)

PLAYER HEADSHOTS

DANIEL MONTANO

HOME TOWN:

Maracay, Venezuela



| | |
|---|----|
|  | |
| MCLAUGHLIN | 3B |
| HEARN | LF |
| BOUCHARD | 1B |
| MELLENDEZ | RF |
| MACIVER | C |
| MONTES | 2B |
| HANNAH | CF |
| MONTERO | SS |
| DENNIS | P |



62

ISAAC BELLONY

MARVEL DEFENDERS OF THE DIAMOND

© 2022 MARVEL

OPPOSING PLAYER HEADSHOTS



GUNNAR HENDERSON

© 2022 MARVEL

PROFILE

BORN

HEIGHT

RESIDES

WEIGHT

STATISTICS

AVG

2B

HR

RBI

SB

RUNS



DYLAN HARRIS

© 2022 MARVEL

PROFILE

BORN

HEIGHT

RESIDES

WEIGHT

STATISTICS

AVG

2B

HR

RBI

SB

RUNS

OBP

SLG

OPS

BB



MARVEL-THEMED LINEUP CARDS



SOM vs **NH**
JUNE 17 // 7:05 PM
610 WGIR | FOX SPORTS 930 WPKXP | MILB.TV

| | |
|-----------|------------------|
| 2B | R. LANTIGUA |
| 1B | L. TALLEY |
| DH | S. HORWITZ |
| 3B | O. MARTINEZ |
| LF | W. ROBERTSON |
| C | P. CLARKE |
| SS | L. DE LOS SANTOS |
| CF | C. EDEN |
| RF | Z. COOK |
| P | A. KLOFFENSTEIN |

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**SHUCKERS
LINE UP**

- 1 FRELICK**
- 2 WIEMER**
- 3 DILLARD**
- 4 REETZ**
- 5 LUTZ**
- 6 DEVANNEY**
- 7 HOLT**
- 8 LOPEZ**
- 9 COCA**

P ZAVOLAS

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TRIVIA GRAPHICS

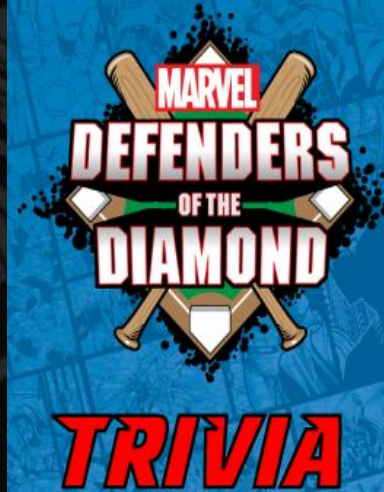
MARVEL TRIVIA

WHAT IS THE NAME OF DOCTOR STRANGE'S MANSION?

- A. Sanctum Sanctorum
- B. Kamar - Taj
- C. S.H.I.E.L.D.
- D. Sanctum Strange



© 2022 MARVEL



WHAT COLOR WAS HULK WHEN HE FIRST APPEARED IN THE 1962 COMIC THE INCREDIBLE HULK #1?

- A - BLUE
- B - GREEN
- C - GREY
- D - ORANGE

© 2022 MARVEL



THE AVENGERS ARE ALSO KNOWN AS EARTH'S MIGHTIEST -----?

- A - CREATURES
- B - HEROES
- C - SUPERS
- D - DEFENDERS

© 2022 MARVEL

MARVEL TRIVIA

BLACK PANTHER'S BODYSUIT IS MADE WITH WHAT MYSTERIOUS METAL?

D. Vibranium



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TIK TOK VIDEOS*




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THEMED FOOD



\$13

AVAILABLE AT SWEET MEATS
ON 3RD BASE SIDE

RADIATED HOT
CHICKEN SANDWICH



© 2022 MARVEL



\$8.25

AVAILABLE ON 1ST BASE SIDE
AT SOFT SERVE ICE CREAM LAND



© 2022 MARVEL

THEMED FOOD



MARVEL
DEFENDERS
OF THE
DIAMOND

\$7

**SUPER-SOLDIER
SLUSHY**

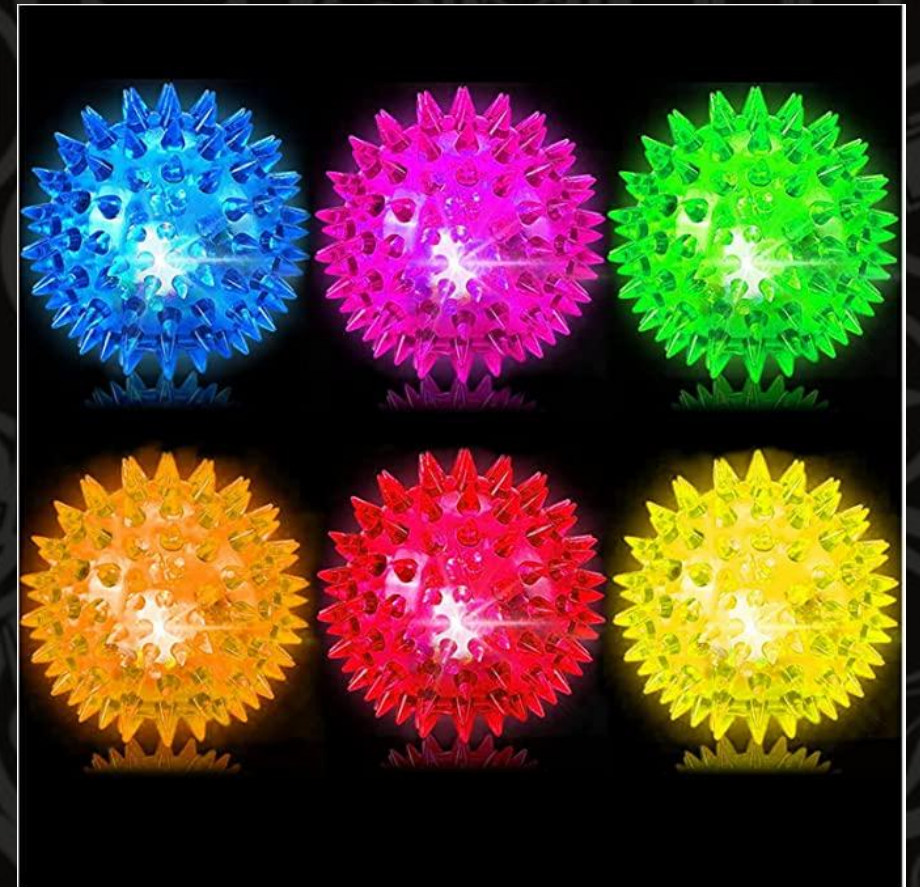
AVAILABLE ON 1ST & 3RD BASE SIDE

© 2022 MARVEL

ON-FIELD ACTIVATIONS

Re-name your traditional on-field games to previously approved Marvel names and activate the games the same way!

1. Captain America Shield Toss (aka frisbee toss)- Frisbee with licensed sticker on top
2. Infinity Stone Catch (aka Pop Fly Challenge)- Using balls that represent the different colors of the infinity stones
3. Thor's Hammer Toss (aka Horseshoes)- Using hammers instead of horseshoes to resemble Thor's hammer)



ON-FIELD ACTIVATIONS CONT.

1. Hulk Smash- Contestants have Hulk hands to see who can punch through cardboard boxes first
2. By Thor's Hammer Race- Two teams of two contestants, one member of each team waits with an **officially licensed Mjolnir**. The other contestant runs and grabs balloons and runs them to their partner who has to pop the balloons with Mjolnir. First to pop all three win.
3. Guess the Marvel Super Hero- Video board game with a few slides of a Marvel Super Hero (from what was sent to us at the start of the season) beginning with a very blurry image, and progressively getting clearer. Contestants have to guess who the character is.



NAPKIN HOLDER ADS



MARVEL
DEFENDERS
OF THE
DIAMOND

JUNE 4



ROME BRAVES [.com/tickets](https://romebraves.com/tickets)

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This advertisement features a central illustration of Thor, the God of Thunder, in his classic armor and red cape. He is depicted in a dynamic, forward-leaning pose, surrounded by vibrant blue lightning bolts that crackle around him. The background is a light blue gradient with a subtle pattern of white dots. In the top right corner, the event logo for 'MARVEL DEFENDERS OF THE DIAMOND' is displayed, featuring crossed baseball bats and the event name in a stylized font. Below the logo, the date 'JUNE 4' is printed. A large QR code is positioned in the bottom right area, intended for users to scan and access ticket information. At the very bottom right, the text 'ROME BRAVES .com/tickets' provides the website for purchasing tickets. A small copyright notice '© 2022 MARVEL' is located in the bottom left corner of the illustration area.

FAN INFORMATION



WHAT TO KNOW

- 1** Dress up! Don your favorite Marvel Super Hero™ costume or t-shirt and help make HODGETOWN magical. Gates open at 6:00 PM for first pitch at 7:05 PM. Marvel-themed fireworks will follow the conclusion of the game.
- 2** The Sod Poodles will wear commemorative Dr. Strange jerseys in tonight's game. While the jerseys will not be immediately available for auction, they will be auctioned off after the July 30th Marvel's Defenders of the Diamond game against the Corpus Christi Hooks.
- 3** Limited quantities of commemorative Marvel x Sod Poodles merchandise is available in the Sod Poodles team store, including t-shirts and jerseys.
- 4** Marvel-inspired specialty drinks will be available at all HODGETOWN bars. Galaxy Burgers (peanut butter & jelly burgers) will be available at Panhandle Pizza and Route 66, and Cosmic Nachos (pulled pork, chili, cheese and jalapenos) will be available at Barnyard and Feed & Seed. Super Soldier Serum (Sierra Mist, grenadine) will be available at all concession stands.

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WHAT TO KNOW

- 1** Dress up for our costume contest with prizes from Cinergy Entertainment! Don your favorite Marvel Super Hero™ costume or t-shirt and help make HODGETOWN straight out of a comic book. Gates open at 6:00 PM for first pitch at 7:05 PM. Marvel-themed fireworks will follow the conclusion of the game.
- 2** The Sod Poodles will wear commemorative Dr. Strange jerseys in tonight's game. These jerseys will be available for SILENT AUCTION through the 8th inning of the game with proceeds benefiting 101 Elite Men. The auction will take place inside the main gate near the Fan Center.
- 3** Limited quantities of commemorative Marvel x Sod Poodles merchandise is available in the Sod Poodles team store, including t-shirts and jerseys.
- 4** Marvel-inspired specialty drinks will once again be available at all HODGETOWN bars. Galaxy Burgers (peanut butter & jelly burgers) will be available at Panhandle Pizza and Route 66, and Cosmic Nachos (pulled pork, chili, cheese and jalapenos) will be available at Barnyard and Feed & Seed. Super Soldier Serum (Sierra Mist, grenadine) will be available at all concession stands.

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ATHLIFE

MARVEL

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

Your key points of contact:

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