

MARVEL



NBA G LEAGUE

**CASE STUDY
2023-24**



2023-24 PARTICIPATING TEAMS





2023-24 OVERALL ATTENDANCE STATS

NBA G League Marvel Super Hero™ Day Average Attendance (13 games): **2,565**

57%

Combined increase in attendance
over average at the time the
games were played
(+38% from 2022-23)

2023-24 NBA G League Marvel Super Hero™ Day program drew **33,349** fans through the gates



2023-24 OVERALL ATTENDANCE STATS CONT.

77%

of the games finished in the top 5 highest attended games of the season for their respective teams (10 out of 13 games)

77%

of the games had an increase in attendance over average of 30% or more (10 out of 13 games)

38%

of the games had an increase in attendance over average of 50% or more (5 out of 13 games)



2023-24 ATTENDANCE HIGHLIGHTS

- **Cleveland Charge (2/4/24)- Reported Attendance: 4,238.** MSHD game produced a 33% increase in attendance over average (avg. 3,187). The game was their 3rd highest attended game at the time, and highest attended Sunday game at the time.
- **Grand Rapids Gold (3/3/24)- Reported Attendance: 6,742.** MSHD game produced a 60% increase in attendance over average (avg. 4,207). The game was their 3rd highest attended game at the time and their highest attended attended Sunday game at the time. The game produced a 50% increase for a Sunday game (avg. 4,496). The game was also 20% higher than their 2022-23 MSHD (Sat 2/26/23, att. 5,626)
- **Delaware Blue Coats (3/15/24)- Reported Attendance: 1,569.** MSHD game produced a 34% increase in attendance over average (avg. 1,171). The game was their highest attended game of the season at the time and produced a 19% increase for a Friday game (avg. 1,316).
- **Wisconsin Herd (3/16/24- Reported Attendance: 3,639.** MSHD game produced a 26% increase in attendance over average (avg. 2,879). The game was their 3rd highest attended Saturday game at the time and produced a 6% increase for a Saturday (avg. 3,425). The game was also 158% higher than their 2022-23 MSHD (Tues 11/15/22, att. 1,412).



TEAM TESTIMONIALS- WISCONSIN HERD

“The biggest difference is that last year, we hosted our game on a Tuesday in November versus a Saturday in March. A different peak day and later in the season allowed our team to sell more groups. Having Marvel as an added-value asset to sell did bolster group sales.”

“The themed jersey auction is pacing to be the highest fundraiser of all our themed jersey auctions to date.”

“The biggest benefit of the Marvel relationship and comic book, was being able to leverage the fact that graphic novels/comics help young readers , reluctant to pick up traditional books, strengthen their reading skills. We used the comics to sell a multi-year reading program in 5 libraries across our county and it opened the door to a three (3) year six-figure deal amongst multiple county departments. We now have a turnkey marketing platform that is community based, creates young Herd/Bucks fans, incorporates a push/pull to drive ancillary group revenue, all while pulling some great partnership revenue for the team.”



TEAM TESTIMONIALS- SOUTH BAY LAKERS

We had face painters, Marvel-themed prizes, comic books, and several in-game activations.

Saw a positive response on social media

The internal feedback was so positive from the themed jersey, considering ordering for the entire staff (Lakers employees included)

We sold + comped a total of 577 tickets while scanning at 81% (outstanding for a Monday night)

Our jersey raffle set a record for revenue...\$1,605

Ticket Sales Revenue: \$10,497.50

The background of the slide is a collage of comic book panels, tilted at an angle. It features various characters and action scenes, with prominent yellow sound effects like "POW!", "BOOM!", "YEE-HA!", "ARGH!", and "WAO!" scattered throughout. The overall color palette is a mix of muted greens, yellows, and greys.

YEAR OVER YEAR DATA



MARVEL GAMES PLAYED IN...

MARCH 2022-23

AVG. 1,739

MARCH 2023-34

AVG. 2,639

52%

INCREASE YEAR OVER YEAR



TEAMS THAT PARTICIPATED LAST SEASON...

**GRAND RAPIDS
GOLD**

20%

Increase vs. 2022-23
Marvel game (att.
6,742 vs. 5,626)

**WISCONSIN
HERD**

158%

Increase vs. 2022-23
Marvel game (att.
3,639 vs. att. 1,412)

**STOCKTON
KINGS**

73%

Increase vs. 2022-23
Marvel game (att.
2,686 vs. 1,555)



DAY OF THE WEEK/ MONTHLY ATTENDANCE STATS



MARVEL GAMES PLAYED ON...

THURSDAY

48%

Increase over all
Thursday games
league-wide (avg.
2,841 vs. avg. 1,915)

SUNDAY

31%

Increase over all
Sunday games
league-wide (avg.
3,638 vs. avg. 2,783)



MARVEL GAMES PLAYED IN...

FEBRUARY

81%

**Increase over all February
games league-wide (avg.
4,238 vs. avg. 2,342)**



SOCIAL MEDIA





APPROVED SOCIAL GRAPHICS



CHARGE

MARVEL SUPER HERO DAY

★ **CAPTAIN AMERICA** ★

presented by:  **Immaculate Cleaning**

SUN, FEB. 4 → 3:00 PM

COMIC BOOK GIVEAWAY
(FIRST 3,000 FANS)

BUY NOW →

© 2024 MARVEL



MARVEL SUPER HERO NIGHT

OSCEOLA HERITAGE PARK

OSCEOLA MAGIC

FRI MAR. 15

VS LONG ISLAND NETS

7PM

GIVEAWAY

MARVEL AND G LEAGUE CUSTOM COMIC

FIRST 1,000 FANS

TUNE IN **Bally SPORTS**

© MARVEL 2024

RIP CITY REMIX / MARVEL COMIC BOOK

GIVEAWAY



MARVEL AVENGERS FULL COURT PRESS

MARVEL



MAR 10 | 3:00PM

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SOCIAL MEDIA POSTS



South Bay Lakers @SouthBay... · 12h
It's Marvel night tomorrow! Swing into the action 🕷️🕸️

vs: @wcknicks

🕒: 7 PM PT

📺: @SpectrumSN

📍: @UCLAHealthTC

🎫: ticketmaster.com/south-bay-lake...

#SBLakers



NBA G League

🗨️ 1 🔄 2 ❤️ 10 📊 1.8K 📌 📤



gleagueignite



📍 🗨️ 📌

4 likes

gleagueignite 2 days away from Marvel Super Hero Day 🗨️. come through this Saturday, Jan.20 for... more



wisconsinherd



📍 🗨️ 📌

👁️ Liked by otsports and 154 others
wisconsinherd The Wisconsin Herd will partner with Winnebago County for our SPECTACULAR Marvel Super Hero™ Night! These theme jerseys will be worn



LINEUP GRAPHICS

MARVEL SUPER HERO DAY

STARTING FIVE
STOCKTON KINGS 01.20.2024

2 LONDON JOHNSON

84 THIERRY DARLAN

13 MATAS BUZELIS

11 TYLER SMITH

33 IZAN ALMANSA

STARTING 5

© 2024 MARVEL

Remix MARVEL

LINEUP

SUPER HERO DAY

RRRIP CITY!

FL

v.s.

Remix

RIP CITY Remix

#21 KNOX II #44 DAVIS #19 HAGANS #76 MOORE #41 BADJI

STARTING LINEUP

JONES

FRAZIER

DOWTIN JR.

BROWNRIDGE

COUNCIL IV

Delaware



IN-GAME SOCIAL GRAPHICS

IGNITE

MARVEL SUPER HERO DAY

18

26

END Q1

CHASE

IGNITE

18

26

END Q1

CHASE

FINAL

FREE TACOS!

Delaware BLUE COATS

132

126

Delaware

CHASE

CHASE

19 PTS

9 AST

5 REB

#19 ASHTON HAGANS

CHASE

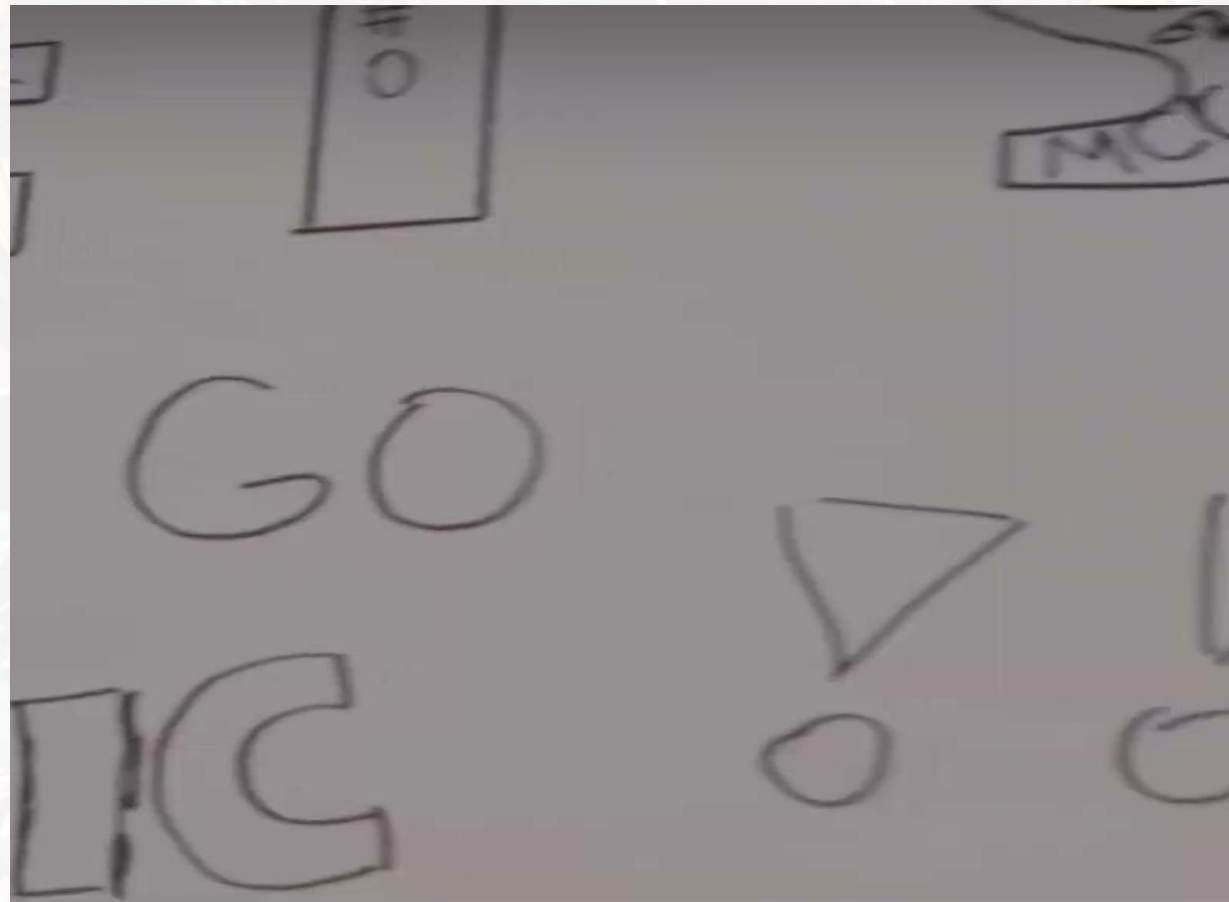
CHASE



SOCIAL RECAP VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



SOCIAL RECAP VIDEOS CONT.



[CLICK HERE TO PLAY](#)



COMIC BOOK REVEAL VIDEO



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEO

MOTOR CITY
CRUISE
HERO or
VILLAIN

The title card features the text "MOTOR CITY CRUISE HERO or VILLAIN" in a bold, blue, sans-serif font. The words "MOTOR CITY" and "CRUISE" are stacked at the top. "HERO" is the largest word, with "or" in a smaller font to its right. "VILLAIN" is the second largest word, positioned below "HERO". The background is a light gray with a faint, repeating pattern of comic book panels.

[CLICK HERE TO PLAY](#)



PLAYER ENTRANCE VIDEO



[CLICK HERE TO PLAY](#)



COMIC BOOK GIVEAWAY PROMO

wisconsinherd



GIVEAWAY
FIRST 2,500 FANS

HERD / MARVEL COMIC BOOK
MAR 16 | 7:00PM



99 likes


wisconsinherd Herd fans, get ready for a HEROIC night ahead! 🦱 The first 2,500 fans on March 16th will receive a Herd themed Marvel comic book presented by Winnebago County!

ontclippers




99 likes

ontclippers Hoops & Heroes 🏀🌟



MARVEL
SUPER HERO DAY
SATURDAY, JANUARY 20TH



EXCLUSIVE MARVEL COMIC BOOK GIVEAWAY
FIRST 3,000 FANS

FAV MARVEL SUPER HERO??

- Captain America
- Iron Man
- Black Panther
- Hulk

The background of the slide is a collage of comic book panels, rendered in a light, faded yellow and white color scheme. The panels depict various Marvel characters in action, with prominent yellow speech bubbles containing sound effects like "I AM GROOT!", "WAAAAH!", "YEE-HAHI", and "BOOM!".

FAN ENGAGEMENT



IN-ARENA GRAPHICS

OWN A PIECE OF WISCONSIN HERD HISTORY!

BID NOW

ON THE "CAPTAIN AMERICA" THEME JERSEYS

PRESENTED BY

 Winnabago County

© 2024 MARVEL

UP NEXT

MARCH 16

7:00 PM | OSHKOSH ARENA

HERD vs CRUISE

GIVEAWAY
 HERD/MARVEL COMIC BOOK
 FIRST 2,500 FANS

PRESENTED BY

 Winnabago County

© 2024 MARVEL

MARVEL

SCOREBOARD GRAPHICS



MARVEL

PLAYER HEADSHOTS





ON-COURT GAMES & ACTIVATIONS



MARVEL

PHOTO BACKDROPS





HYPE TEAM COSPLAY



[CLICK HERE TO PLAY](#)



CONTACT

THANK YOU!

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