

MARVEL



**CASE STUDY
2024**



2024 ATTENDANCE HIGHLIGHTS

- **Cavalry FC (8/10/24) - Announced Attendance: 4,695** . MSHD game produced a 16% increase in attendance over average (avg. 4,048). The game was their highest attended game at the time, and highest attended Saturday game at the time. The game produced a 14% increase for a Saturday game (avg. 4,113).
- **Forge FC (7/27/24)- Announced Attendance: 6,179.** MSHD game produced a 20% increase in attendance over average (avg. 5,141). The game was their 3rd highest attended game of the season at the time and 2nd highest Saturday game at the time (highest 4/13/24, att. 7,395). The game produced an 18% increase for a Saturday game (avg. 5,255).
- **Atletico Ottawa (7/21/24)- Announced Attendance: 5,527.** MSHD game produced a 9% increase in attendance over average (avg. 5,074). The game was their 4th highest attended game of the season at the time and their 2nd highest Sunday game at the time (highest 7/7/24, att. 5,794).
- **Pacific FC (9/7/24)- Announced Attendance: 3,283.** MSHD game produced a 9% increase in attendance over average (avg. 3,002). The game was their 2th highest attended game of the season at the time and their 2nd highest Saturday game at the time (highest Opening Night 4/13/24, att. 4,367).



DAY OF THE WEEK/ MONTHLY ATTENDANCE STATS



MARVEL GAMES PLAYED ON ...

SATURDAY

9%

Increase over all Saturday
games league-wide (avg.
4,885 vs. avg. 4,478)

SUNDAY

20%

Increase over all Sunday
games league-wide (avg.
4,649 vs. avg. 3,883)



MARVEL GAMES PLAYED IN ...

JULY

34%

Increase over all July games
league-wide (avg. 5,159 vs.
avg. 3,846)

AUGUST

15%

Increase over all August
games league-wide (avg.
4,695 vs. avg. 4,086)

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 action scenes and characters, with prominent yellow speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HAH!".

PRE-GAME ACTIVATIONS

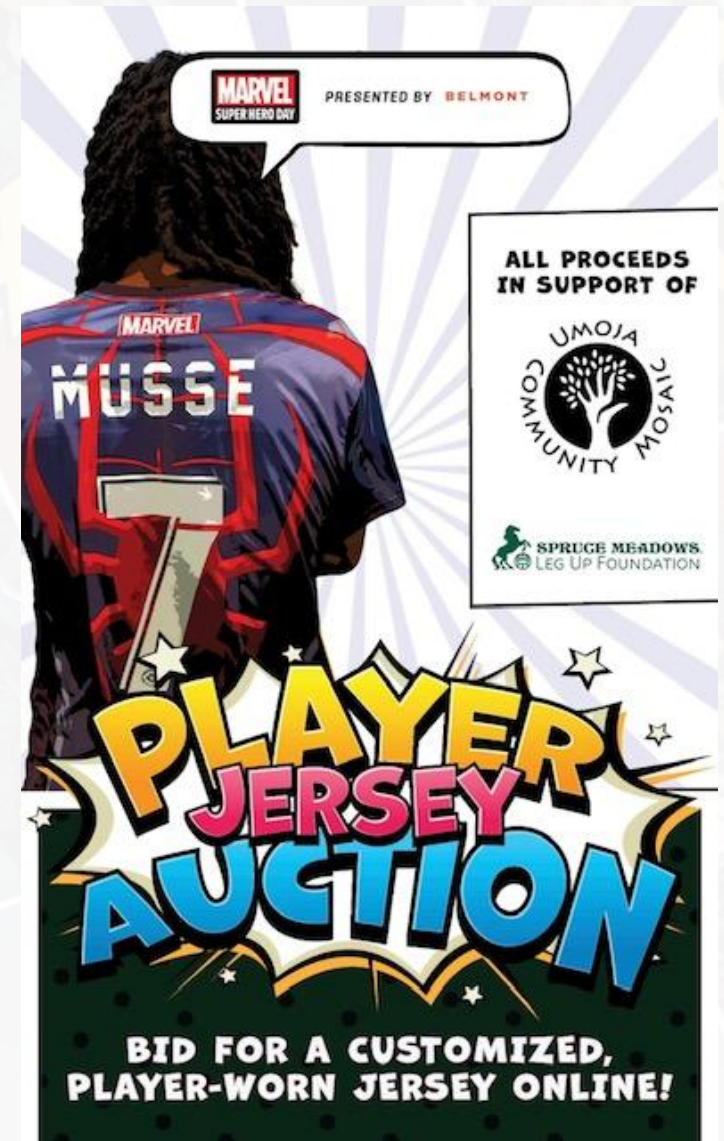


WARM-UP JERSEYS



Have you bid on YOUR Spider-Man Jersey yet?

[PLACE YOUR BID NOW](#)



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↻ Halifax Wanderers FC reposted



Canadian Premier League ✓ @CPLs... · 1m ...

Wanderers Grounds is ready for today's Marvel Super Hero™ Day game! 🦄

#CanPL | @HFXWanderersFC



1

↻ 1

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📊 42





SOCIAL MEDIA





APPROVED SOCIAL GRAPHICS

MARVEL SUPER HERO DAY

LEGENDS & HEROES

Match in support of **CHEO FOUNDATION**

ATLETICO OTTAWA vs **VALOUR FC**
JULY 21 | 2 PM
TD PLACE

Match Partner **BEYBLADE X**

© 2024 MARVEL



CAVALRY

HFX WANDERERS

SAT. AUG 10
2 P.M.
ATCO FIELD

MARVEL SUPER HERO DAY

PRESENTED BY **BELMONT**

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MARVEL SUPER HERO NIGHT

NEXT HOME MATCH

WEDNESDAY JUNE 19 - 7:00PM



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SOCIAL MEDIA POSTS



Vancouver Football Club @vantfootb... · 1d ...
Join us for our Marvel Super Hero™ Match on Sept 6th!

- Marvel x VFC posters by donation
- Match Worn Boot Giveaway
- Meet your favourite Superheroes
- Best Dressed Marvel Competition
- After Party at Oak and Thorne

Get tickets now: show.ps/1/cbad5c2f/

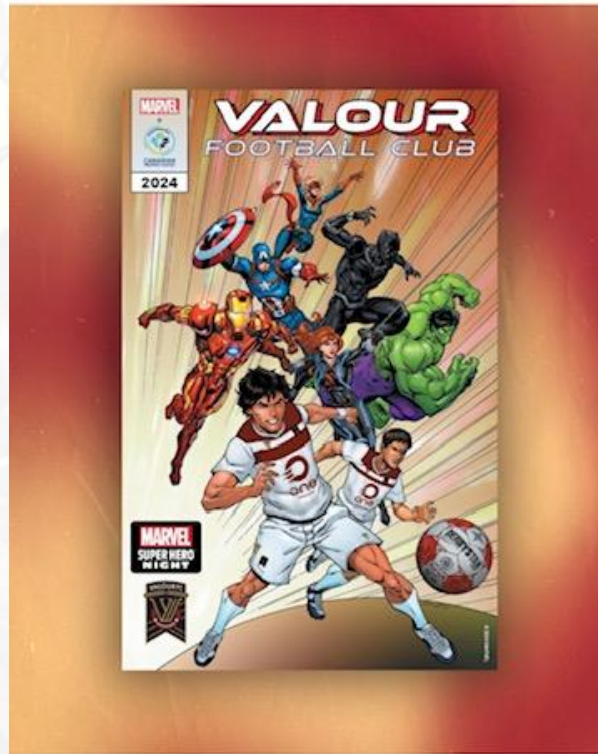
#VancouverFC



Canadian Premier League and 3 others



valourfootball



54 likes
valourfootball hot off the press. 🌟

snag a limited edition @marvel match poster from one of our fan ambassadors at Sunday's match while supplies last!



Cavalry FC @CPLCavalryFC · 51m ...
AVENGERS ASSEMBLE!
cavalryfc.canpl.ca/cavshq

Assemble with us for @marvel Super Hero™ Matchday, presented by #BelmontCalgary

- vs @hfxwanderersfc
- 2:00 P.M. MT
- ATCO Field at Spruce Meadows
- @onesoccer, TELUS CH. 980

#RideWithUs #CavsFC 🐾
@TheAnthemWay



SAT SEP 10 - 2 P.M. MT

MARVEL

IN-GAME GRAPHICS



MARVEL

RECAP VIDEO



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MARVEL

PLAYER COSPLAY



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MARVEL

PLAYER COSPLAY



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The background of the slide is a dense, light-colored collage of comic book panels. It features various characters and action scenes, including Iron Man, Spider-Man, and others, with prominent yellow sound effects like "I AM GROOT!", "ARGH!", "WABO!", and "YEE-HAH!".

RETAIL



RETAIL GRAPHICS

MATCH DAY SPECIAL

SATURDAY, JULY 27TH

\$5 Off

FORGE FC
MARVEL TEE

ONLY \$30 REG. \$35



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MARVEL SUPER HERO DAY PRESENTED BY BELMONT

CAVALRY FC | MARVEL
MERCH

MILES MORALES
SPIDER-MAN JERSEY

AVAILABLE IN STORE ONLY
AT THE CAVALRY FC SHOP!

LIMITED
QUANTITY
AVAILABLE

MARVEL
T-SHIRTS

\$34.99

FOR YOUTH AND
ADULT SIZES

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EARNED MEDIA





ARTICLES

<https://yorkunitedfc.canpl.ca/article/york-united-fc-partners-with-childhood-cancer-canada-and-north-york-general-hospital-for-marvel-super-hero-night>

<https://forgefc.canpl.ca/article/forge-fc-hosts-marvel-super-hero-night-on-july-27-a-must-attend-event-for-soccer-and-superhero-fans>



CONTACT

THANK YOU!

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