

**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 (NHL)	'22 Marvel Game Attendance	'22 Average Attendance	% Increase
Philadelphia Flyers	18,448*	16,572	11.32%
Los Angeles Kings	18,230*	14,593	24.92%
Arizona Coyotes	14,053*	11,482	22.39%
	<b>Avg: 16,910</b>		<b>Total: 19.54%</b>

\*Philadelphia Flyers- Second highest attended Saturday game at the time, 5th highest attended game of the season.

\*Los Angeles Kings- Tied for the highest attended game of the season at the time.

\*Arizona Coyotes- Highest attended Friday game of the season at the time/5th highest attended game of the season.

Averages and attendance data gathered from [NHL.com](https://www.nhl.com)



# WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Team (NHL)	'23 Marvel Game Attendance	'23 Average Attendance	% Increase
Philadelphia Flyers	19,412*	17,180	12.99%
Ottawa Senators	19,158*	16,453	16.44%
New Jersey Devils	16,124*	15,021	7.34%
	<b>Avg: 18,231</b>		<b>Total: 12.26%*</b>

\*Philadelphia Flyers- Second highest attended game at the time, highest attended Saturday game at the time

\*Ottawa Senators- Second highest attended Thursday game at the time, 6th highest attended game at the time

\*New Jersey Devils- Second highest attended Tuesday game of the season, 16th highest attended game of the season.

Averages and attendance data gathered from [NHL.com](https://www.nhl.com)



# WHY DO TEAMS INVEST? INCREASED ATTENDANCE

**12% increase in average attendance  
year over year**

2021-22 season: 16,910 MSHD average attendance (3 games) VS.

2022-23 season: 18,231 MSHD average attendance (3 games)



NHL PROMOTIONAL

GIVEAWAYS BEST PRACTICES

**MARVEL**

# BOBBLEHEADS





**MARVEL**

# BOBBLEHEADS



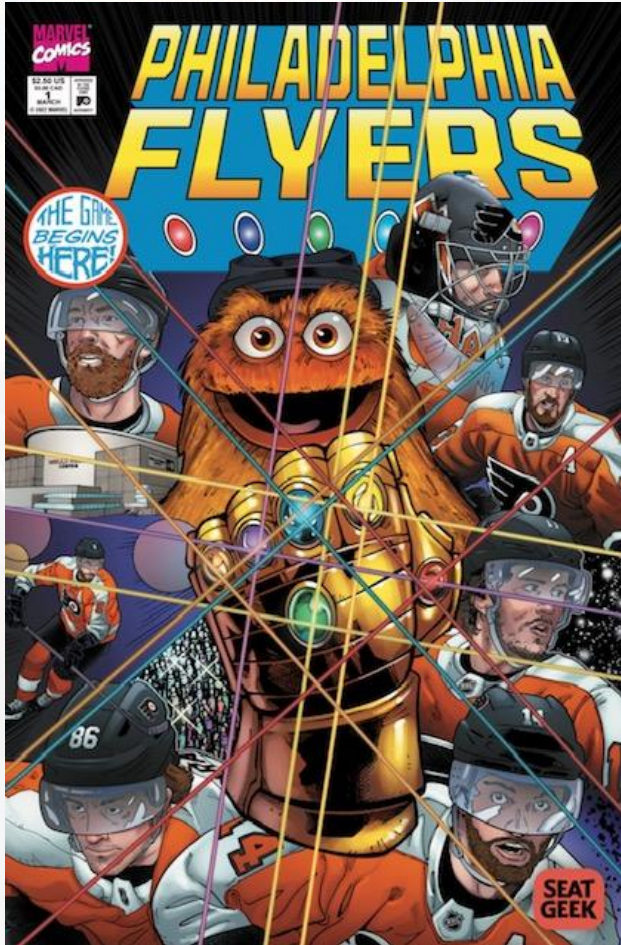


# EXCLUSIVE COMIC BOOKS



**MARVEL**

# CUSTOM POSTERS





# ONE-PAGE COMIC



**MARVEL**

**T-SHIRTS**



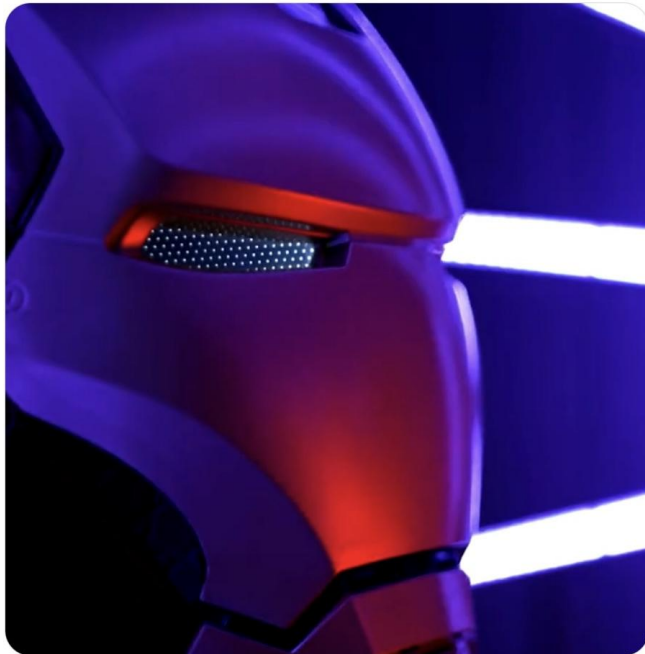
The background of the slide is a collage of comic book panels, rendered in a light, faded yellow and white color scheme. The panels show various characters in action, with prominent sound effects like "WAAAAH!", "I AM GROOT!", "ARGH!", and "YEEE-HAHI!" scattered throughout. The overall effect is a dense, nostalgic pattern of comic book imagery.

# CONTENT BEST PRACTICES



**Philadelphia Flyers** @NHLFlyers · 1m  
Philly, assemble!

The Flyers welcome kids and fans of all ages to [@Marvel](#) Super Hero Day presented by [@SeatGeek](#) on March 5 at 3PM as we take on the Blackhawks. [bit.ly/34X5hE3](https://bit.ly/34X5hE3)



0 views



**LA Kings** @LAKings

THIS SATURDAY. 🦹🦹

It's [@Marvel](#) Super Hero™ Night presented by [@ChildrensLA](#).

[@AnzeKopitar](#) Bobblehead + : [LAKings.com/Marvel](https://LAKings.com/Marvel)



12:33 PM · 3/23/22 · [Sprout Social](#)



**New Jersey Devils** @NJDevils · 6m  
This battle is gonna be wild. 🤪

- : [@mnwild](#)
- : 7 PM
- : MSGSN
- : Devils Hockey Network
- : [NewJerseyDevils.com](#)
- : [NewJerseyDevils.com/tickets](#)

[@Marvel](#) | [@RWJBarnabas](#)



293 views





**Gritty**  @GrittyNHL · 1h  
super gremlin



 20    124    1,132   





**LA Kings**  @LAKings · 1m

Today's check-list:

- Attend the pre-game Fan Fest at [@LALIVE](#) ✓
- Head into [@Marvel](#) Super Hero™ Night against the Kraken ✓

[@ChildrensLA](#)



    4    12   





**Philadelphia Flyers** @NHLFlyers · 51m  
Flyers Faithful, Assemble.

Join us for our @Marvel Super Hero™ Game presented by @Ticketmaster on Saturday vs. Ottawa and receive a @GrittyNHL & Spider-Man poster. [bit.ly/3wEUrR2](https://bit.ly/3wEUrR2)



6 28 186 19K



**grittynhl**



3,430 likes  
grittynhl me when I find the guy who pulled up on uncle ben



**grittynhl**



34 likes  
grittynhl who tryina upside down smooch?




# SOCIAL MEDIA FILTERS

© 2023 MARVEL

njdevils 3h

**The Rock is all lit up!**



**MARVEL SUPER HERO NIGHT**

PRESENTED BY **RWJ Barnabas HEALTH**

@MARVEL @RWJBARNABAS HEALTH @PRUCENTER

njdevils 4h

**MARVEL SUPER HERO NIGHT**

PRESENTED BY **RWJ Barnabas HEALTH**




Fans are excited to get today's comic books!

@RWJBARNABAS\_HEALTH @MARVEL

© 2023 MARVEL

© 2023 MARVEL



**MARVEL SUPER HERO NIGHT**

PRESENTED BY **RWJ Barnabas HEALTH**

**MARVEL**

# SCORE OVERLAYS

njdevils • 3h

## END OF 1



0 | 0  
NJ | MIN

njdevils • 2h


## END OF 2



0 | 0  
NJ | MIN

njdevils • 35m

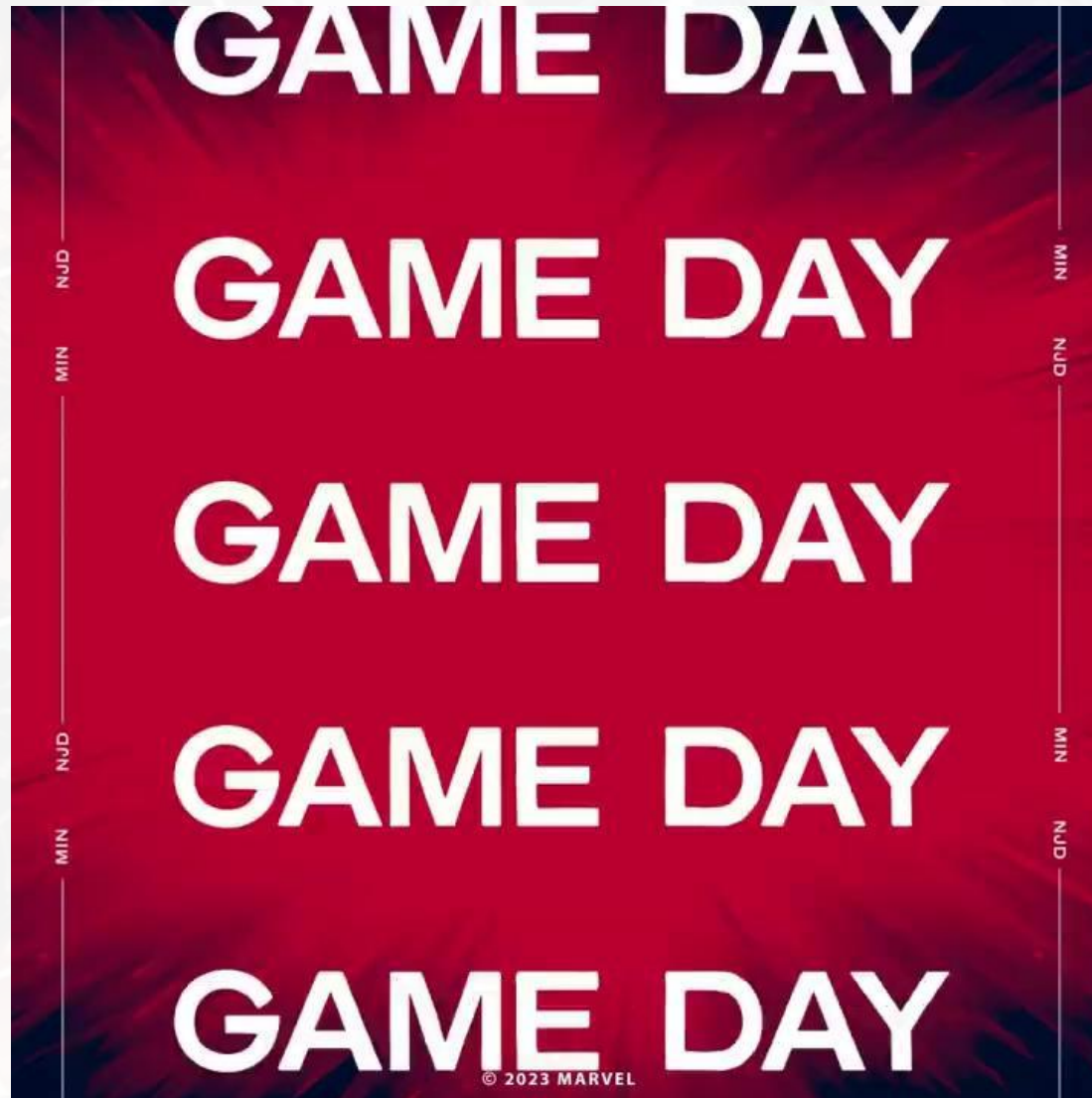
## FINAL | OT



2 | 1  
MIN | NJ



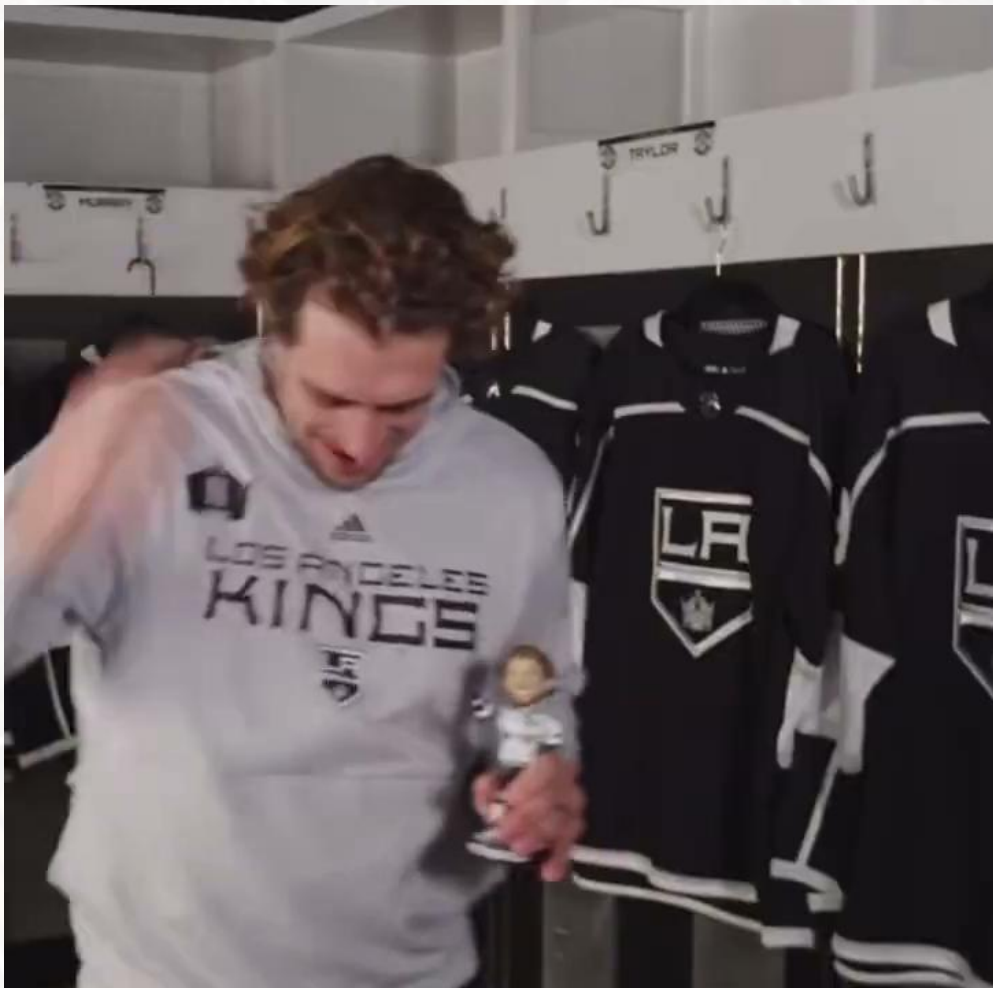
# GAMEDAY SOCIAL VIDEO



[CLICK HERE TO PLAY](#)

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# SOCIAL VIDEOS



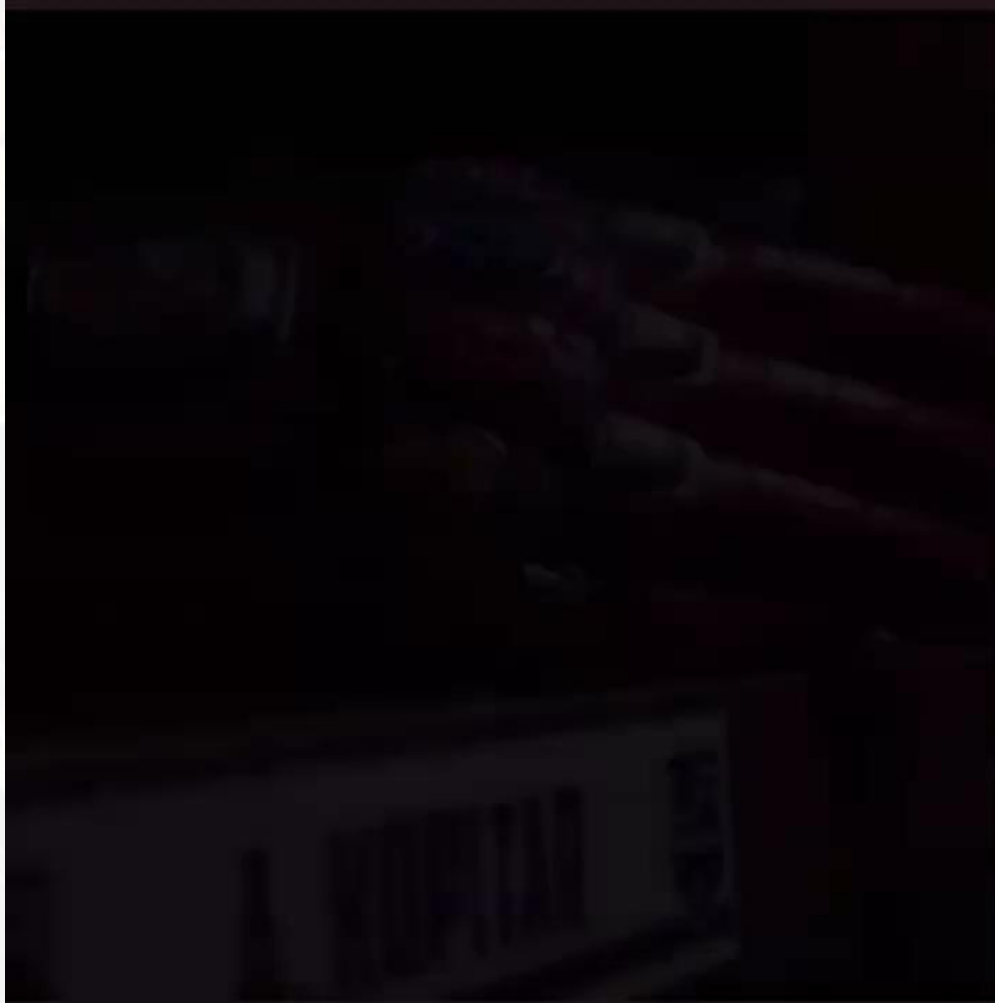
[CLICK HERE TO PLAY](#)



[SOCIAL TEASER #1](#)



# SOCIAL VIDEOS



[CLICK HERE TO PLAY](#)



[SOCIAL TEASER #2](#)



# GAME INTRO VIDEO



[CLICK HERE TO PLAY](#)

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# MASCOT COSPLAY REVEAL

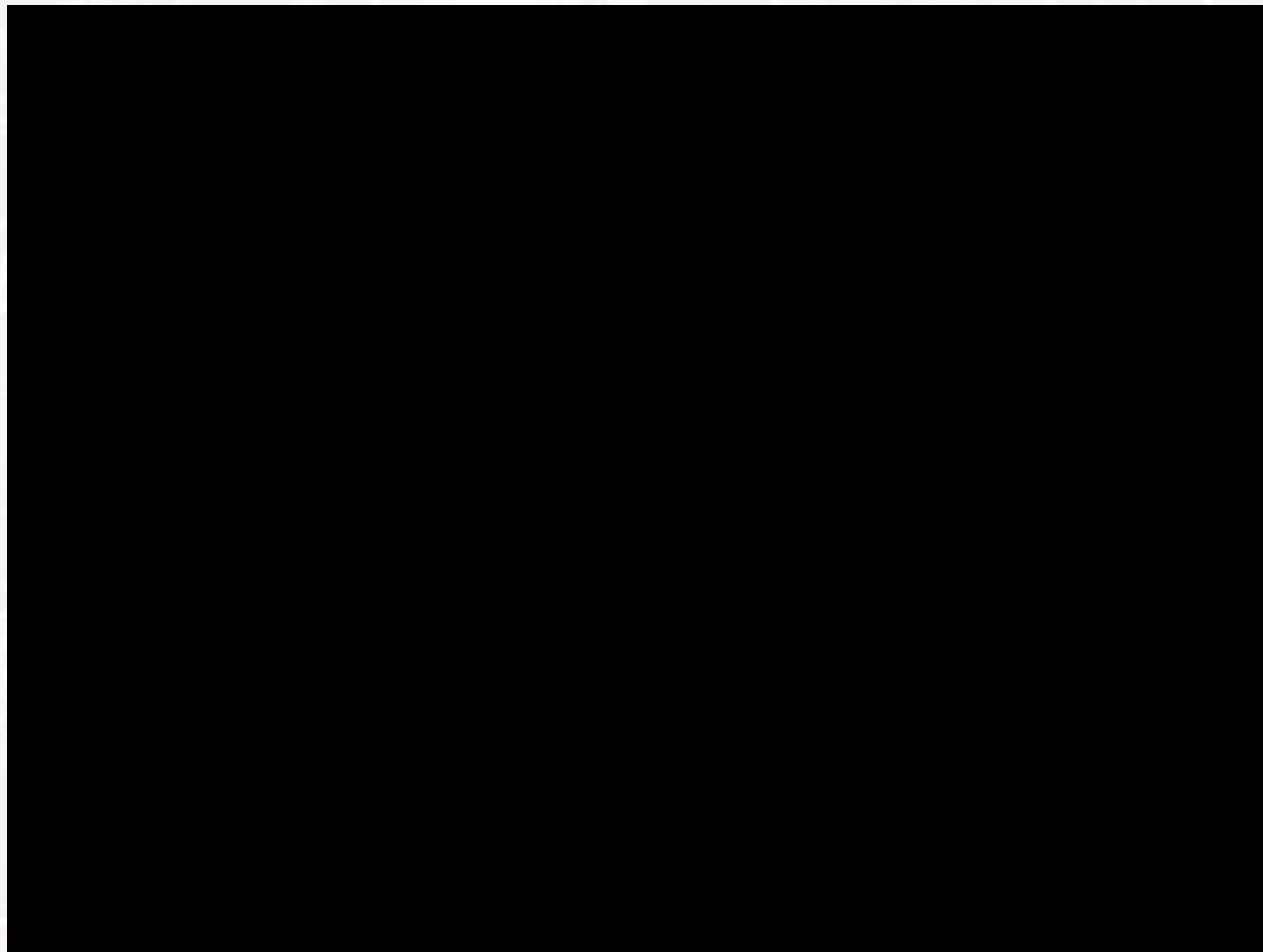


**GRITTY THANOS COSPLAY REVEAL VIDEO**





# MASCOT COSPLAY REVEAL



[CLICK HERE TO PLAY](#)



# MASCOT COSPLAY REVEAL



[CLICK HERE TO PLAY](#)

**MARVEL**

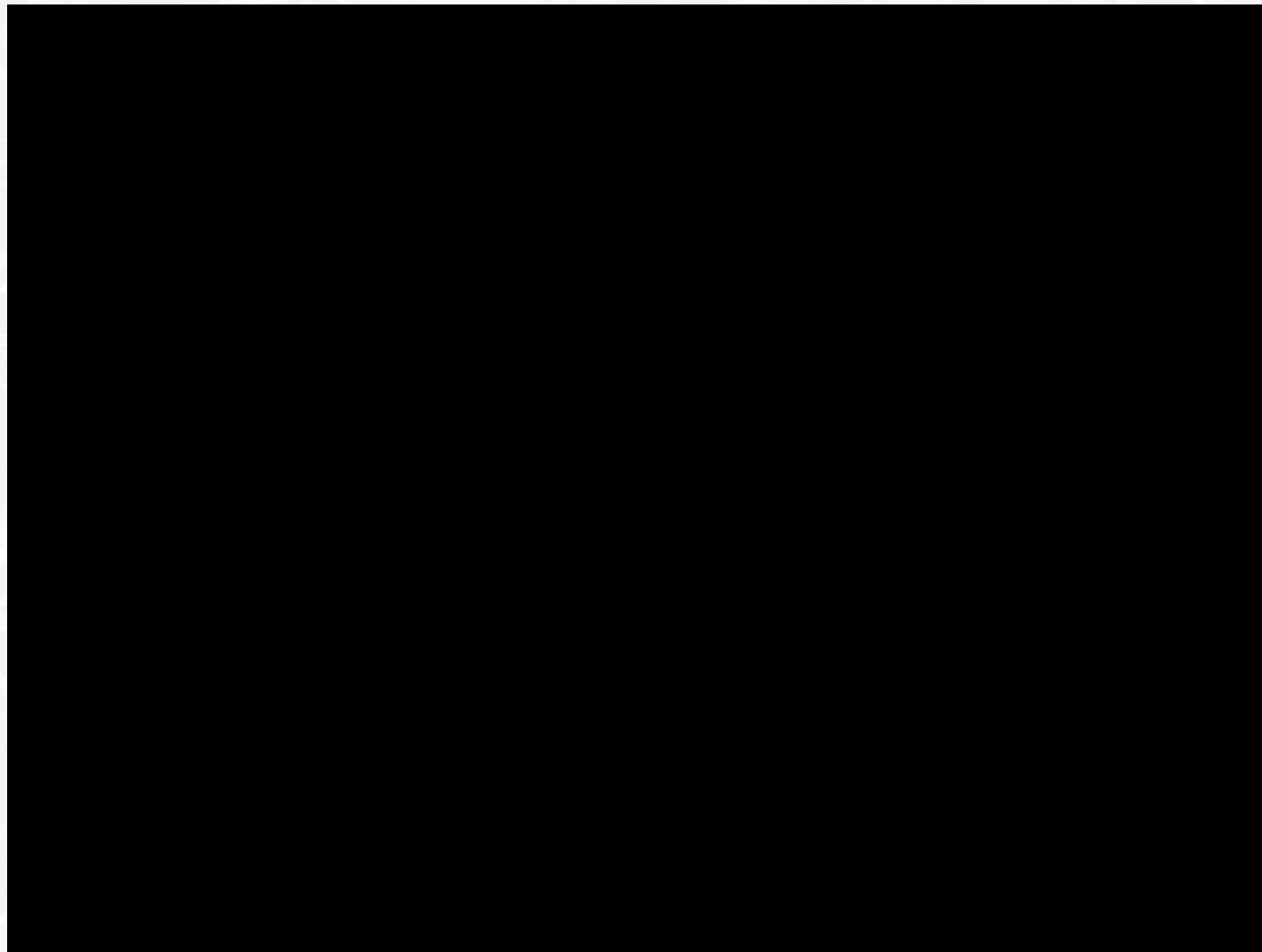
# PLAYER REVEAL VIDEO



[CLICK HERE TO PLAY](#)



# PLAYER/BROADCASTER COMIC READ



[CLICK HERE TO PLAY](#)

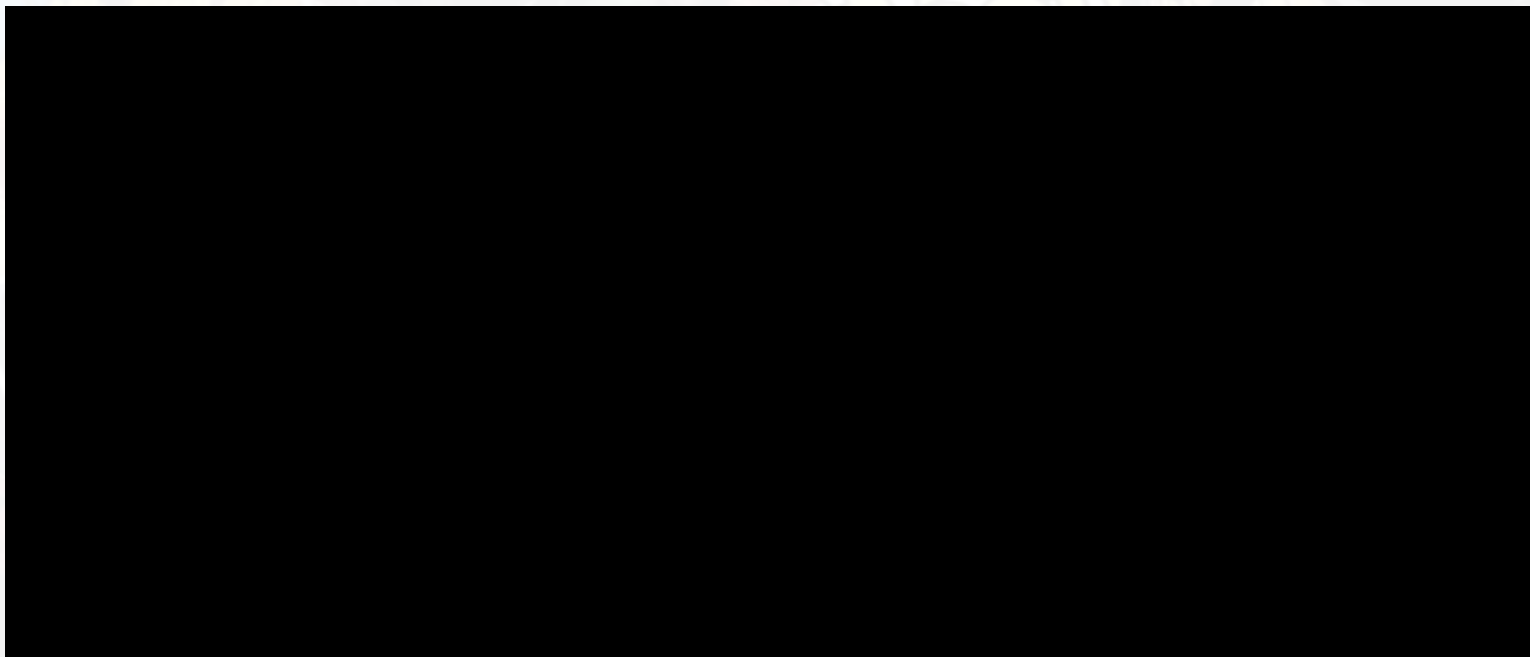


# IN-GAME ACTIVATIONS

## BEST PRACTICES



# ON-ICE PROJECTION



[CLICK HERE TO PLAY](#)

(Skip to :53 seconds)



[CLICK HERE TO PLAY](#)



# INTRO VIDEOS



[CLICK HERE TO PLAY](#)



# INTRO VIDEO

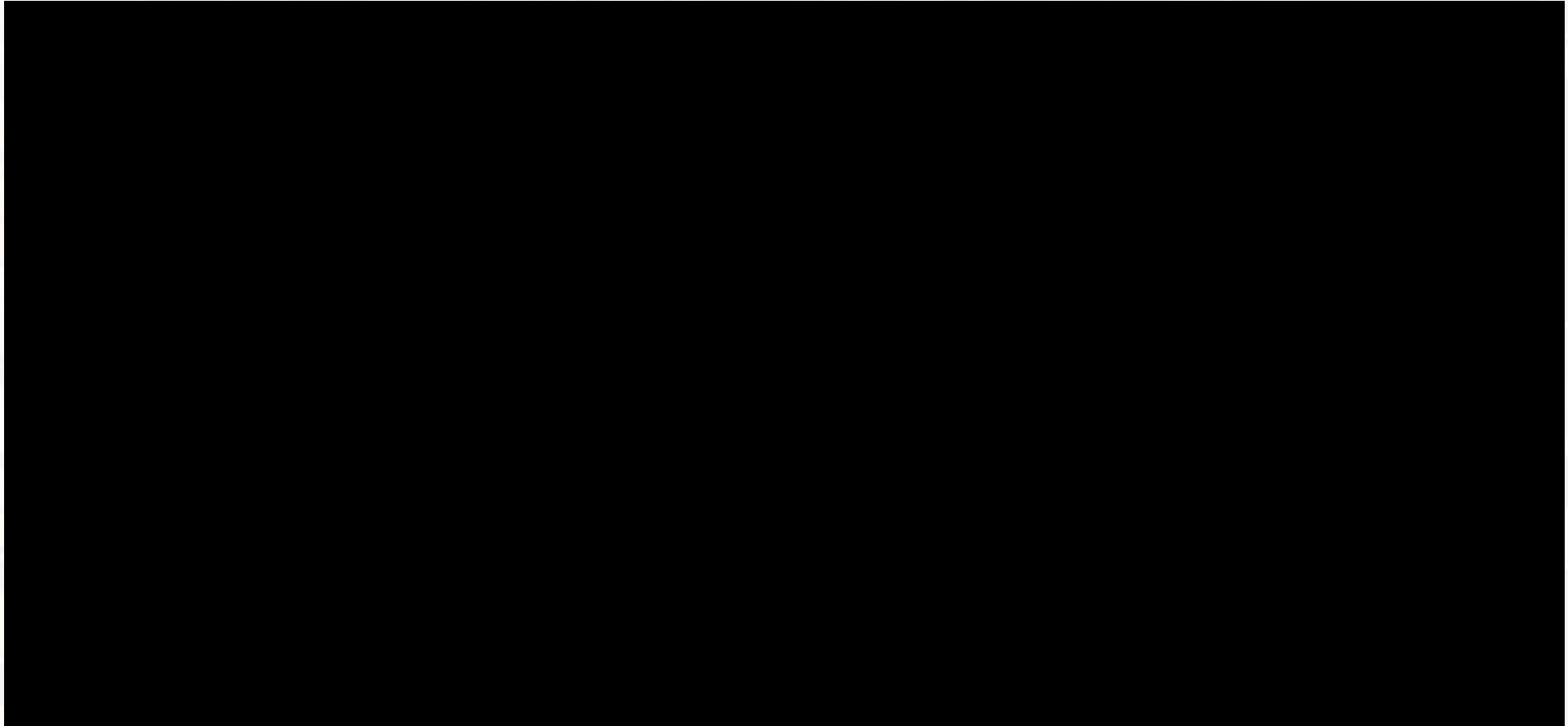


[CLICK HERE TO PLAY](#)





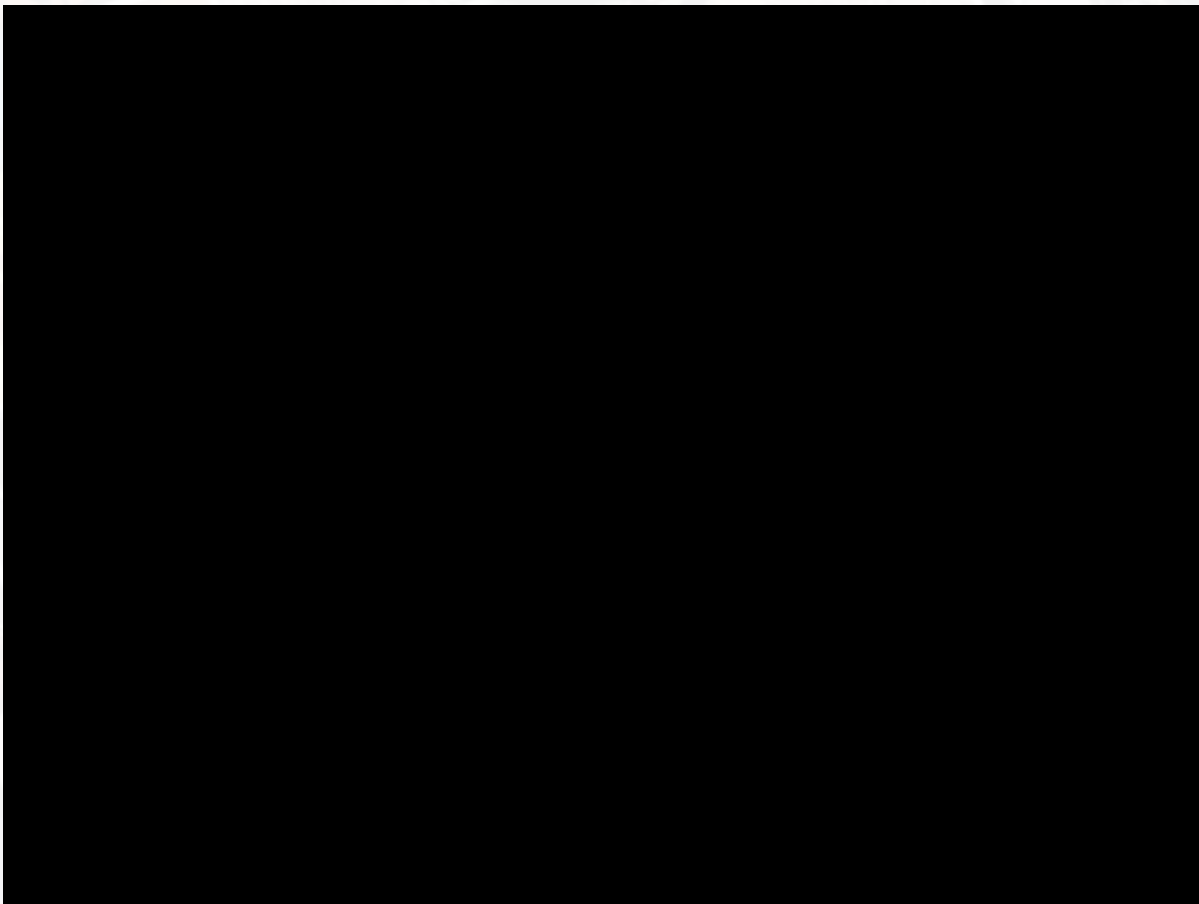
# REJOIN VIDEO



[CLICK HERE TO PLAY](#)



# SCOREBOARD WIPES



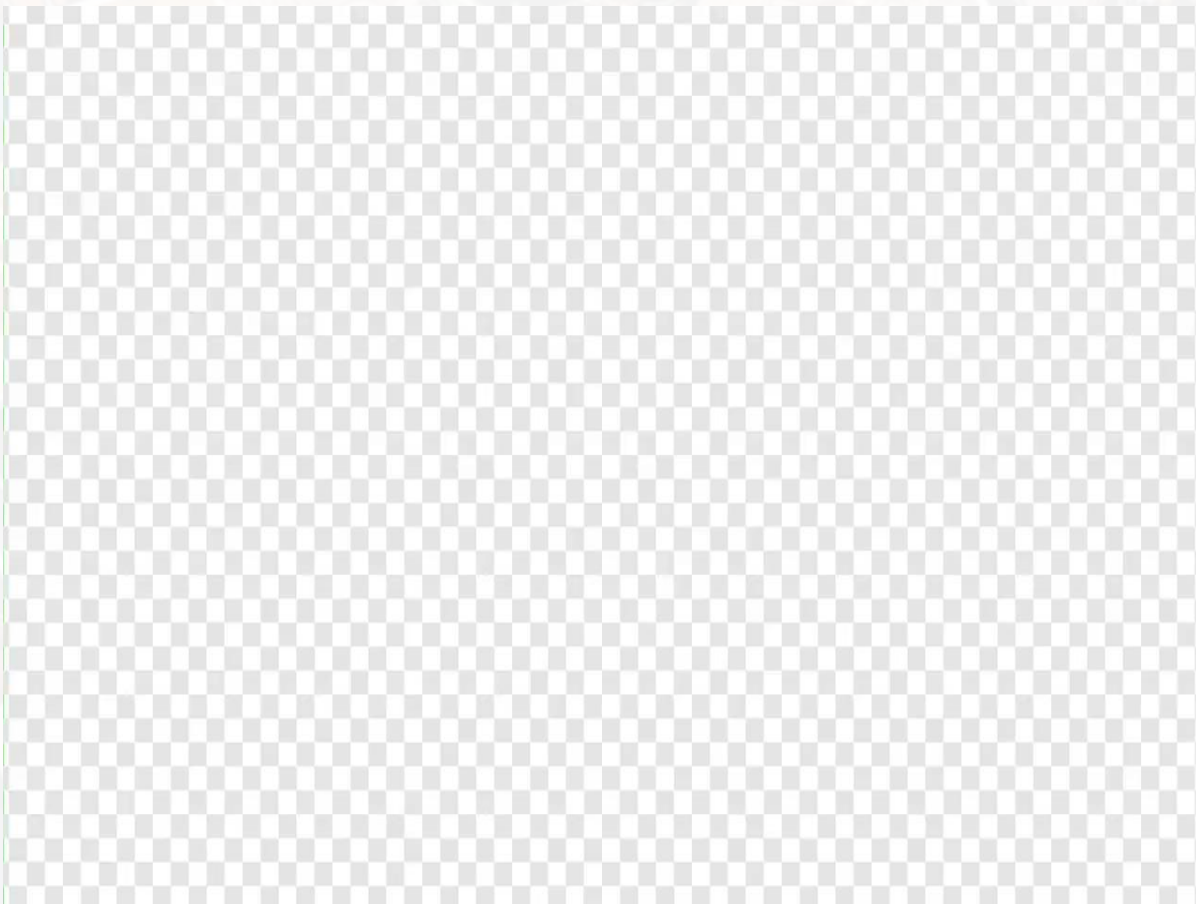
[CLICK TO PLAY](#)



[CLICK TO PLAY](#)



# SPONSORED REPLAY WIPES



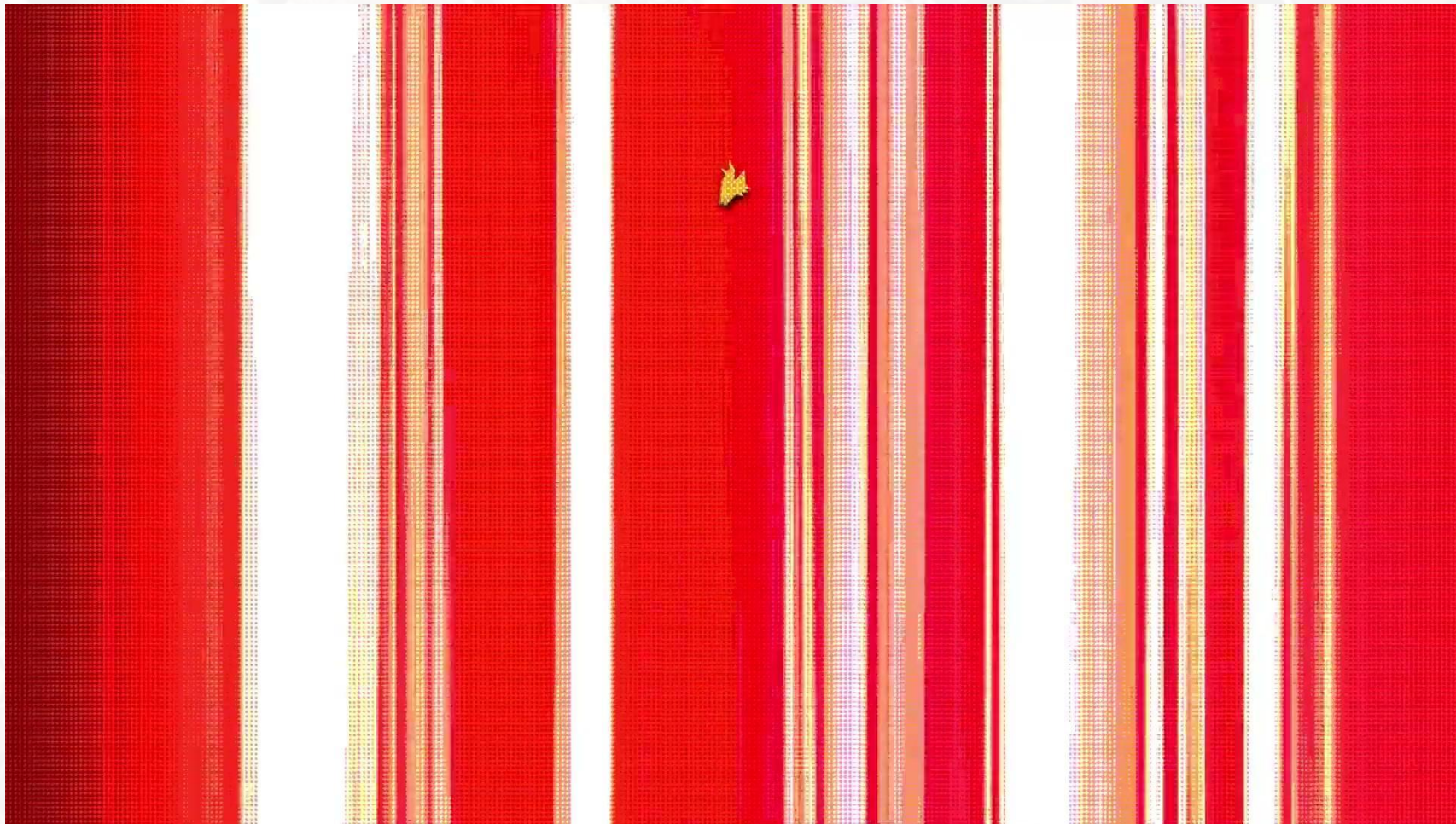
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# ASK THE PLAYERS



[CLICK HERE TO PLAY](#)

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**INTERACTIVE GRAPHICS**



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# PLAYER HEADSHOTS



[CLICK HERE TO PLAY](#)



# PLAYER HEADSHOTS

**91** **DAWSON**  
**MERCER**

**MARVEL SUPER HERO NIGHT**

PRESENTED BY: **RWJ Barnabas**  
HEALTH

© 2023 MARVEL

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# ICE PRESENTATION







# SCOREBOARD GRAPHICS



**MARVEL**

# SCOREBOARD GRAPHICS



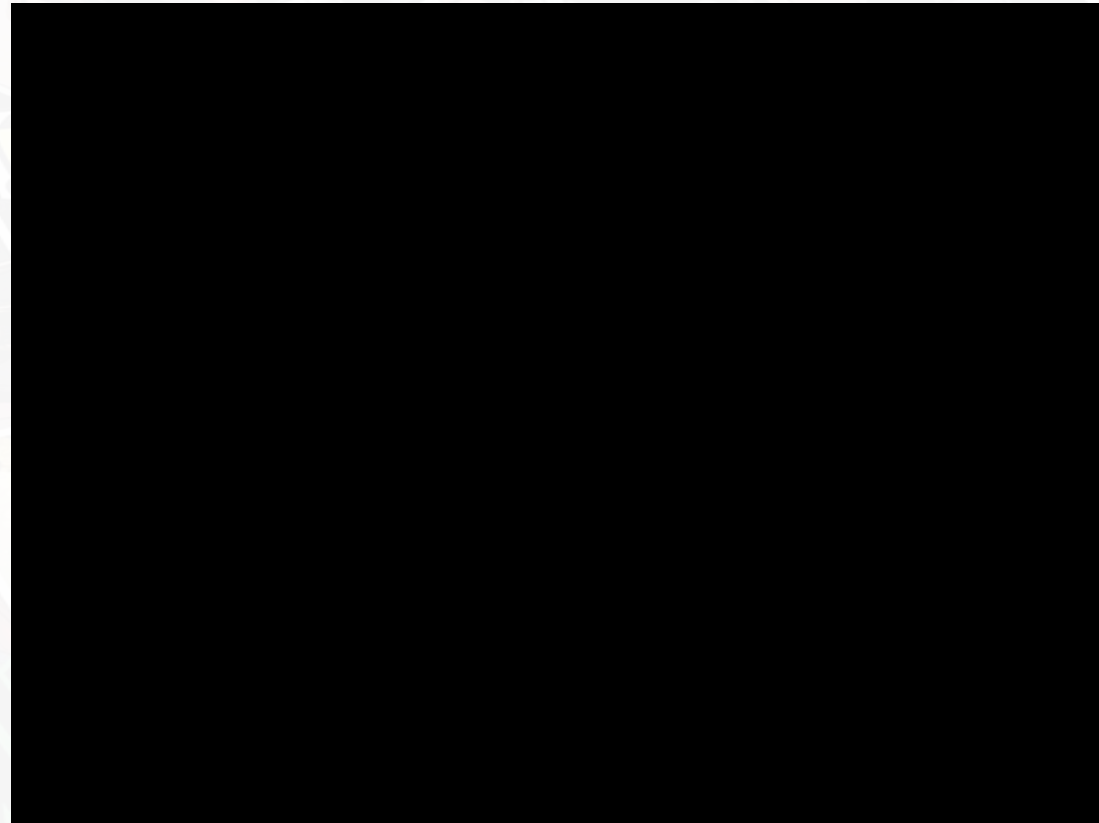
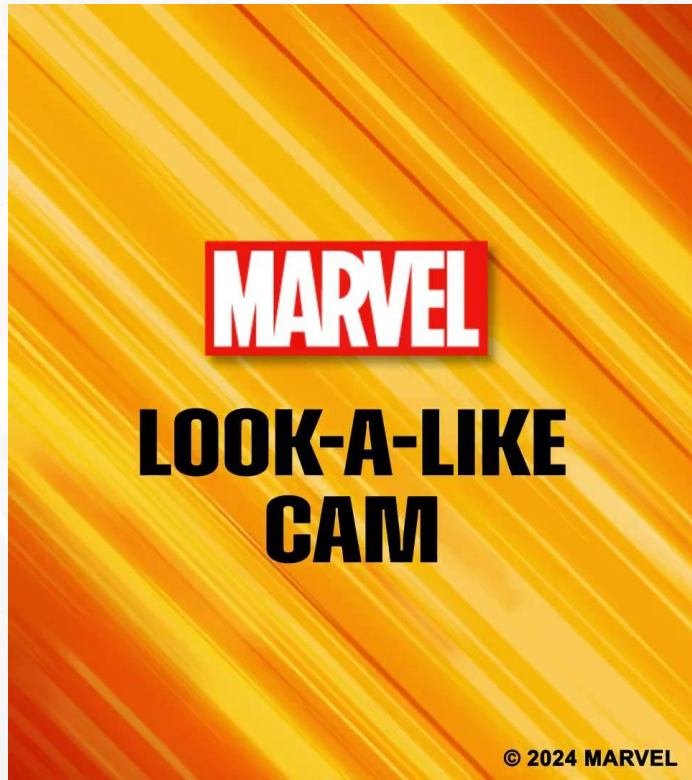
**MARVEL**

# PLAYER HEADSHOTS



**MARVEL**

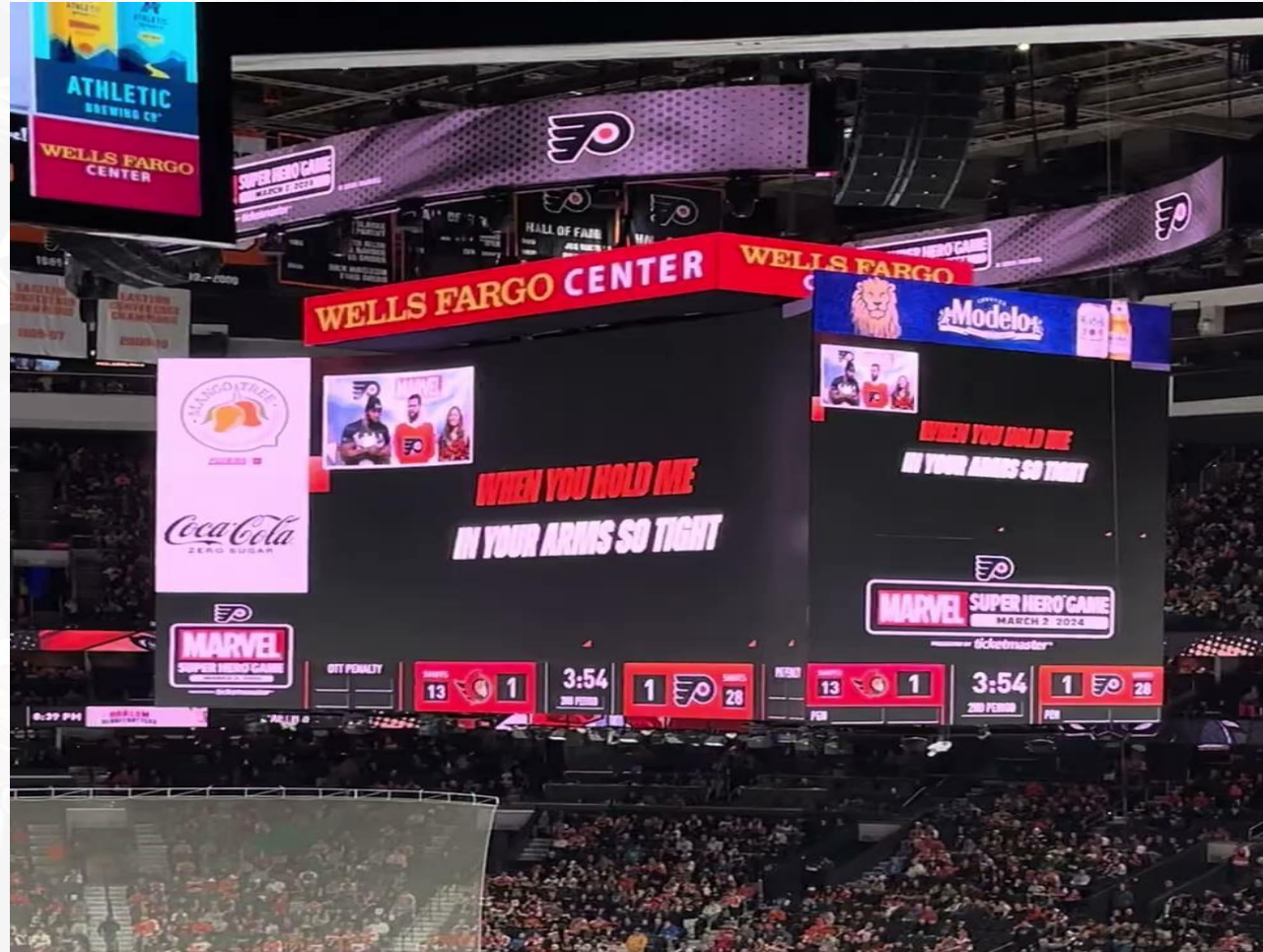
# IN-GAME ACTIVATIONS: **LOOK-A-LIKE CAM**



[CLICK HERE TO PLAY](#)

[CLICK HERE TO PLAY](#)

# MARVEL IN-GAME ACTIVATIONS: STAR LORD SING-ALONG



[CLICK HERE TO PLAY](#)



# CONCOURSE HOLOGRAMS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

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# MASCOT COSPLAY



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# MASCOT COSPLAY





**MARVEL**

# MASCOT COSPLAY



**MARVEL**

# MASCOT COSPLAY



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# COSPLAY & FACE PAINTING



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# PRE-GAME FAN FEST



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# PHOTO OPPORTUNITIES



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# PHOTO BACKDROPS



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# MARVEL WARM-UP JERSEYS



  
**Little Devils**  
presented by  **Barnabas**  
HEALTH



**MARVEL**  
SUPER HERO NIGHT

  
**Little Devils**  
presented by  **Barnabas**  
HEALTH



**MARVEL**  
SUPER HERO NIGHT

  
**Little Devils**  
presented by  **Barnabas**  
HEALTH



**MARVEL**  
SUPER HERO NIGHT



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 SUPER HERO DAY**  
MARCH 5, 2022  
PRESENTED BY SEATGEEK

**EXCLUSIVE FLYERS  
MARVEL TEES**

AVAILABLE ONLY AT



A black t-shirt with a graphic on the chest. The graphic consists of four horizontal orange bars, each containing a different Marvel character's head in a circular frame. Below these bars is the Flyers logo and a small Marvel logo.

**FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS**

  
**MARVEL SUPER HERO DAY**  
FEBRUARY 11, 2023

**EXCLUSIVE FLYERS  
MARVEL TEES**

AVAILABLE AT

**OUTPHITTERS** 



A black t-shirt with a circular graphic on the chest. The graphic is a collage of various Marvel Super Hero Day characters, including Iron Man, Thor, Hulk, and others, arranged around a central Flyers logo.

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