

**MARVEL**

**MARVEL SUPER  
HERO DAYS**



**NFLPA**





# 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





# NFL PROMOTIONAL GIVEAWAYS BEST PRACTICES

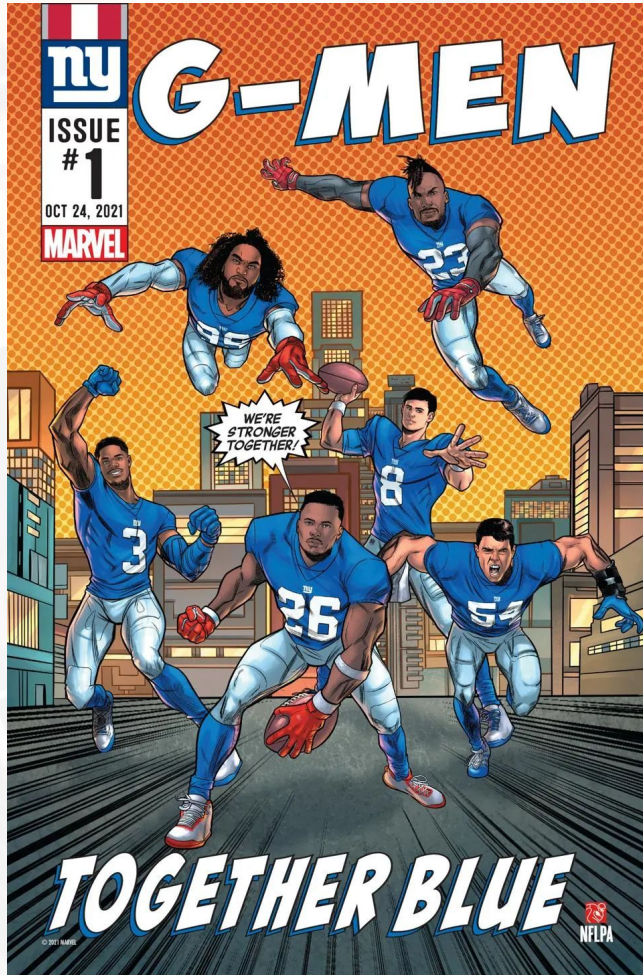
**MARVEL**

# BOBBLEHEADS





# EXCLUSIVE COMIC BOOKS



**MARVEL**

# CUSTOM POSTERS





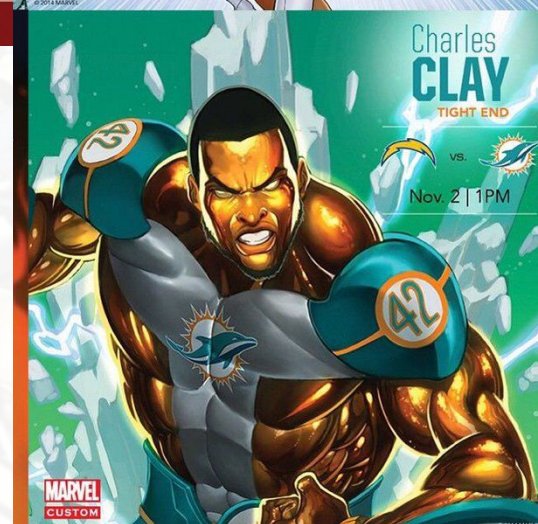
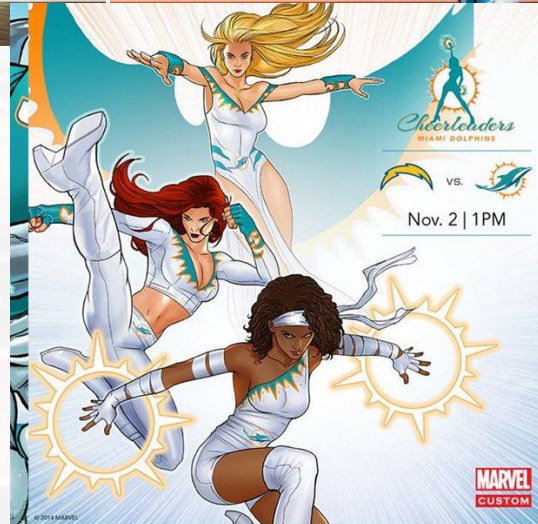
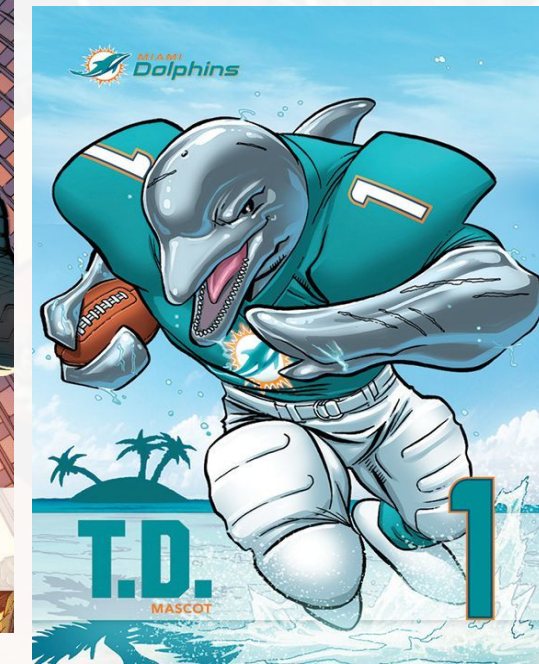
# CUSTOM POSTERS





**MARVEL**

# TRADING CARDS



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

# CONTENT BEST PRACTICES



# SOCIAL POSTS



Marvel Entertainment   
@Marvel

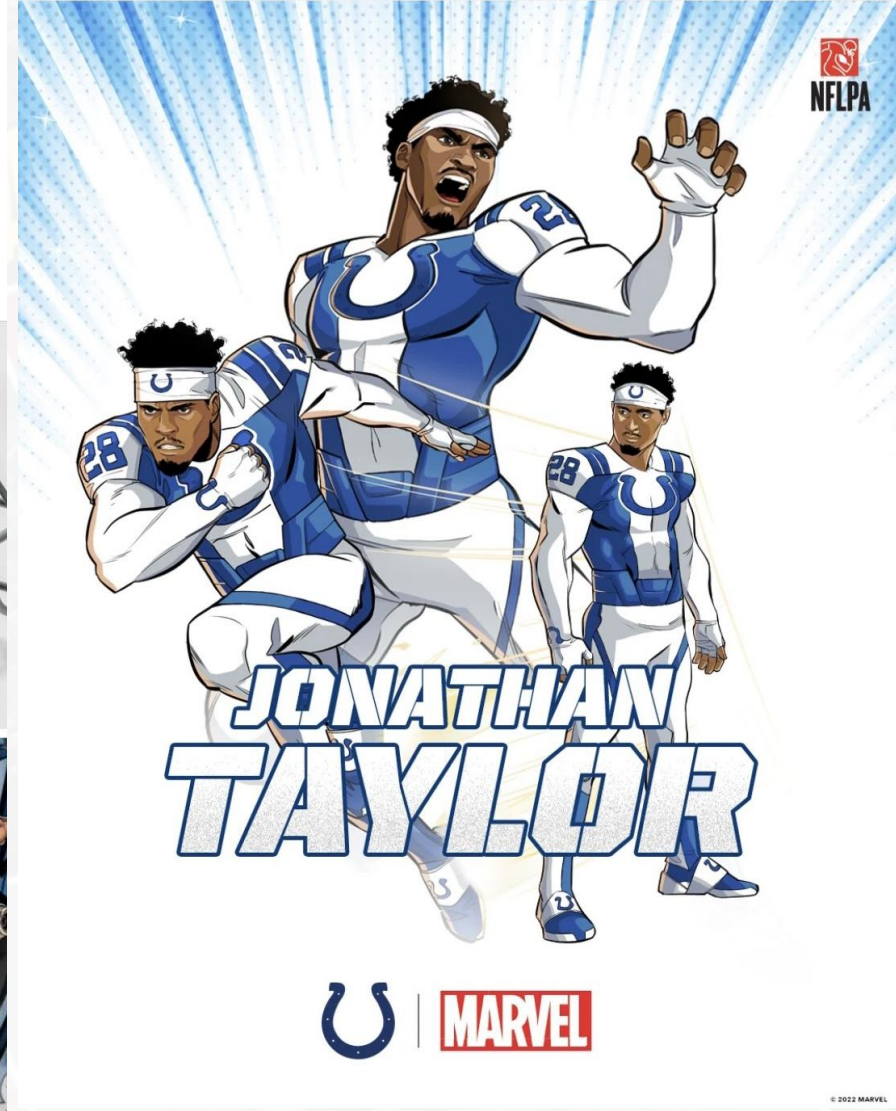
Assemble! 🏈💥 Live from @Giants  
Marvel Super Hero Day:



New York Giants   
@Giants · 19m

Marvel Super Hero™ Day is coming this Sunday!

Our friends at @Marvel gifted us this insane helmet to kickoff the collab 🔥



# MARVEL SOCIAL POSTS



New York Giants 🏆🇺🇸 @Giants · 14m  
Join us for Marvel Super Hero™ Day 🌟

Details: [giants.com/gamedayguide](https://giants.com/gamedayguide)



5 1 38 7,033



nygiants and marvel



Like Comment Share

Liked by kvandyk\_10 and 10,192 others  
nygiants Sunday's game = Marvel Super Hero™ Day!

The first 25,000 fans will receive this Marvel x Eli Manning collectible poster 🤩



New York Giants 🏆🇺🇸 @Giants · 4h  
It's Marvel Super Hero™ Day!



12 38 427 38.8K

**MARVEL**

# TEASER GRAPHICS

**ny** vs **NEW YORK JETS**

presented by **verizon**

**MARVEL SUPER HERO DAY**  
**OCT 29 • 1:00 PM**

**FIND TICKETS**

**GIANTS x MARVEL**  
PRESENTED BY **invisalign**

Giants Prefer **VISA**

© 2023 MARVEL

This graphic features the New York Giants logo on the left and the New York Jets logo on the right. In the center, Thor, Spider-Man, and Iron Man are depicted in action. The background is a dark blue cityscape. Text includes the event name, date, time, and sponsors.

**INDIANAPOLIS COLTS** | **MARVEL**

**NFLPA**  
© 2022 MARVEL

This graphic features the Indianapolis Colts logo and the Marvel logo. It depicts several Colts players in their blue and white uniforms, some with glowing blue energy effects. The background is a dark blue cityscape. Text includes the team name, the Marvel logo, and the NFLPA logo.

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**PROMO VIDEO**



[CLICK HERE TO PLAY](#)



# SOCIAL POSTS

During the week leading up to the event, Marvel gifted the Giants with a one-of-one custom designed helmet for them to put on display at their Marvel Super Hero Day game

The helmet reveal received over 350,000 likes on Instagram, **by far the Giants most liked Instagram post ever!!!**

The Instagram post was co-posted by both Marvel and the Giants





# LIMITED EDITION FOOTBALLS

**JONATHAN  
TAYLOR**



**"JT" #28**

**MICHAEL  
PITTMAN JR.**



**"PITT" #11**



**MARVEL**

# WALLPAPER WEDNESDAY





# PLAYER SOCIAL GRAPHICS



**JONATHAN  
TAYLOR**



**MATT  
RYAN**




**MICHAEL  
PITTMAN JR.**





# SCORE GRAPHICS



**END OF REG**

**ny 10 | JETS 10**

PRESENTED BY HCLTech

© 2023 MARVEL



**HALFTIME**

**ny 3 | JETS 7**

PRESENTED BY HCLTech

© 2023 MARVEL



**END OF 3<sup>RD</sup>**

**ny 10 | JETS 7**

PRESENTED BY HCLTech

© 2023 MARVEL



# VIRTUAL EVENTS



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# PLAYER PROMO



**[CLICK HERE TO PLAY](#)**



# APP INTEGRATION

Today's Game Is Presented By  
**verizon**

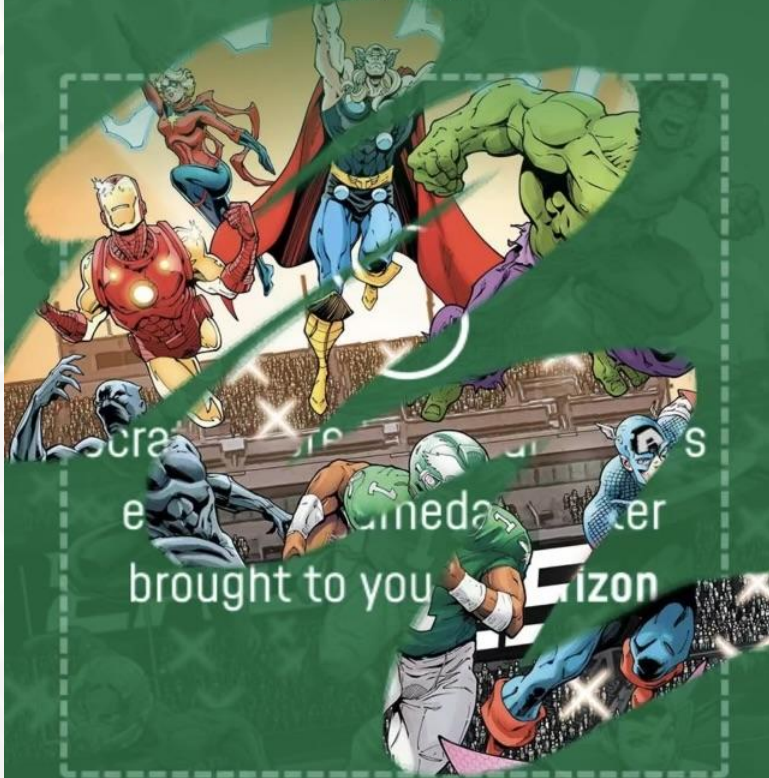


Scratch here to reveal today's  
exclusive gameday poster  
brought to you by Verizon

MARVEL

GAME PRESENTED BY  
**verizon**

Today's Game Is Presented By  
**verizon**



MARVEL

GAME PRESENTED BY  
**verizon**

Today's Game Is Presented By  
**verizon**



MARVEL



GAME PRESENTED BY  
**verizon**



# GAME DAY PROMO GRAPHICS



© 2022 MARVEL



**MARVEL**  
SUPER HERO™  
DAY

U vs 

**JANUARY 7 / 8**

[COLTS.COM/MARVEL](https://colts.com/marvel)



© 2022 MARVEL



**MARVEL**  
SUPER HERO™  
DAY

U vs 

**OCTOBER 2**

[COLTS.COM/MARVEL](https://colts.com/marvel)



# PLAYER BIO GRAPHICS

## COLTS CHEER

EXCEPTIONAL ACROBATIC AGILITY  
SPREADS EXTRAORDINARY JOY AND SPARKLE  
WORKING PROFESSIONAL BY DAY; SUPER HERO BY SUNDAY



 NFLPA  
© 2022 MARVEL



## JONATHAN TAYLOR

# JT

ALWAYS ONE STEP AHEAD OF HIS ENEMIES  
RUNS THROUGH BRICK WALLS  
AGILITY TO MAKE ATTACKERS MISS

 NFLPA  
© 2022 MARVEL



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# CUSTOM HELMET





# MOVIE NIGHT



**MOVIE NIGHT ON THE FIELD**  
SATURDAY, APRIL 26  
DOORS OPEN AT 6PM  
MOVIE AT 7:30PM  
CAPTAIN AMERICA: THE FIRST AVENGER  
RSVP BY APRIL 23  
Sun Life STADIUM  
[CLICK HERE TO RSVP](#)

**FAMILY MEMBER**  
MEMBER + 3 GUESTS



YEEE-HAHI!



# IN-GAME ACTIVATIONS

## BEST PRACTICES

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# WRAPPED VEHICLE



**MARVEL**

# SIDELINE BANNER



[COLTS.COM/MARVEL](https://colts.com/marvel)

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**MARVEL**

# PHOTO BACKDROPS



**MARVEL**

# PHOTO BACKDROPS





# INTERACTIVE FAN PROMPTS







# INTERACTIVE FAN PROMPTS



**MARVEL**

# COSPLAY & FACE PAINTING





# EARNED MEDIA / SOCIAL MEDIA SHOWS / EVENTS



# NEW YORK COMIC CON ACTIVATION SUMMARY

Marvel worked directly with Giants legend, Eli Manning to create a one-of-a kind Super Hero, that reflected the heroic traits of the two-time Super Bowl winning quarterback.

Launching the partnership with a bang, Marvel invited Eli Manning to New York Comic Con, to film his fan-favorite show, "The Eli Manning Show". Eli donned a lifesize version of his Super Hero costume and interviewed unsuspecting fans on both their sports and comic book knowledge.

After revealing his secret identity to the fans, Eli took the Marvel booth stage with Marvel artist, Brian Crosby to reveal the poster art in front of Marvel and Giants fans alike. The announcement was also featured in collaborative posts on Marvel social channels.





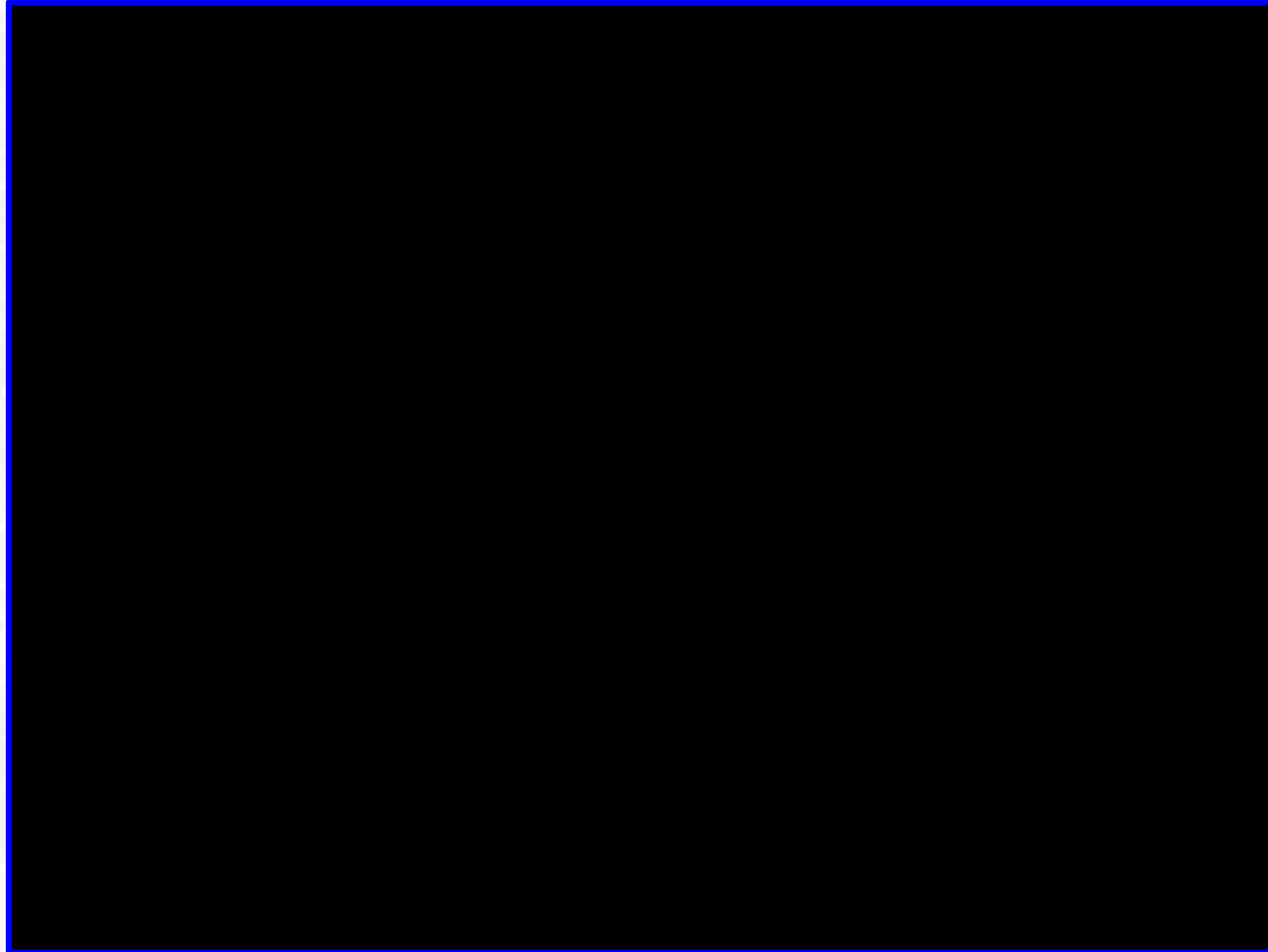
# ELI MANNING SHOW



[CLICK HERE TO PLAY](#)



# NFL FANTASY FOOTBALL SHOW



[CLICK HERE TO PLAY](#)

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 speech bubbles containing words like "I AM GROOT!", "ARGH!", "WAO!", and "YEEE-HAHI!".

# RETAIL BEST PRACTICES

**MARVEL**

**RETAIL**





**MARVEL**

**RETAIL**





**CONTACT**

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