



# Barbie

**GAME DAY**™

**CAPABILITIES**

# WHAT IS A BARBIE GAME DAY™

Barbie Game Days are an immersive experience at professional sports stadiums & arenas that are truly out of the box!

- Elements of a Barbie Game Day™ include:

- Barbie IP rights
- Co-branded promotional giveaways
- Event toolkit featuring Barbie IP
- Barbie themed in-game activations
- Potential to incorporate a presenting sponsor



# WHY HAVE OVER 20 TEAMS PARTNERED WITH MATTEL SO QUICKLY?

- Increased ticket sales
- New fan acquisition & demographic reach
- Fans arrive early and stay later
- Enhance the fan gameday experience
- Social media buzz
- Family fun that spans generations
- Nostalgia factor
- Strong brand recognition



The background is a solid pink color with a repeating pattern of Malibu-related icons. These include the Malibu 'B' logo, palm trees, and California license plates with 'MALIBU' written on them. The icons are rendered in a lighter shade of pink.

**PROMOTIONAL GIVEAWAY**

**BEST PRACTICES**

# BASEBALL JERSEYS



# BASEBALL JERSEYS



# BASKETBALL JERSEYS



# HAWAIIAN SHIRTS



# BELT BAGS & SHERPA BAGS



# BASEBALL HATS



# BANDANA



The background is a solid pink color with a repeating pattern of Malibu branding elements. These include the word 'MALIBU' on a California license plate, a large stylized letter 'B', a palm tree, and a five-pointed star. The elements are rendered in a lighter shade of pink, creating a subtle, textured effect.

**MARKETING & SOCIAL MEDIA**

**PROMOTION**

# PROMOTIONAL GRAPHICS

**Barbie NIGHT GAME™**

presented by **BMO**

Lincoln | Road **Jamaican Mango & Lime**

**INDIANAN Fever** vs **WALIBU**

**AUG 30TH**  
6:30PM CT

**GUEST DJ**  
**DJ NOSIKE**

**HALFTIME**  
**SYLEENA JOHNSON**

**GIVEAWAY**

**BRAIDING STATION**  
**Jamaican Mango & Lime**

+ more concourse activations

**Barbie** × **WALIBU**

**Barbie NIGHT GAME**

**AUGUST 20**

**GET TICKETS**

©2024 Mattel

# PROMOTIONAL GRAPHICS

# Barbie

## NIGHT GAME

EXCLUSIVE MARLINS X BARBIE JERSEY  
WITH SPECIAL TICKET PACKAGE

[vs] **AUGUST 23**  
**7:10 PM**

[MARLINS.COM/BARBIE](http://MARLINS.COM/BARBIE)

©2024 Mattel

# Barbie

## GAME DAY

# SEPTEMBER 1

Pink sherpa crossbody bag with special ticket package!

# Barbie

## NIGHT GAME

presented by **BMO**

Lincoln | Road **Jamaican**  
Mango & Lime

**GUEST DJ**  
  
**DJ NOSIKE**

**HALFTIME**  
  
**SYLEENA JOHNSON**

**GIVEAWAY**

**BRADING STATION**  
  
+ more concourse activations

# PROMOTIONAL GRAPHICS

**Barbie**  
**GAME DAY**

vs.   
**march 8 | 6pm**


**ticket + limited edition  
BARBIE JERSEY**



starting at **\$25**

ROCKETS.COM  
@HOUSTONROCKETS





**Barbie**  
**GAME DAY**



 vs 

**MAR 8  
7:30 PM**

 **HYUNDAI**  
 **GEODIS PARK**

# TICKET PACKAGE PROMO GRAPHICS

# Barbie

## GAME DAY

### TICKET OFFER

**\$30 PACKAGE INCLUDES:**

**ONE (1) BARBIE HAWAIIAN SHIRT**

AND

**\$5 CONCESSION CASH**

AND

**ONE (1) STANDARD SEAT  
GAME NIGHT TICKET\***

\*SEASON TICKET MEMBERS CAN EXCHANGE BARBIE GAME DAY  
TICKET FOR AN ANY-GAME VOUCHER, IF WANTED



**SATURDAY, JANUARY 18 | 7:10PM**



# SOCIAL MEDIA POSTS



**Chicago Sky** 🏆 @chicagosky · 1h  
Wintrust Arena is about to get pink 💕 🎀 Join the Chicago Sky and @Mattel for the first EVER Barbie theme night vs the Fever! Meet us August 30th wearing your best Barbie pink 💕

[on.nba.com/3XbLwRj](https://on.nba.com/3XbLwRj)



BMO U.S. and 2 others

41 488 1.6K 70K



**Chicago Sky** 🏆 @chicagosky · 7m  
Join us for the first-ever Barbie Night game presented by BMO to receive Barbie Hawaiian shirts and belt bag giveaways, Guest DJ Nosike, exclusive merch/prizes, and many fun activities on the concourse and throughout the game!

[bit.ly/3uZSYUE](https://bit.ly/3uZSYUE)

#skytown 🏀



Barbie and 6 others

1 23 80 1.6K

# SOCIAL MEDIA POSTS



Minnesota Twins 🟡 @Twins · 8/5/24

Target Field is about to turn into the Barbie Dreamhouse!

Come on out to **Barbie** Game Day on Sept. 1!

[twins.com/barbie](https://twins.com/barbie)



27 66 347 87K



Houston Astros 🟡 @astros · 17m

HI, BARBIE! 🙌

Join us for the @Barbie Night Game on Tuesday, August 20th! Fans can enjoy **Barbie** themed activations all around the ballpark.

More info here 🖱️ [astros.com/promotions](https://astros.com/promotions)



19 10 86 9.3K



Miami Marlins 🟡 @Marlins · 20m

Let's go party at the ballpark! 💕🏆  
Don't miss out on this exclusive Marlins x Barbie baseball jersey. [marlins.com/barbie](https://marlins.com/barbie)



3 9 18 3.7K

# SOCIAL MEDIA POSTS



**CultureMap Houston** @cultu... · 2/27/25  
Promo Alert: Join **Barbie** Game Night with the Houston **Rockets** and get a limited-edition **Barbie** Jersey. Tickets start at \$25. Get yours now: [bit.ly/4igEjHG](https://bit.ly/4igEjHG)



1 1 648



**nashvillesc** GEODIS Park



1,578 29 291

nashvillesc Hi, Barbie it's a home match week



**nashvillesc** GEODIS Park



6

Liked by georgi\_palechev and others  
nashvillesc Let's go Barbie, IT'S MATCHDAY

# SOCIAL POSTS & GRAPHICS



# SOCIAL MEDIA FRAMES



Barbie x   
NIGHT GAME

©2024 Mattel



Barbie  
NIGHT GAME



HI BARBIE!

HI BROOKS!

# SOCIAL MEDIA FRAMES



# LINEUP GRAPHICS

*Lineup*



 vs  09.01.24  
1:10 PM

★	CF	CASTRO
	1B	MIRANDA
	DH	WALLNER
	C	JEFFERS
	LF	LARNACH
	3B	LEWIS
	RF	KEPLER
	SS	LEE
	2B	JULIEN
	P	OBER

*Barbie* GAME DAY

 BALLY SPORTS NORTH  TIBN, WCCO 830, THE WOLF 102.9 FM, AUDACY, TWINSBEISBOL.COM


*Lineup*



 vs  09.01.24  
1:10 PM

★	CF	CASTRO
	1B	MIRANDA
	DH	WALLNER
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	P	OBER

*Barbie* GAME DAY

# POST GAME SOCIAL GRAPHICS

NICOLET LAW  
ACCIDENT & INJURY LAWYERS



1 H 2 R 3 RBI

Barbie GAME DAY  
*Player of the Game*

ROYCE  
LEWIS



Barbie GAME DAY

*Ober*

6 IP

1 H

1 ER

3 BB

8 K

09.01.24



3

*Final*

4



# IN-GAME SCORE GRAPHICS

QUAD CITY STORM PROFESSIONAL HOCKEY

SCORE UPDATE

AFTER 20 AFTER 40 END OF REGULATION

1 1

ASTRA FURNITURE CLEARANCE CENTER

ICE BEARS

QUAD CITY STORM PROFESSIONAL HOCKEY

SCORE UPDATE

AFTER 20 AFTER 40 END OF REGULATION

1 2

UnityPoint Health  
Trinity Health Foundation

ICE BEARS

QUAD CITY STORM PROFESSIONAL HOCKEY

# SHARE THE DUB

FINAL SCORE

36	SHOTS	29
0/2	POWER PLAYS	1/6
22	PIM	09

4 2

metronet  
love your internet

ICE BEARS

# STARTING XI GRAPHICS

THIS IS OUR XI.

- 1. WILLIS.
- 2. LOVITZ.
- 5. MAHER.
- 25. ZIMMERMAN. 
- 31. NAJAR.
- 8. YAZBEK.
- 10. MUKHTAR.
- 19. MUYL.
- 20. TAGSETH.
- 37. QASEM.
- 9. SURRIDGE.

**SUBSTITUTES**

Brugman, Bunbury, Corcoran,  
Bauer, Washington, Pérez,  
Meyer, Applewhite, Schwake



Barbie  
GAME DAY



THIS IS  
OUR  
STARTING  
XI.



THIS IS OUR XI.

- 1. WILLIS.
- 2. LOVITZ.
- 5. MAHER.
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- 31. NAJAR.
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- 10. MUKHTAR.
- 19. MUYL.
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**SUBSTITUTES**

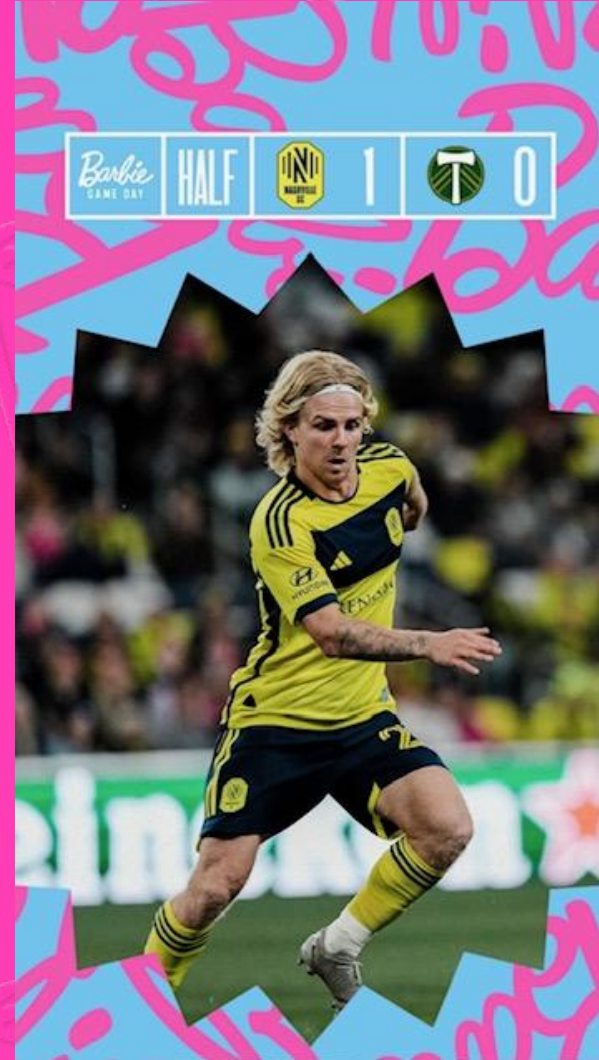
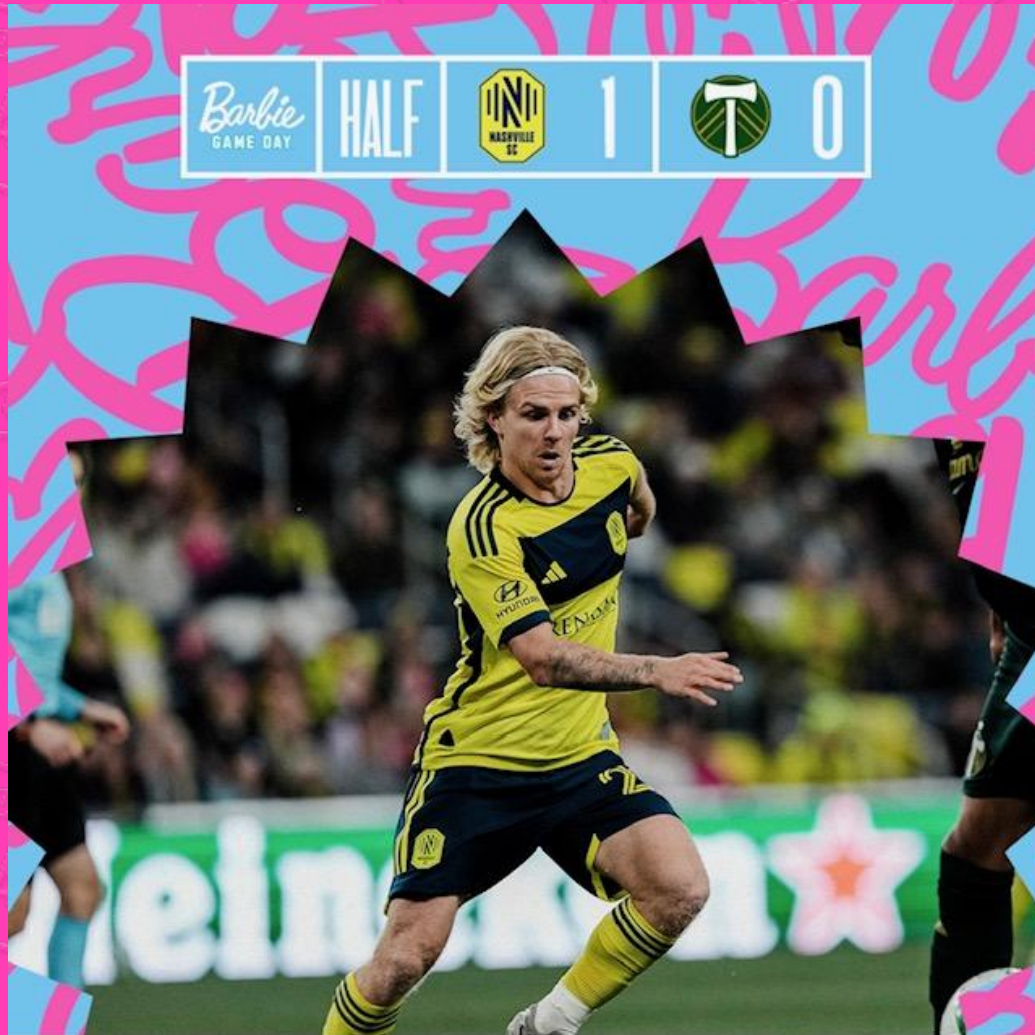
Brugman, Bunbury, Corcoran,  
Bauer, Washington, Pérez,  
Meyer, Applewhite, Schwake



Barbie  
GAME DAY



# HALFTIME SCORE GRAPHICS



# GOAL GRAPHICS



[CLICK HERE TO PLAY](#)



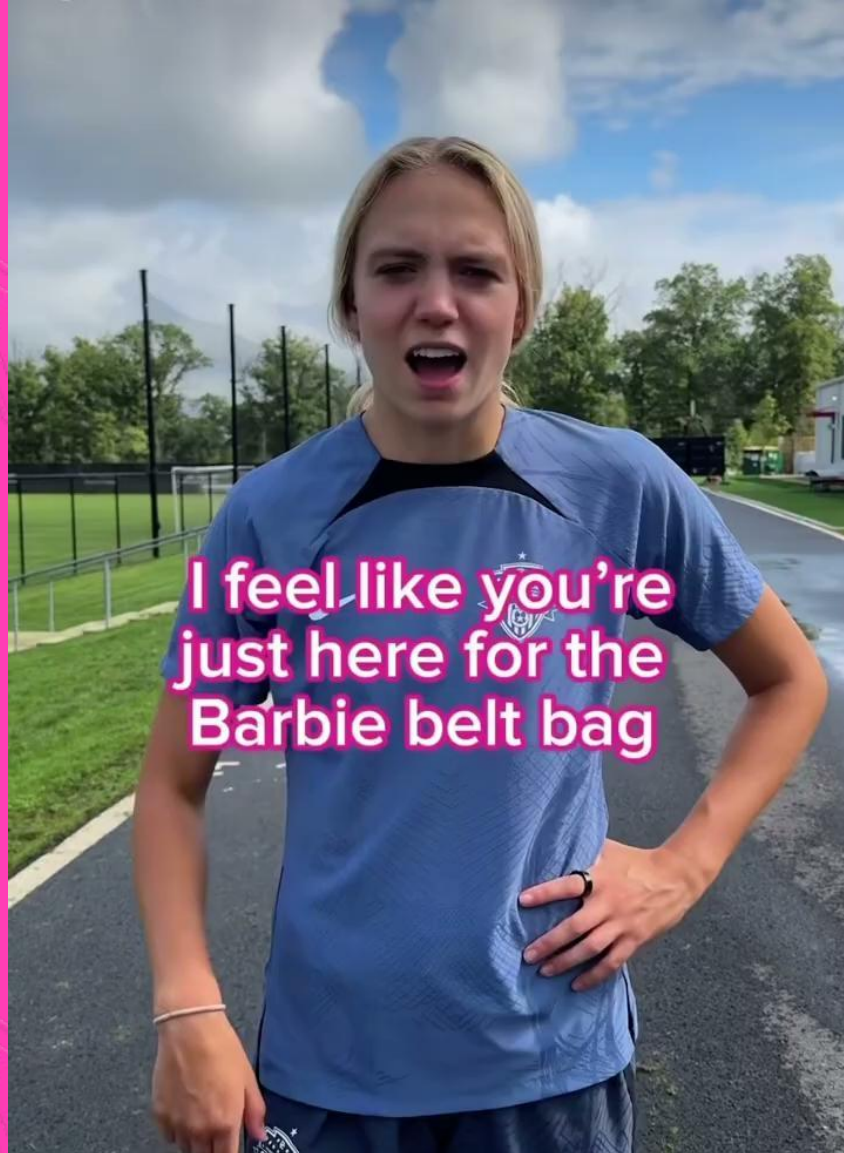
[CLICK HERE TO PLAY](#)





# TIK TOK PROMO VIDEO

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I feel like you're  
just here for the  
Barbie belt bag

[CLICK HERE TO PLAY](#)

# PROMO VIDEO



[CLICK HERE TO PLAY](#)



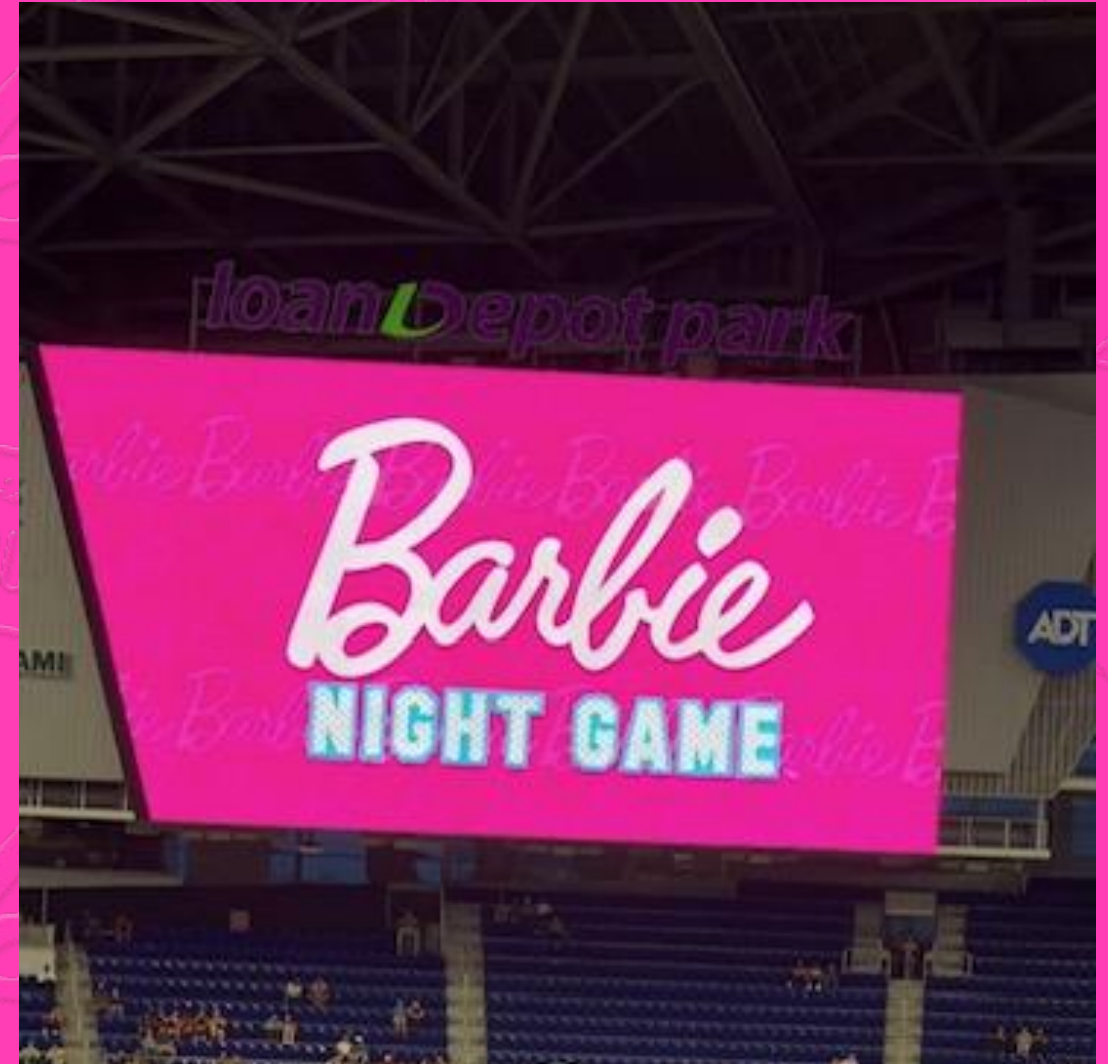
# IN-GAME ACTIVATIONS

# PINK STADIUM LIGHTING

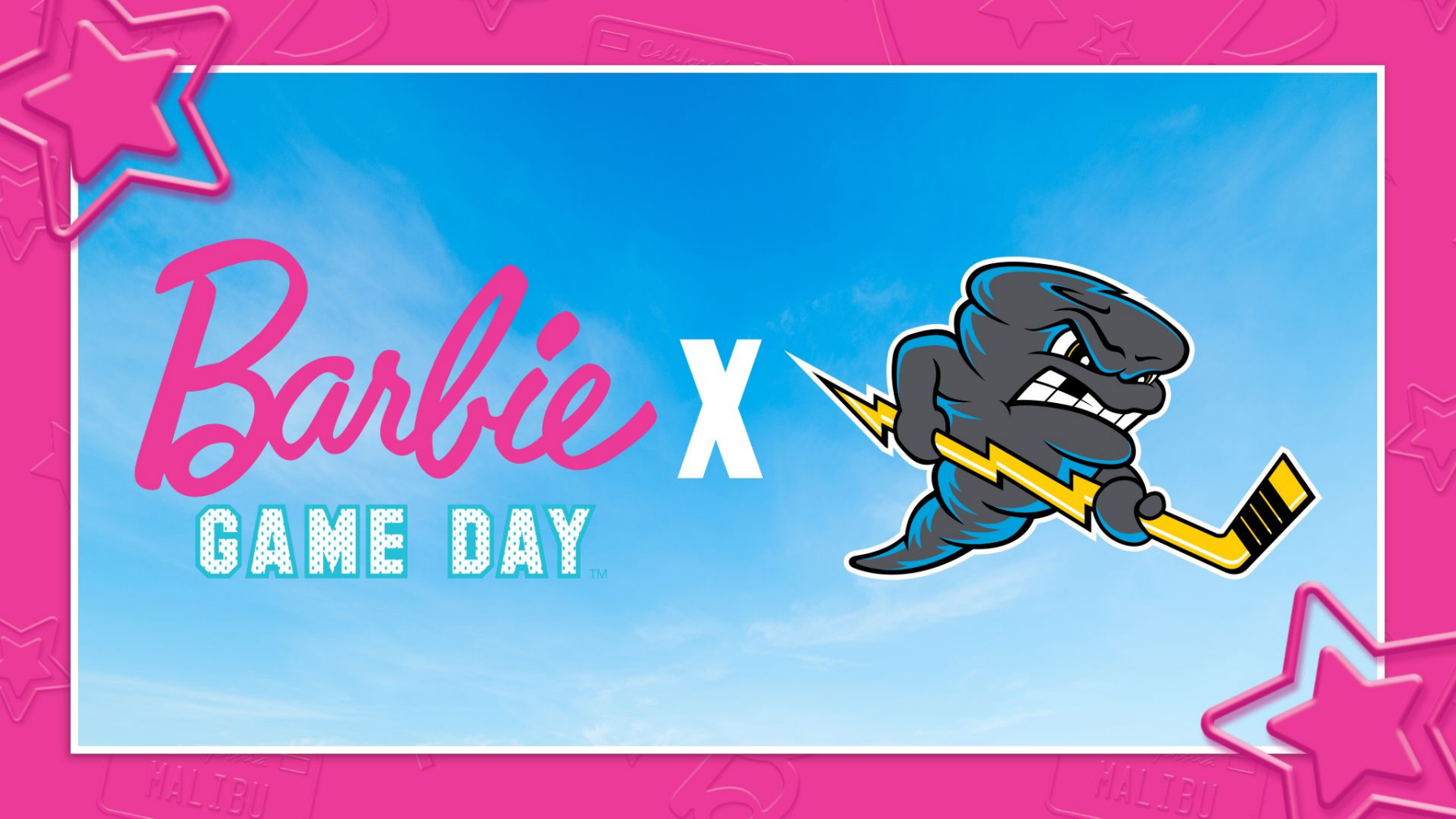




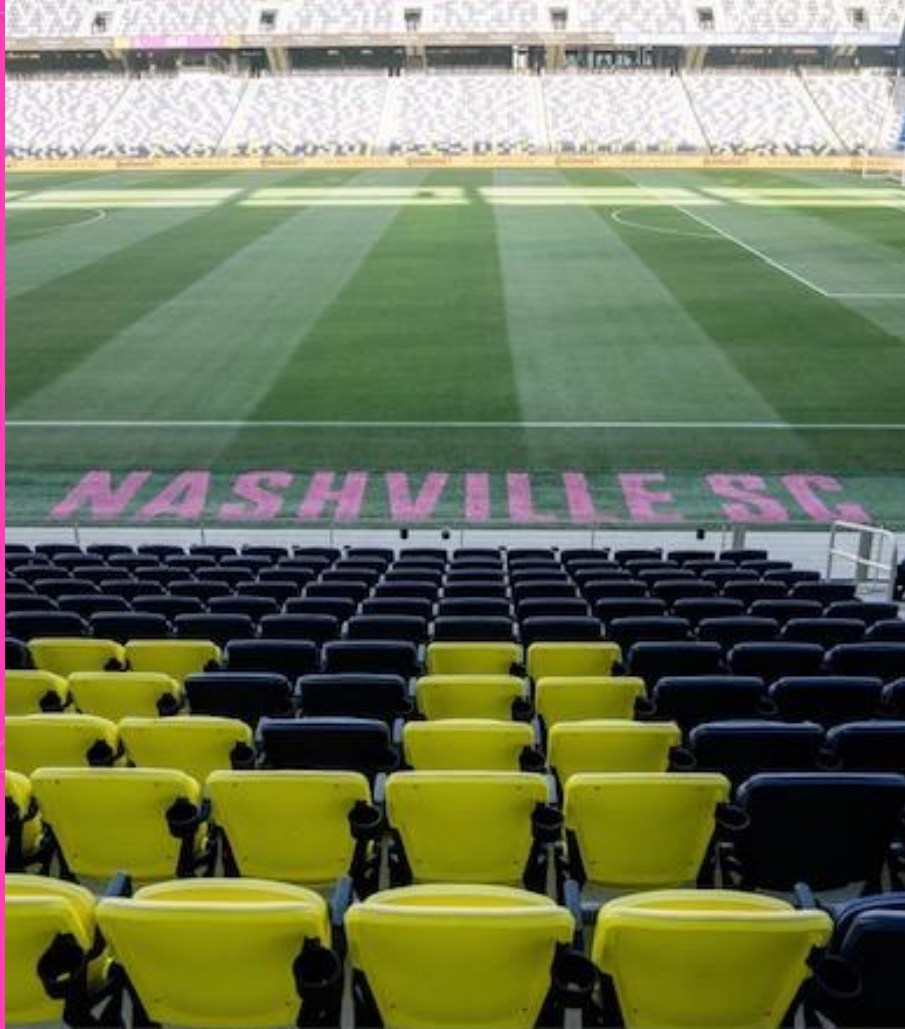
# SCOREBOARD GRAPHICS



# SCOREBOARD GRAPHICS



# ON-FIELD PINK TAKEOVER



[CLICK HERE TO PLAY](#)

# PINK NET



# BARBIE DANCE CAM FRAME



*Barbie*  
**DANCE CAM**

# BARBIE TRIVIA CHALLENGE

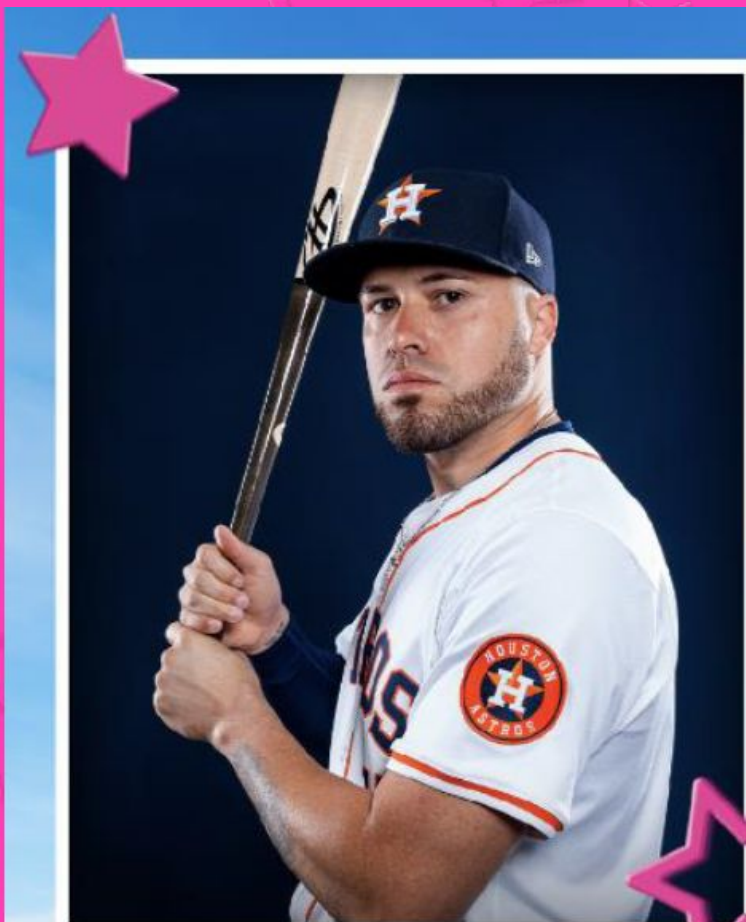


## Barbie GAME DAY TRIVIA CHALLENGE

Which of the following careers has Barbie held?

- a) Journalist
- b) Astronaut
- c) Surgeon
- d) All of the Above

# SCOREBOARD HEADSHOTS



**17**

*Victor  
Caratini*

**HOMETOWN**

**PONCE, PUERTO  
RICO**

**BAT/THROW**

**SWITCH/RIGHT**

**BIRTHDAY**

**8/17/1993**

**DEBUT**

**6/28/2017**

*Barbie* x 

©2024 Mattel

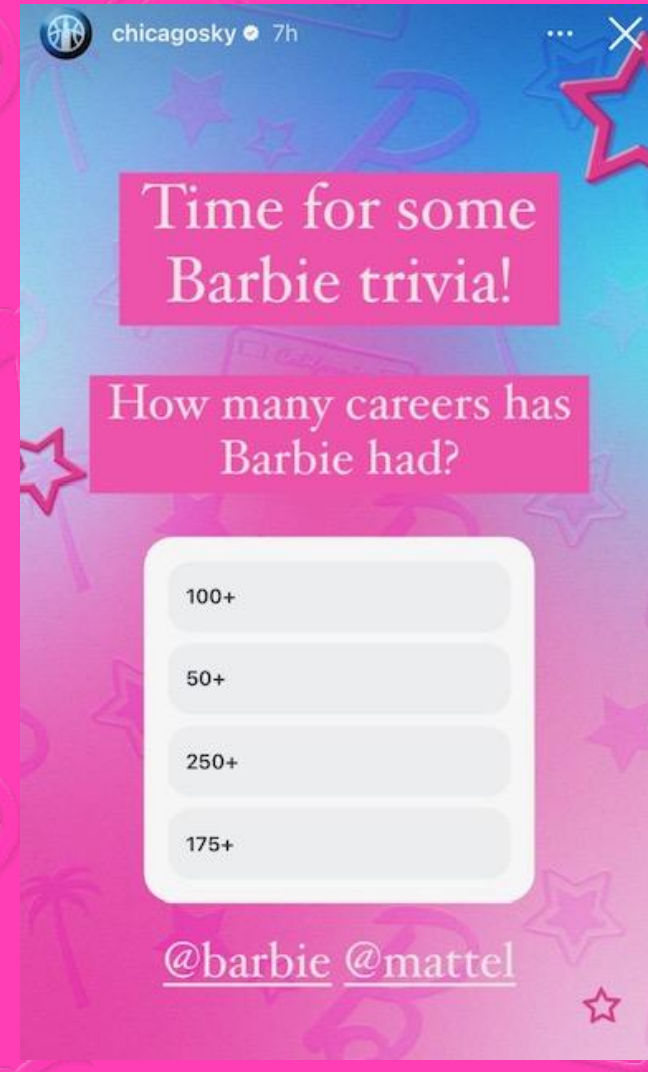
# ARENA LED'S



# SCOREBOARD ACTIVATIONS

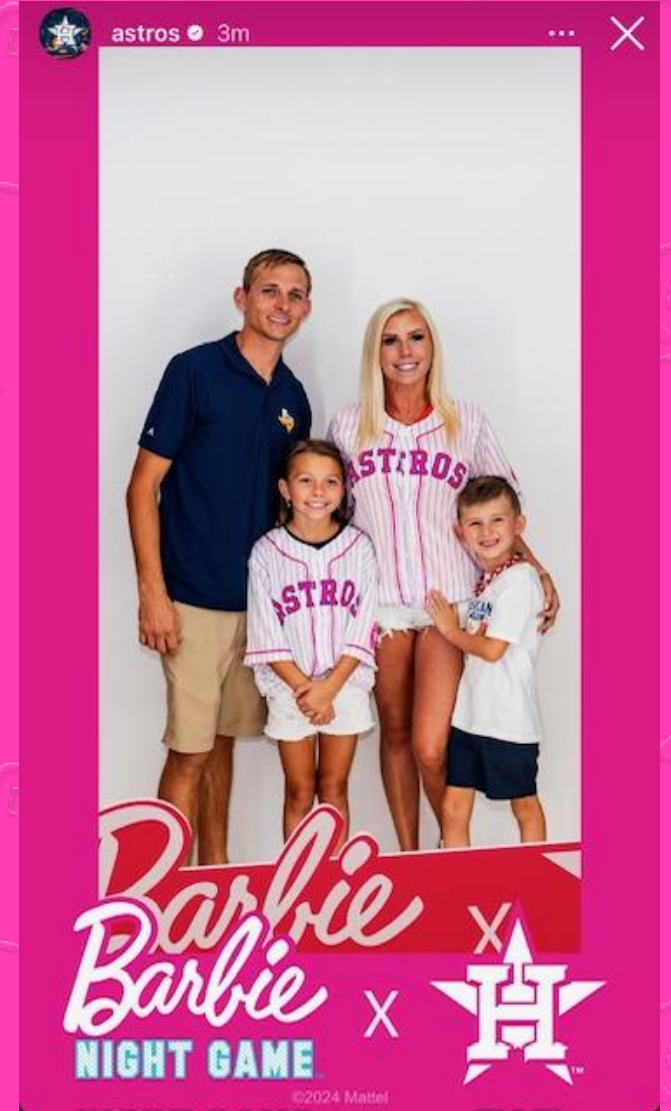


**BARBIE FAN CAM**



**TRIVIA**

# PHOTO OPPORTUNITIES





# PHOTO OPPORTUNITIES



# PHOTO BACKDROPS



# PHOTO BACKDROPS



# THEMED FOOD

*Barbie*  
NIGHT GAME

**MALIBU SWIRL SHAKE**  
BILLY'S BITES | SEC 34



[TICKETS](#)

*Barbie*  
NIGHT GAME

**SWEET DREAM POPCORN**  
FOWL POLE | SEC 5  
BILLY'S BITES | SEC 34  
FAMILIA FAVES | SEC 36



[TICKETS](#)

POPCORN

*Barbie*  
NIGHT GAME

**SUMMER VIBES  
PINK LEMONADE**  
BILLY'S BITES | SEC 34



[TICKETS](#)

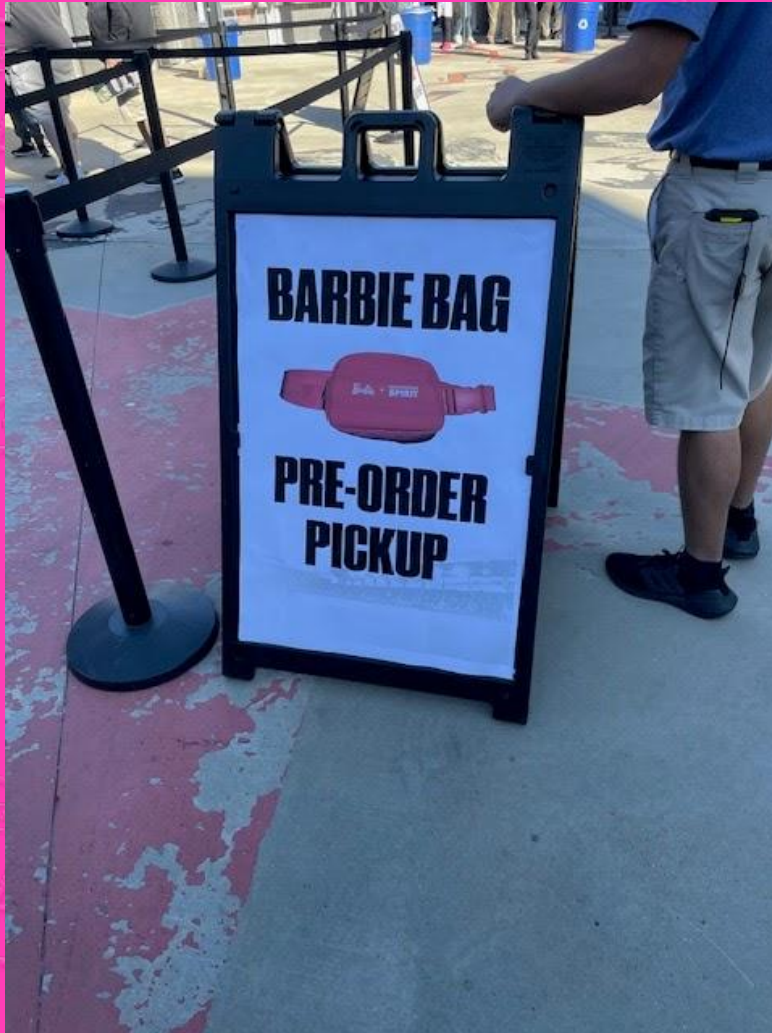
# THEMED IN-GAME JERSEYS



# IN-GAME PHOTOS



# GIVEAWAY SIGNAGE



# FAN PHOTOS





# EARNED MEDIA

# WGN NEWS INTERVIEW



A promotional graphic for the Chicago Sky's Barbie Game Night. The background is a gradient from purple to blue. In the center, three players in black and blue jerseys are posing. To the left, the text 'Barbie NIGHT GAME' is written in a large, stylized font. Below it, 'PRESENTED BY BMO' is visible. On the right, there are logos for the Indiana Fever and the Chicago Sky, with 'VS' between them. At the bottom, a white banner contains the text 'Chicago Sky's First-Ever Barbie Game Night' and the 'SPOTLIGHT CHICAGO' logo with the number '7-06 82'.

**Barbie**  
**NIGHT GAME**

PRESENTED BY BMO

INDIANA FEVER VS CHICAGO SKY

**Chicago Sky's First-Ever Barbie Game Night**

SPOTLIGHT CHICAGO 7-06 82

[CLICK HERE TO PLAY](#)

# NEWS ARTICLES

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<https://apnews.com/article/barbie-reese-clark-wnba-4ece8536868e5453b8fc856fec1dfd28#>

<https://chicago.suntimes.com/chicago-sky-and-wnba/2024/08/30/barbie-theme-night-reflects-angel-reeses-impact-on-the-wnba>

<https://nypost.com/2024/08/30/sports/in-the-hours-leading-up-to-the-final-showdown-between-rookies-angel-reese-and-caitlin-clark-this-season-wintrust-arena-in-chicago-was-set-up-for-the-wnbas-first-ever-barbie-theme-night-sky-hosting-bar/>

<https://www.forbes.com/sites/joanverdon/2024/08/31/barbie-ups-her-game-unveils-new-brand-campaign-at-wnba-event/>

# **ATHLIFE**

**MATTEL**

®

Since 2010, AthLife has helped facilitate more than 800 themed events and activations for entertainment properties with more than 250 professional and minor league sports teams.

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