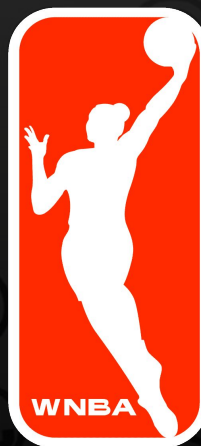


MARVEL

**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

- 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

Washington Wizards (12/28/22) (Att. 20,476) - The game produced a 23% increase in attendance over average (avg. 16,594). 24% increase for a Wednesday game at the time (avg. 16,553). The game was tied for the highest attended game of the season at the time, and the highest attended Wednesday game at the time. 37% higher than comp 2019 Wednesday game (12/18/19, att. 14,987)

Atlanta Hawks 2/8/23 (Att. 17,395)- The game was the highest attended Tuesday game at the time, and was the highest attended Tuesday game over the previous five (5) seasons (last highest 11/22/16, att. 19,120 vs New Orleans)



NBA PROMOTIONAL GIVEAWAYS BEST PRACTICES

MARVEL PLAYER BOBBLEHEADS



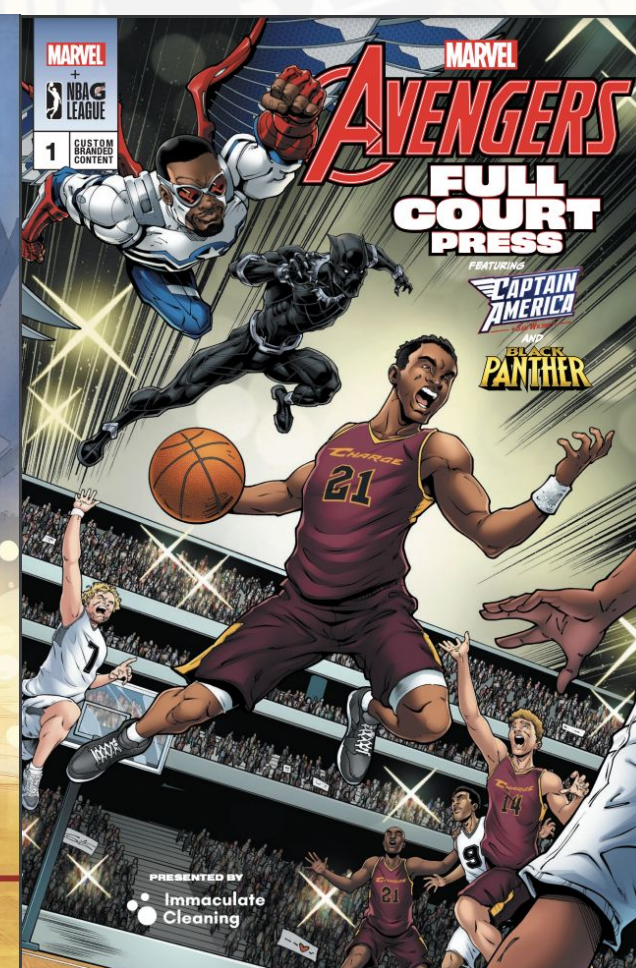
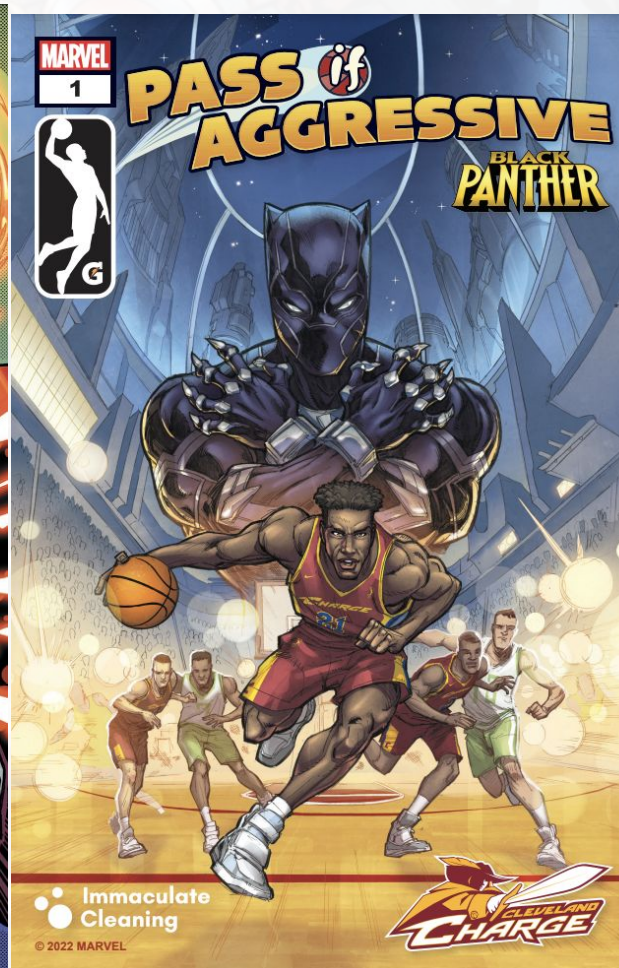
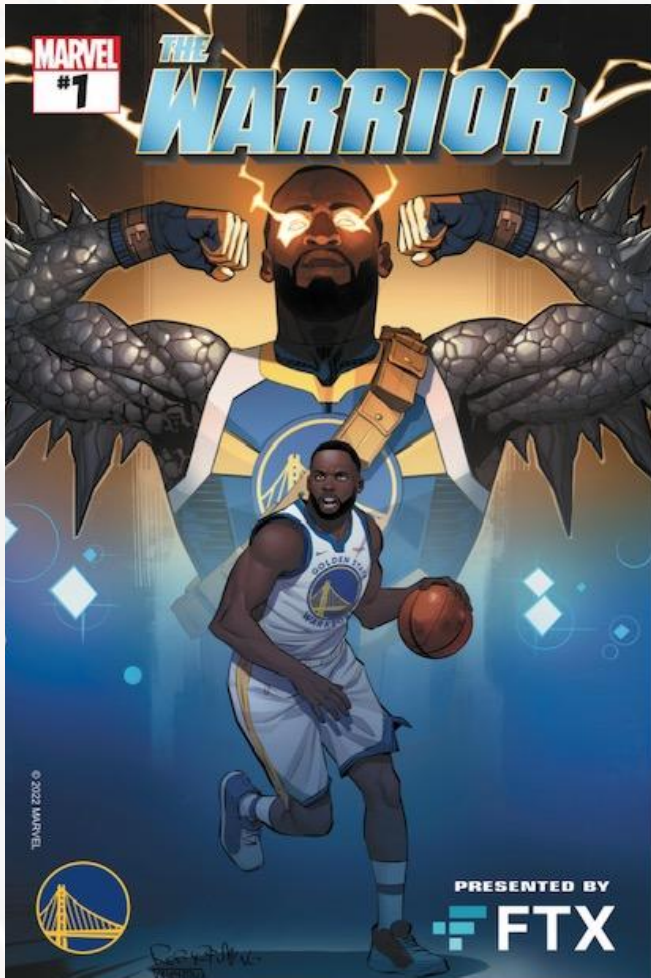


PLAYER & CHARACTER BOBBLEHEADS





EXCLUSIVE COMIC BOOKS



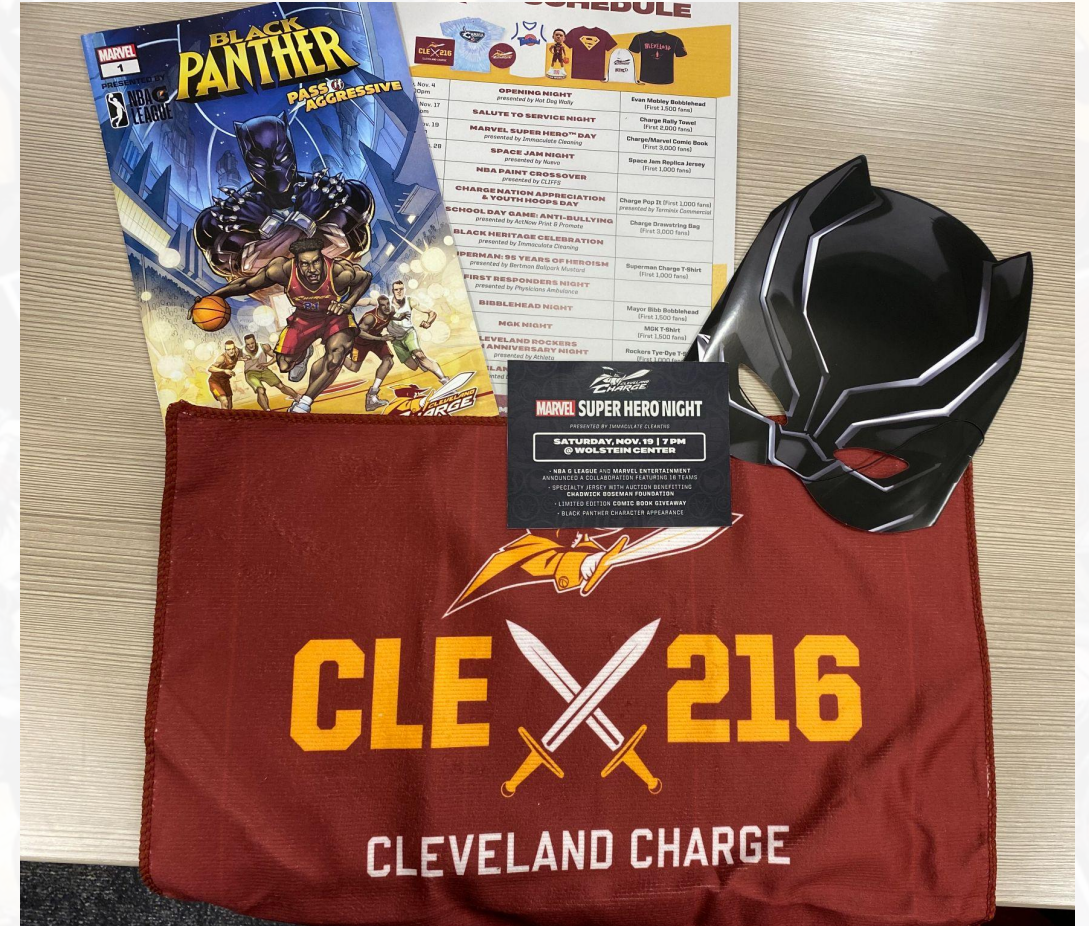


EXCLUSIVE POSTERS





INFLUENCER BOX



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!", "WABO!", and "YEEE-HAHI!".

CONTENT BEST PRACTICES



SOCIAL POSTS



Marvel Entertainment @Marvel · 1h
Last May, 10 NBA players competed for the ultimate prize in Marvel's #ArenaOfHeroes on @ESPN. @Money23Green, are you ready to become a Super Hero? @Warriors



Atlanta Hawks @ATLHawks · 3d
Y'all don't wanna miss this 🙄
We're giving away a Black Panther inspired poster at **Marvel Super Hero Night** presented by @Xbox this Thursday!

: bit.ly/3Uh6MBs



6 21 140



Washington Wizards @WashWi... · 1d
Sorcerers 🧙 Wizards

Join us for Marvel Super Hero™ Night on Dec. 28th. The first 10k fans at @CapitalOneArena will receive a one-of-a-kind Wizards x @Marvel comic book, featuring @RealDealBeal23 🌟



ticketmaster.com
Tickets | Marvel Super Hero™ Night

18.9K 4 11 46



SOCIAL POSTS

 chicagosky

GIVEAWAY
SHURI BOBBLEHEAD




FOR THE FIRST 3,000 FANS

BLACK PANTHER

94 likes


chicagosky Two more days (!!) until the first-EVER @wnba Marvel Super Hero™ Day, and look at all we have waiting for you 🤩

In addition to the first Shuri bobblehead and a team poster, @khaliyah_x is back to join the party at halftime! Link in bio!

 Chicago Sky @chicagosky · 4h

The WNBA's first ever Marvel Super Hero™ Day... We did that 🍌😤 Get your Shuri bobblehead on 9/3.

bit.ly/3sfRcwF



MARVEL SUPER HERO DAY
SEPTEMBER 03, 2023

GET YOUR FIRST EVER SHURI BOBBLEHEAD

LIMITED EDITION

IT'S OUT OF THIS WORLD!

1 12 32 2,719

 chicagosky

TEAM POSTER
GIVEAWAY TO ALL FANS!



FEATURING

- SHURI
- KAHLEAH
- MARINA
- COURTNEY
- ELIZABETH
- DANA

94 likes

chicagosky Two more days (!!) until the first-EVER @wnba Marvel Super Hero™ Day, and look at all we have waiting for you 🤩

In addition to the first Shuri bobblehead and a team poster, @khaliyah_x is back to join the party at halftime! Link in bio!



SOCIAL POSTS

windycitybulls



**MARVEL
SUPER HERO NIGHT**
BLACK PANTHER
SATURDAY, NOVEMBER 26
7:00 P.M.



FREE WINDY CITY BULLS COMIC BOOK WHILE SUPPLIES LAST!

PRESENTED BY BMO

70 likes

windycitybulls Marvel Super Hero Night, presented by @bmo_us!

Windy City will be wearing special Black Panther-themed jerseys + there will be a Custom Windy City Bulls Comic Book Giveaway!

Come dressed up as your favorite Marvel Super Hero for a chance to win prizes!

Grand Rapids Gold @NBAGrandR... · 1d
Fans, don't forget, Sunday is Marvel Super Hero™ Day at the Van Andel Arena.

Come say hi to your favorite Marvel characters and cheer on the Gold in their specialty Black Panther jerseys.

fevo.me/MarvelNight



**MARVEL
SUPER HERO DAY**

Presented by: Children's Foundation



SUNDAY, FEB. 26 | 3 PM
VAN ANDEL ARENA

2 2 4 1,373

Fort Wayne Mad Ants @TheMa... · 2h
Not just game night...Marvel Super Hero™ Night!

Join us as we battle for first place in the division in special Black Panther jerseys! First fans through the door get a limited edition comic book!

vs @windycitybulls
7 p.m. EST
Fort Wayne, IN
gleague.nba.com/game/wcb-vs-fw...



**MARVEL
SUPER HERO NIGHT**
DECEMBER 3RD, 2022

7PM
FORT WAYNE, IN
NBA GLEAGUE WEBSITE



Houston Rockets 🏆 @HoustonRock... · 3h ...

Celebrate @Marvel Super Hero Night with us!



The first 3,000 fans attending tonight's game receive a @TAR13ASON Spider-Man Bobblehead presented by @Toyota.



💬 11

↻ 18

❤️ 139

📊 15K



Houston Rockets 🏆 @HoustonRock... · 1h ...

Tari Eason's bobblehead night is TOMORROW!

The first 3,000 fans in the building will get their own Spider-Man inspired bobblehead 🕷️

📺 : bit.ly/TariSpidermanN...

@Toyota | #Rockets 🏆



💬 5

↻ 14

❤️ 104

📊 12K





SOCIAL GRAPHICS



MARVEL

DR. J

INSPIRED BY
BLACK PANTHER

BOBBLEHEAD GIVEAWAY

DR. J

FIRST 10,000 FANS
© MARVEL 2020



MARVEL

SUPER HERO NIGHT™

ALL-FAN POSTER GIVEAWAY

NOV. 10 | 7:30PM

presented by  **XBOX**

© 2022 MARVEL

MARVEL SUPER HERO DAY™



 **VS** 

PRESENTED BY  **MAGELLAN**

SUNDAY SEPT. 3RD 2PM

© 2023 MARVEL



SOCIAL GRAPHICS



Sat, Nov 5 • 7:00 PM CT • H-E-B Center at Cedar Park
VS Texas Legends

© 2022 MARVEL



SATURDAY, NOV. 19 | 7 PM
@ WOLSTEIN CENTER
VS. MOTOR CITY CRUISE



COMIC BOOK GIVEAWAY
PRESENTED BY IMMACULATE CLEANING
*FIRST 3,000 FANS

© 2022 MARVEL



presented by  TOYOTA

march 21
7pm vs 

first 3,000 fans
will receive a tari eason
spider-man bobblehead



TOYOTA
TARI EASON

Rockets.com
@HoustonRockets

© 2024 MARVEL



STARTING 5 LINEUP GRAPHICS

ANTHONY GILL'S STARTING 5

MARVEL
SUPER HERO NIGHT

 **BLACK
PANTHER**

 **LOKI**

 **THOR**

 **THE HULK**

 **THANOS**

© 2022 MARVEL

MARVEL SUPER HERO DAY



STARTING 5

4 MARINA

10 COURTNEY

2 KAHLEAH

25 MORGAN

1 ELIZABETH





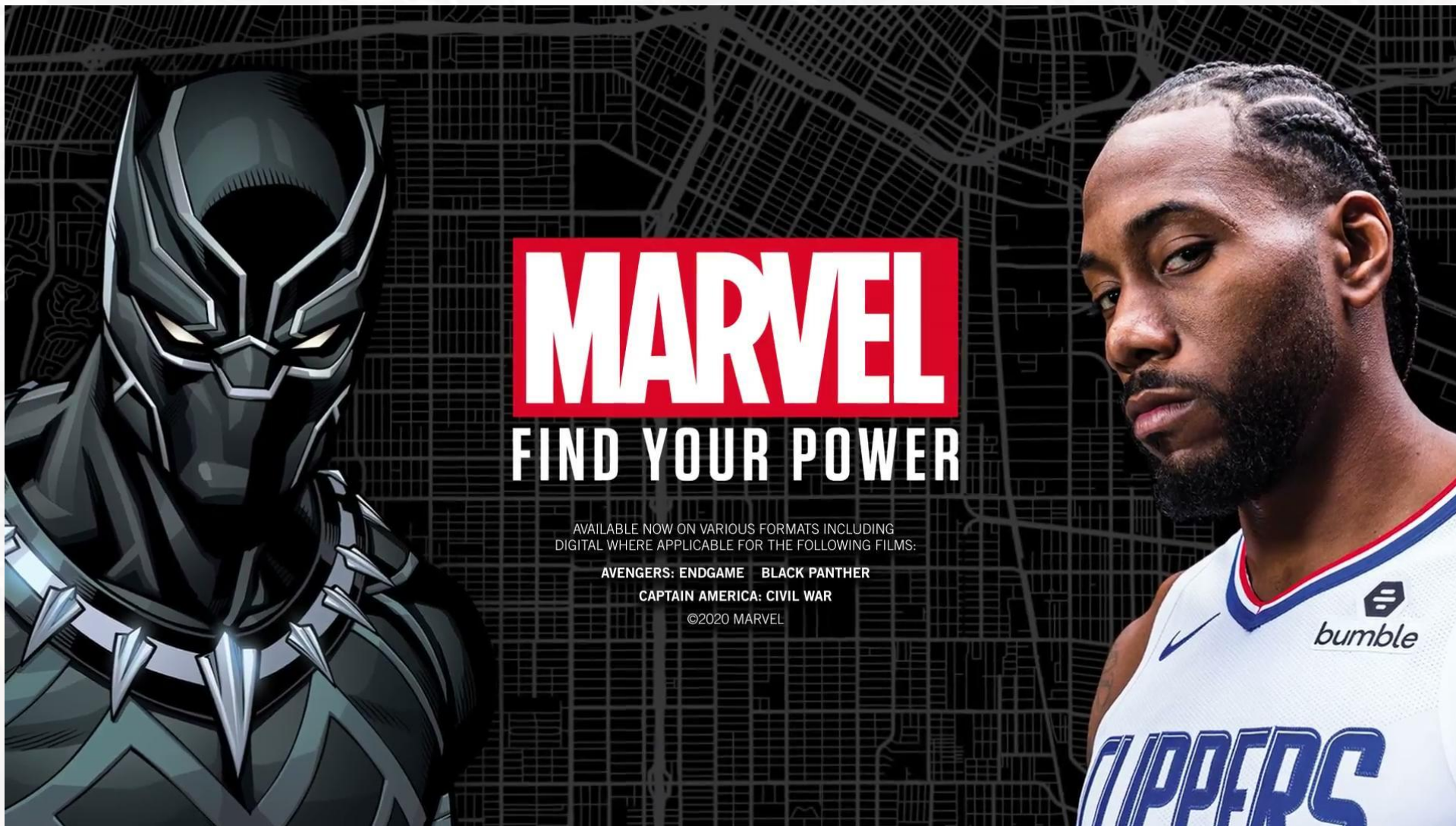
HOW TO DRAW



[CLICK HERE TO PLAY](#)



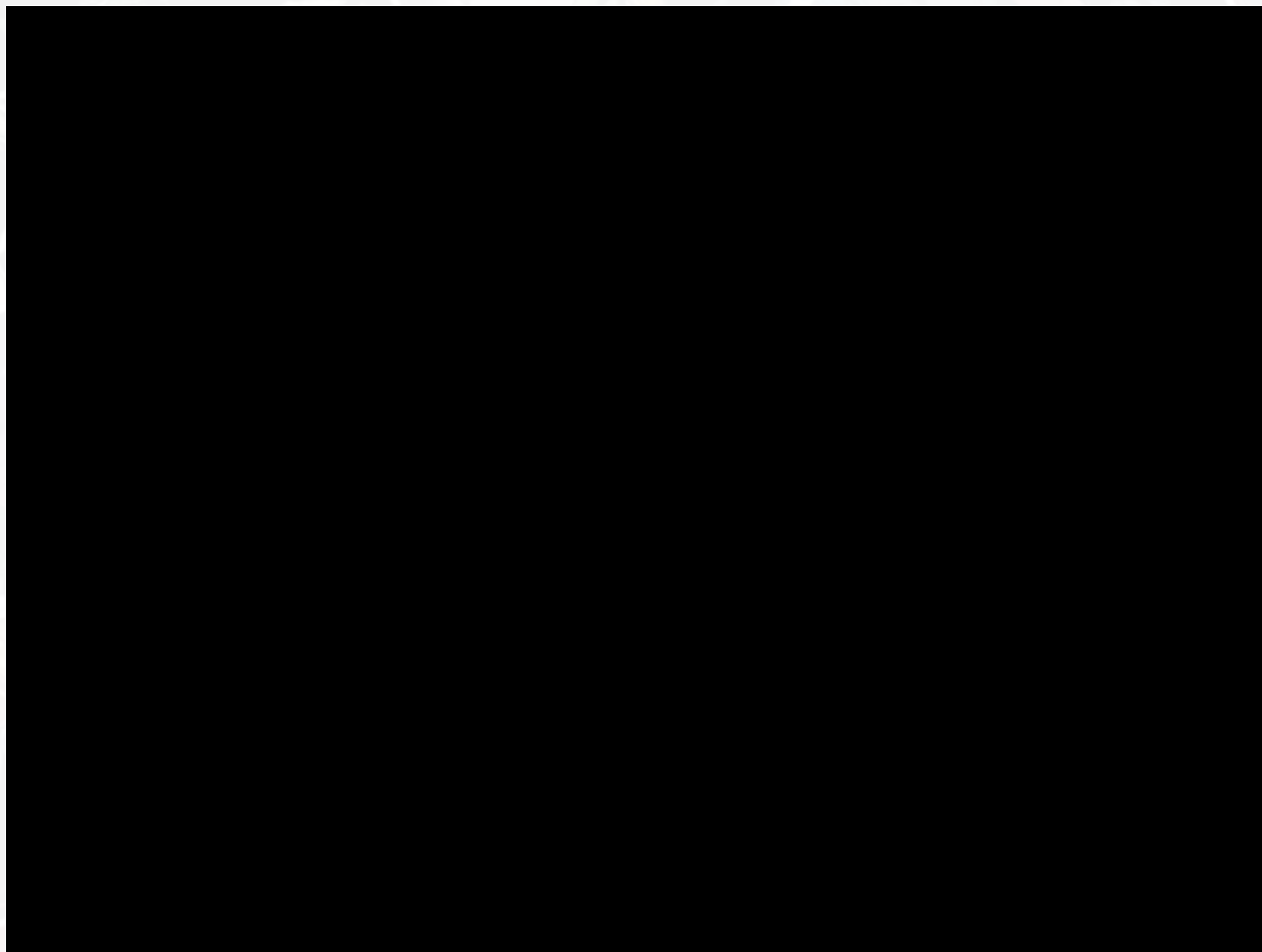
MARVEL FIND YOUR POWER



[CLICK HERE TO PLAY](#)



PLAYER REACTION



[CLICK HERE TO PLAY](#)



PLAYER REACTION



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEO



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEOS

**WHAT SUPERPOWER
WOULD YOU HAVE?**

[CLICK HERE TO PLAY](#)

**WHICH TEAMMATE
IS MOST LIKE A
MARVEL SUPER HERO?**

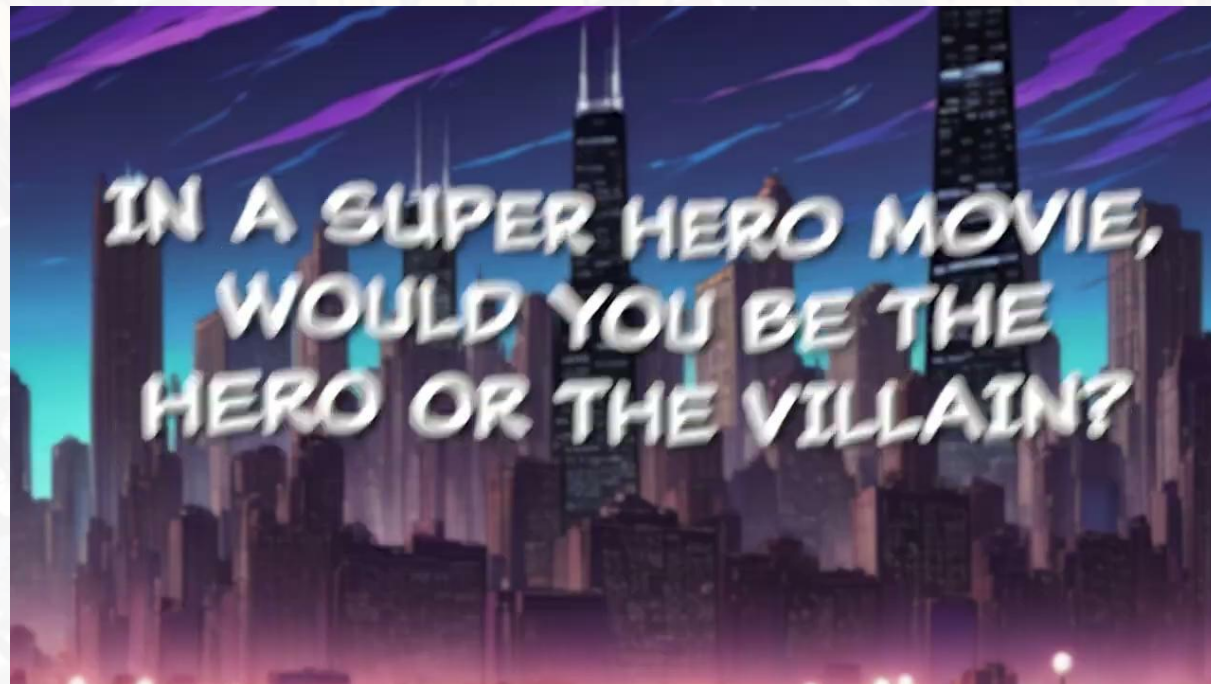
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ASK THE PLAYERS VIDEOS



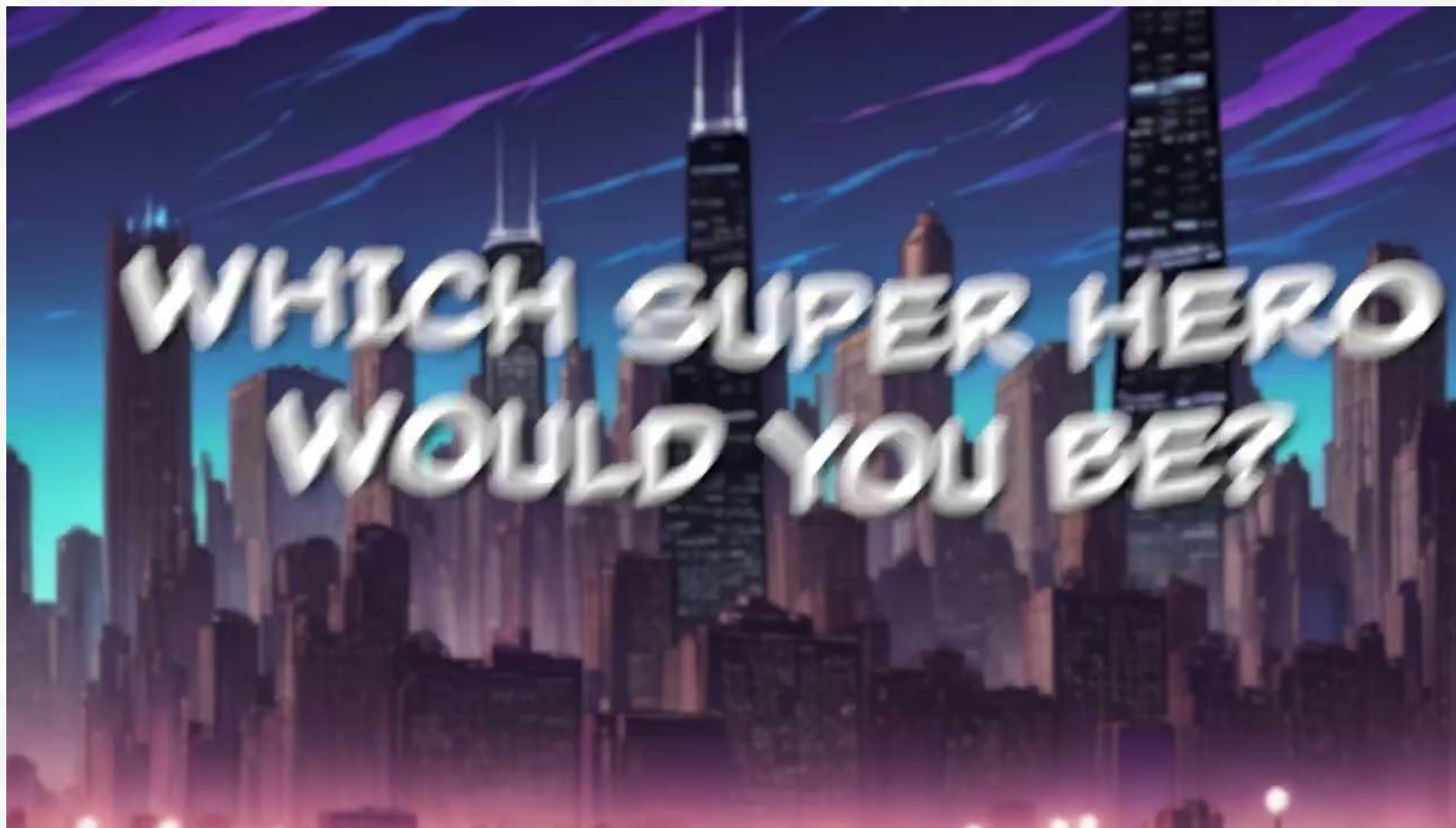
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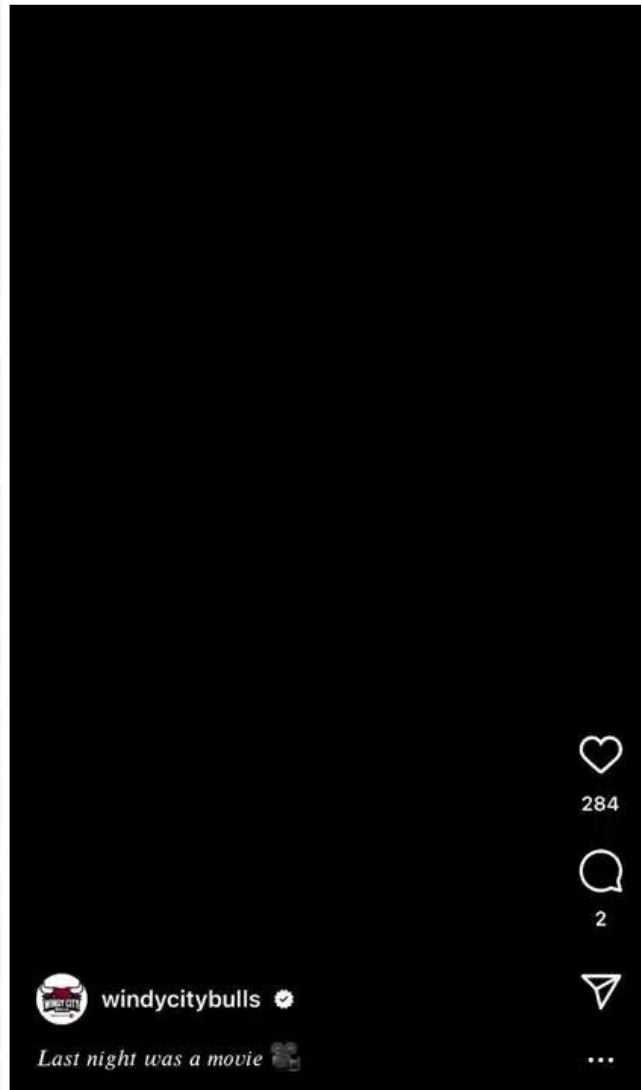
ASK THE PLAYERS VIDEOS



[CLICK HERE TO PLAY](#)



SOCIAL RECAP VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

PLAYER HEADSHOTS







PLAYER PROFILES

BRADLEY BEAL

AGILE LIKE
BLACK PANTHER



INTELLECT LIKE
IRON MAN



STRENGTH LIKE
THE HULK



LEADER LIKE
CAPTAIN AMERICA



© 2022 MARVEL

DENI AVDIJA

WISDOM OF
DOCTOR STRANGE



LOYALTY OF
CAPTAIN AMERICA



ALL-AROUND SKILLSET OF
NICK FURY



STRONG WILL OF
BLACK WIDOW



© 2022 MARVEL



PLAYER GRAPHICS





PLAYER GRAPHICS



BRADLEY BEAL

AGILE LIKE
BLACK PANTHER



BASKETBALL IQ LIKE
IRON MAN



STRENGTH LIKE
THE HULK



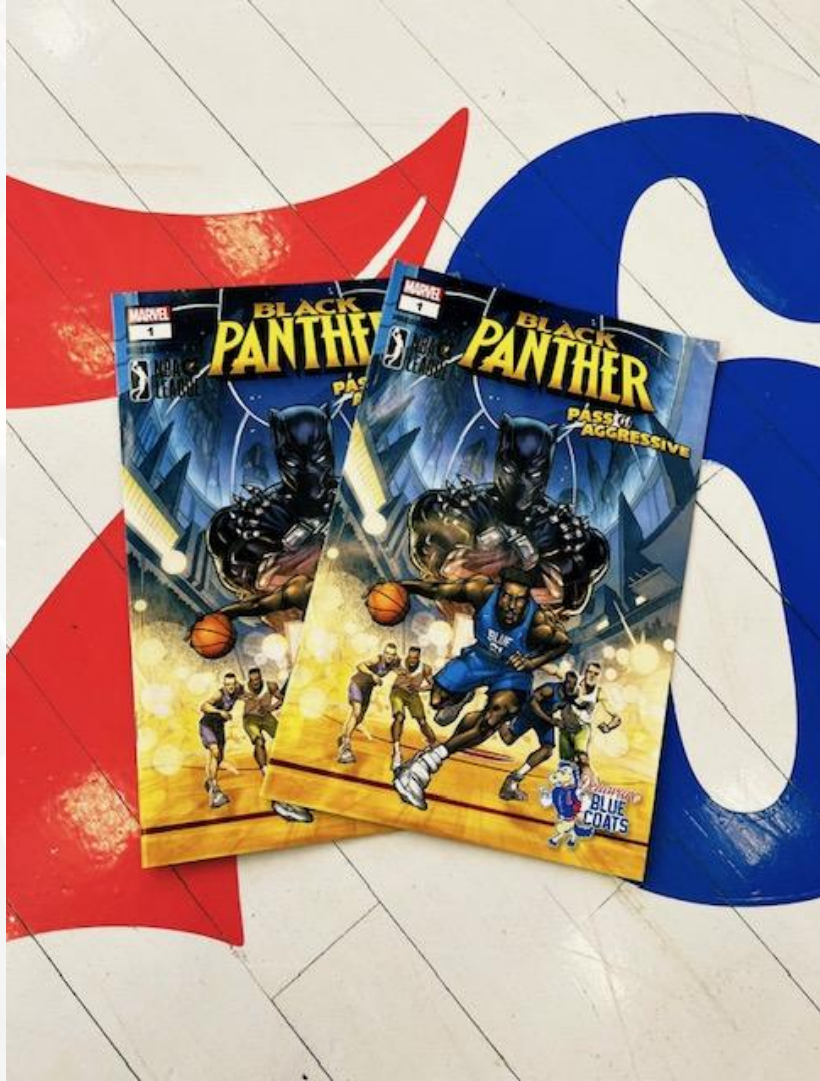
LEADER LIKE
CAPTAIN AMERICA



SUPER HERO™ NIGHT



GIVEAWAY PROMO



 \$8 TICKETS 


GIVEAWAY



SAT. NOV 19 / 7:30PM CST



FIRST 1,000

PRESENTED BY 



MARVEL SUPER HERO NIGHT

TUESDAY NOVEMBER 15 | 7:00PM



THEME JERSEY GIVEAWAY

BLACK PANTHER THEME JERSEY
BID IN-ARENA ONLY

COMIC BOOK GIVEAWAY
PRESENTED BY WINNEBAGO COUNTY
FIRST 2,500 FANS

© 2022 MARVEL



IN-GAME ACTIVATIONS BEST PRACTICES

MARVEL HALFTIME/CONCOURSE ACTIVITIES



MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GRAPHICS





IN-GAME SOCIAL GRAPHICS





PLAYER STINGERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



PLAYER INTERACTION



[CLICK HERE TO PLAY](#)



IN-STADIUM GRAPHICS



(C) 2022 MARVEL

[CLICK HERE TO PLAY](#)



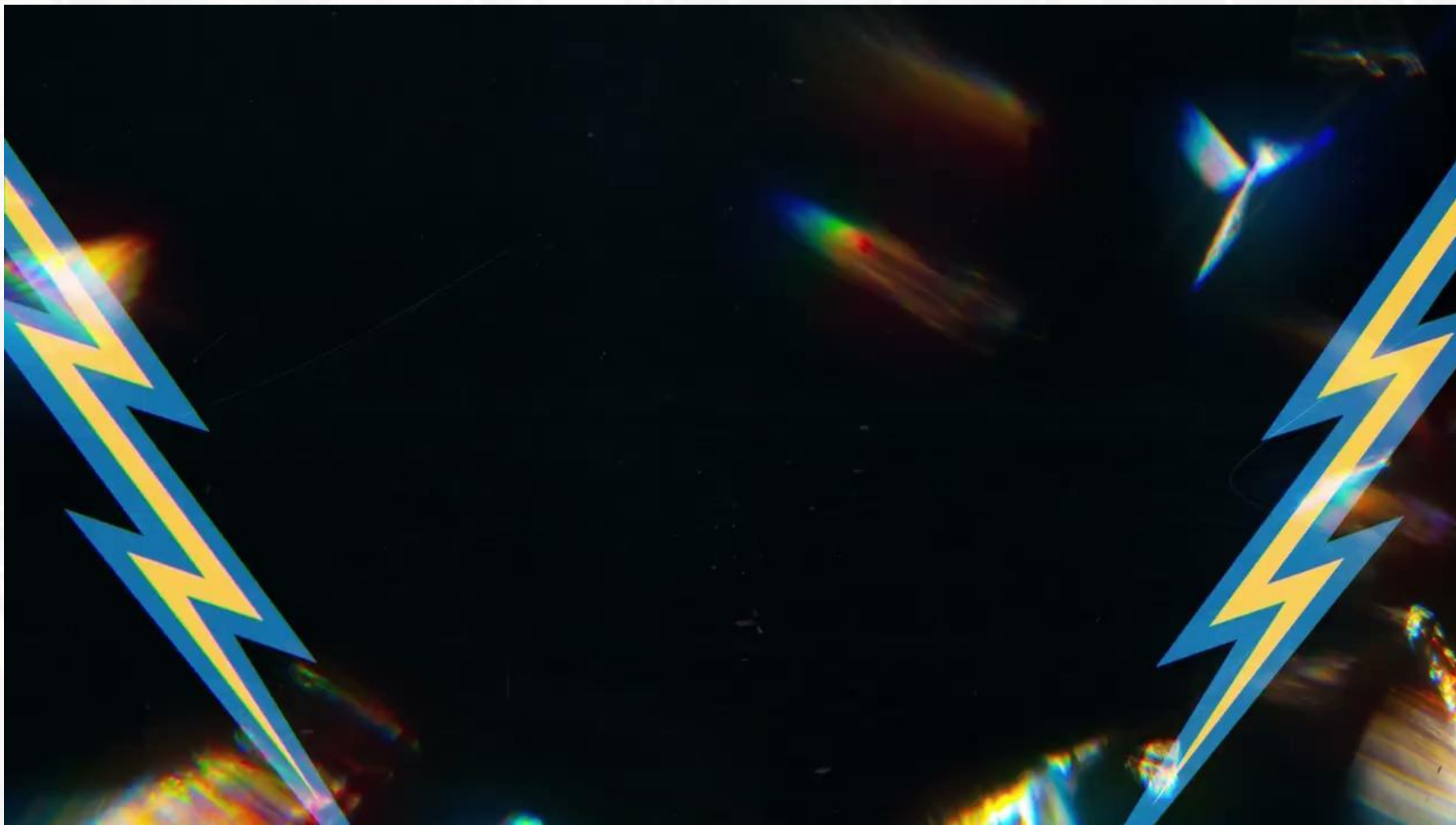
LINEUP GRAPHICS



[CLICK HERE TO PLAY](#)



MATCHUP GRAPHICS



[CLICK HERE TO PLAY](#)



MATCHUP GRAPHICS






MARQUEE GRAPHICS




WIZARDS WEDNESDAYS

PRESENTED BY 

PHOENIX vs. WASHINGTON | 7 PM









MARVEL SUPER HERO™ NIGHT

BRADLEY BEAL BLACK PANTHER BOBBLEHEAD GIVEAWAY FOR FIRST 10,000 FANS

WASHINGTON vs CLEVELAND

7PM | TUNE IN  

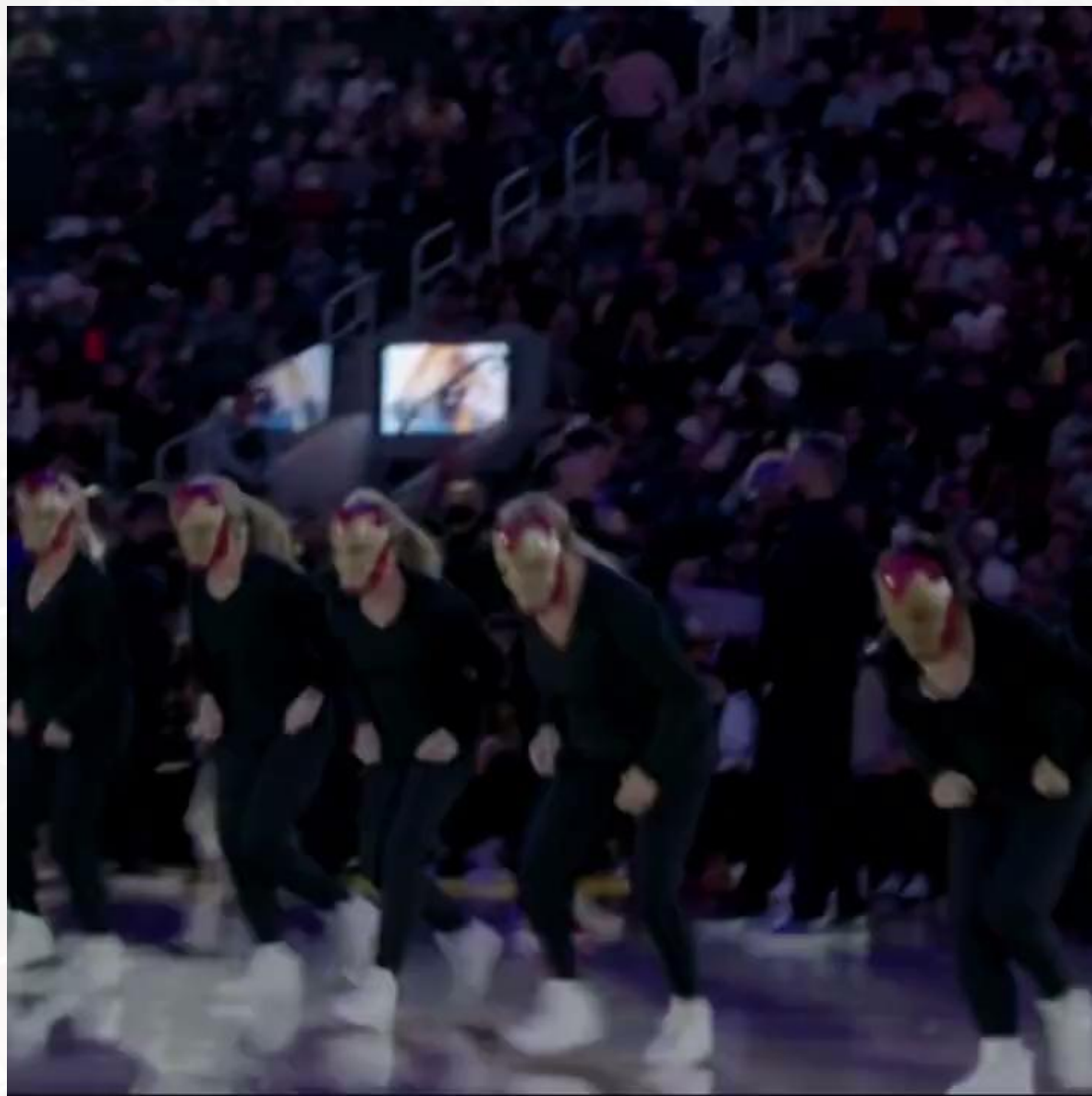






MARVEL

DANCE TEAMS



[CLICK HERE TO PLAY](#)

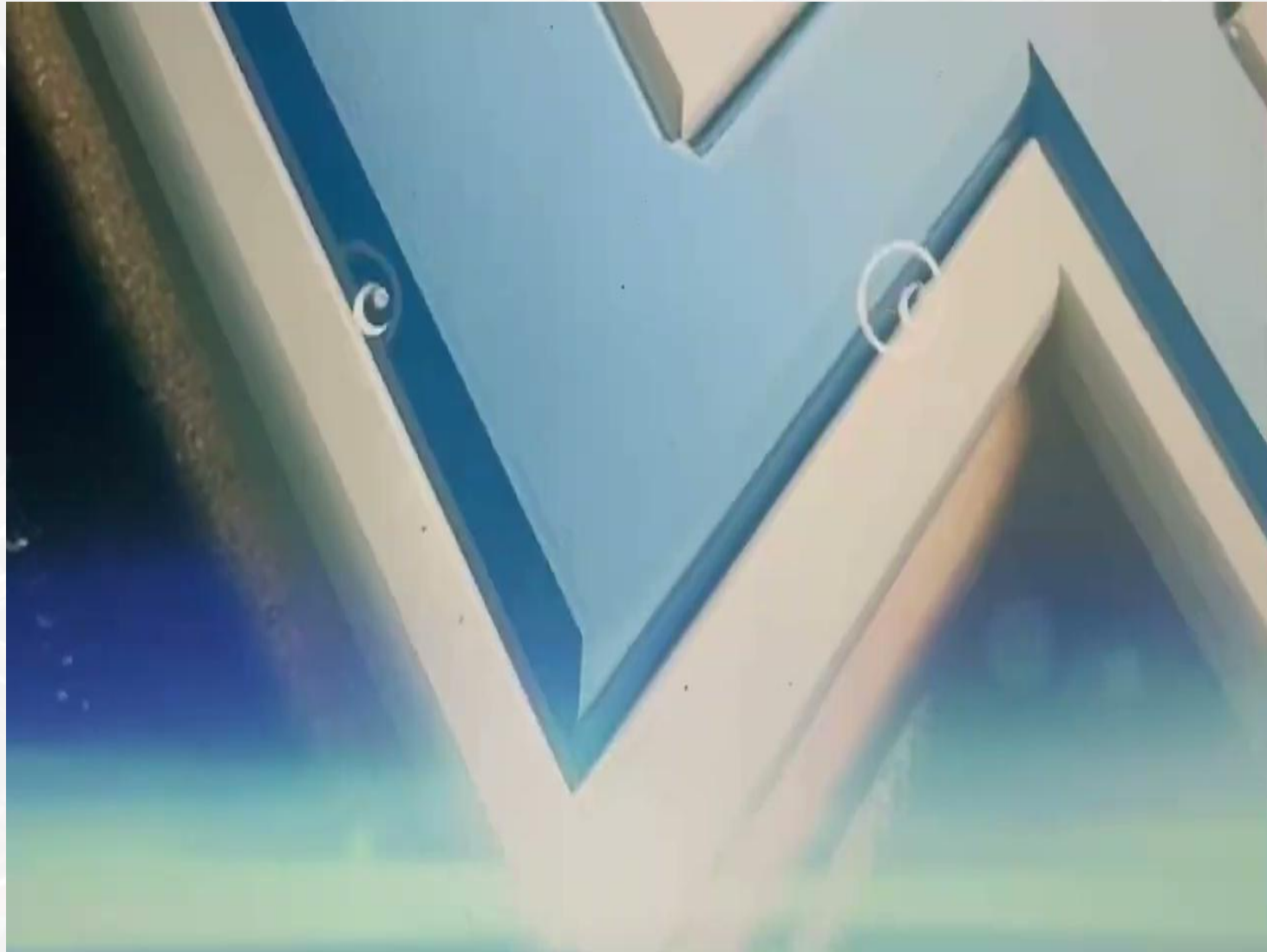
MARVEL

DANCE TEAMS



[CLICK HERE TO PLAY](#)

MARVEL STARTING LINEUP VIDEO



[CLICK HERE TO PLAY](#)

MARVEL WARM UP SHIRTS



MARVEL

IN-GAME JERSEYS



MARVEL FACE PAINTING



MARVEL DJ & MASCOT COSPLAY





MASCOT COSPLAY



MARVEL

PHOTO OPPORTUNITIES



The background of the slide is a dense, light-colored collage of comic book panels. It features various Marvel characters in action, including Groot, Iron Man, and others, along with speech bubbles containing words like "I AM GROOT!", "ARGHH!", "WABO!", and "YEEE-HAHI!".

RETAIL BEST PRACTICES

MARVEL

RETAIL



**ITEM
OF THE
GAME**

\$28

**CHARGE BLACK
PANTHER TEE**

WOLSTEIN EXCLUSIVE. WHILE SUPPLIES LAST.

CELEBRATING
BLACK PANTHER

Three pieces of apparel are displayed: a grey t-shirt, a black tank top, and a grey hoodie, all featuring the 'IGNITE' logo and a Black Panther mask graphic. The background is dark with purple and black geometric patterns.

IGNITE

IGNITE

IGNITE

MARVEL
SUPER HERO
DAY

SANTA CRUZ WARRIORS VS **NBA G LEAGUE**
IGNITE

SATURDAY, NOVEMBER 12 AT 7PM PT
THE DOLLAR LOAN CENTER
HENDERSON, NV

© 2022 MARVEL



MARVEL

RETAIL



MARVEL RETAIL



NBA SPECIAL EDITION PRESENTED BY



MARVEL ARENA OF HEROES

VS



MONDAY, MAY 3

7:30 PM/ET ESPN2 ESPN+

© 2021 MARVEL

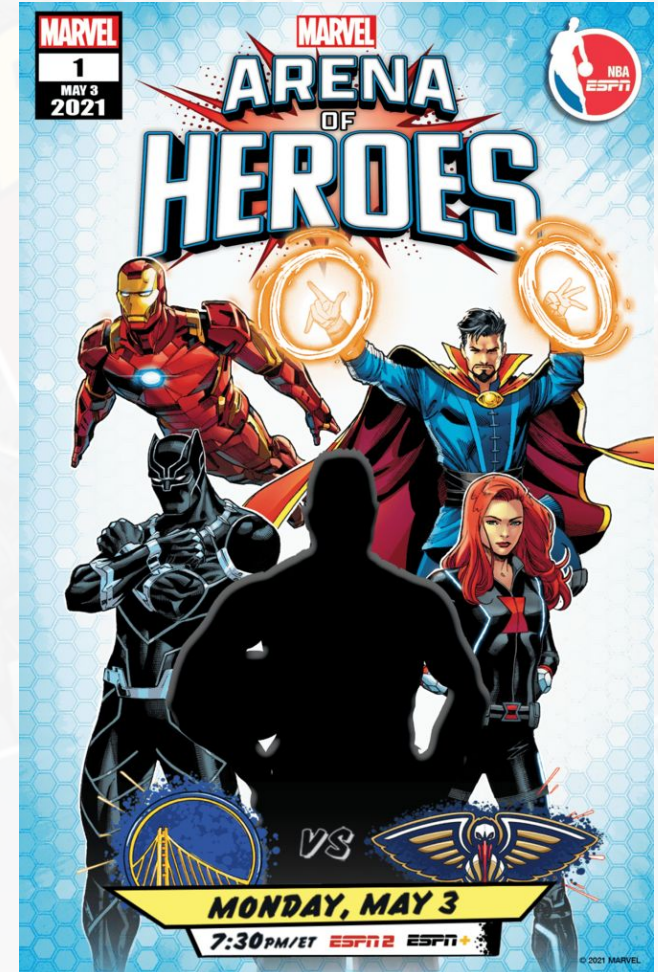


MARVEL ARENA OF HEROES OVERVIEW

On Monday May 3rd, 2021 ESPN and Marvel teamed up to put on the first ever Marvel-inspired alternate broadcast on ESPN2 featuring the Golden State Warriors and New Orleans Pelicans

ESPN commentators Ryan Ruocco and Richard Jefferson provided commentary in a fully customized Marvel-themed studio at ESPN's Bristol, Conn Campus. Additionally, the special presentation included commentary and analysis from Marvel expert, Angelique Roche

The telecast featured 3D virtual characters, custom graphics, and animation packages





MARVEL ARENA OF HEROES PLAYER INVOLVEMENT

The Avengers began their recruitment of the NBA elite and observed the battle between the Warriors and the Pelicans, focusing on three star players from each team. Each Avenger chose 1 player to keep an eye on

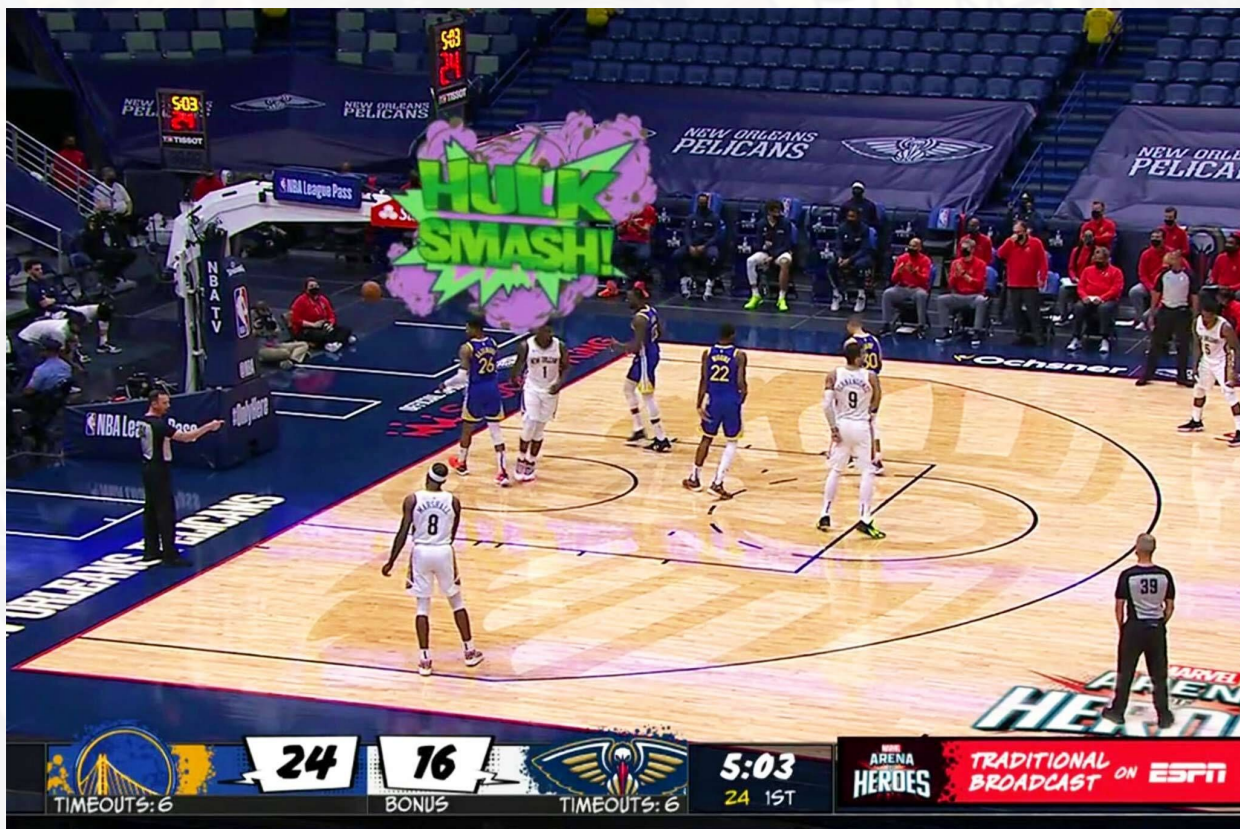
Each player competed for Hero Points, and the player with the most Hero Points at the end of the game was crowned Marvel's first Arena of Heroes Champion

Players were awarded one Hero Point for every point, rebound, assist, steal and block, while they had one Hero Point deducted for every missed field goal, free-throw and turnover.





MARVEL ARENA OF HEROES IN-GAME GRAPHICS





MARVEL ARENA OF HEROES EXPLAINER VIDEO



[CLICK HERE TO PLAY](#)



MARVEL ARENA OF HEROES RESULTS

24% Ratings Lift to Main Broadcast. Biggest Lift for any ESPN Second Screen Broadcasts Across All Sports - ESPN

“75% of All Social Media Messages on the Marvel-themed Warriors-Pelicans Game Running Positive.” – Sports Business Journal

“The Total Teen Audience (Ages 12 – 17; 72,000 Viewers) Largest in That Demo for a NBA Game on ESPN Since Christmas Day.” – Sports Business Journal

“This Is Incredible. I Was Excited About This Game. I’ve Got Three Kids, Two That Understand Marvel and They’re Watching. I Was Really Excited About This Game and I’m Happy I Won This.” – Draymond Green





CONTACT

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