



Chicago Sky
Marvel Super Hero™ Program
Case Studies

CHICAGO SKY MARVEL SUPER HERO™ DAY 2023

On September 3rd 2023, the Chicago Sky hosted the first ever WNBA Marvel Super Hero™ Day. This fully immersive program featured:

- The first ever Shuri Black Panther bobblehead to the first 3,000 fans in attendance, along with a limited-edition poster featuring Sky players and Shuri to the first 10,000 fans in attendance*

As part of the game-day experience fans were treated to special in-game scoreboard activations and games



*ALL executions/activations are pending Marvel approval, and are subject to change

CHICAGO SKY MSHD ATTENDANCE STATS 2023

- The Marvel Super Hero™ Day activation drew 8,223 fans, resulting in a 14% increase in attendance over average (avg. 7,202 / 79% capacity), vs rival New York Liberty
- The event was the highest the 2nd attended Sunday game of the season at the time (highest 7/30/23, att. 8,914) It was also the 5th highest attended game of season overall at the time.
- The game was the highest attended game vs New York Liberty since the 2013 season (Wednesday 6/26/13, att. 8,911).

CHICAGO SKY MARVEL SUPER HERO™ NIGHT 2024

On September 8th 2024, the Chicago Sky hosted their second annual Marvel Super Hero™ Night. This fully immersive program featured:

- The first ever female athlete Marvel-Inspired bobblehead featuring Diamond DeShields in the spirit of Ironheart to the first 3,000 fans in attendance. The first 10,000 fans also received a limited-edition poster featuring Sky players and Ironheart.

As part of the game-day experience fans were treated to special in-game scoreboard activations and special edition retail.



CHICAGO SKY MARVEL DAY OVERVIEW

On August 3rd 2025, the Chicago Sky hosted their third Marvel Day. This fully immersive program featured:

- Courtney Vandersloot inspired by Sue Storm bobblehead to the first 1,500 fans in attendance, sponsored by Magellan.

As part of the experience, fans were also treated to:

- The Fantastic Four: First Steps movie trailer, courtesy of Marvel Studios
- Special in-game scoreboard activations





IN-GAME ACTIVATIONS

SCOREBOARD GRAPHICS



WARMUP SHIRTS



GIVEAWAYS



RETAIL

ITEM OF THE GAME

MARVEL SUPER HERO NIGHT
presented by **MAGELLAN**

IRONHEART LONG SLEEVE

IRONHEART T-SHIRT

AVAILABLE AT THE SKY STORE

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An advertisement for Ironheart merchandise. The background is blue with a white dotted pattern and radiating lines. On the left, two blue long-sleeved shirts are displayed, each featuring Ironheart in a flying pose. A white starburst graphic points to them with the text 'IRONHEART LONG SLEEVE'. On the right, two grey t-shirts are displayed, also featuring Ironheart. A white starburst graphic points to them with the text 'IRONHEART T-SHIRT'. A white starburst graphic at the bottom center contains the text 'AVAILABLE AT THE SKY STORE'. The top right corner features the 'MARVEL SUPER HERO NIGHT' logo in a black box, with 'presented by MAGELLAN' below it. The bottom left corner has the copyright notice '© 2024 MARVEL'. The background of the entire image is a dark grey pattern of various Marvel character icons.



MARKETING & PROMOTION

MARVEL ANNOUNCEMENT POSTS



Marvel Entertainment @Marvel · 3d

@chicagosky hosts the first ever WNBA Marvel Super Hero Day on September 3! Read more details on how you can receive a limited edition Shuri Black Panther bobblehead and a souvenir poster featuring star Sky players and Marvel characters: bit.ly/47Ss9QF

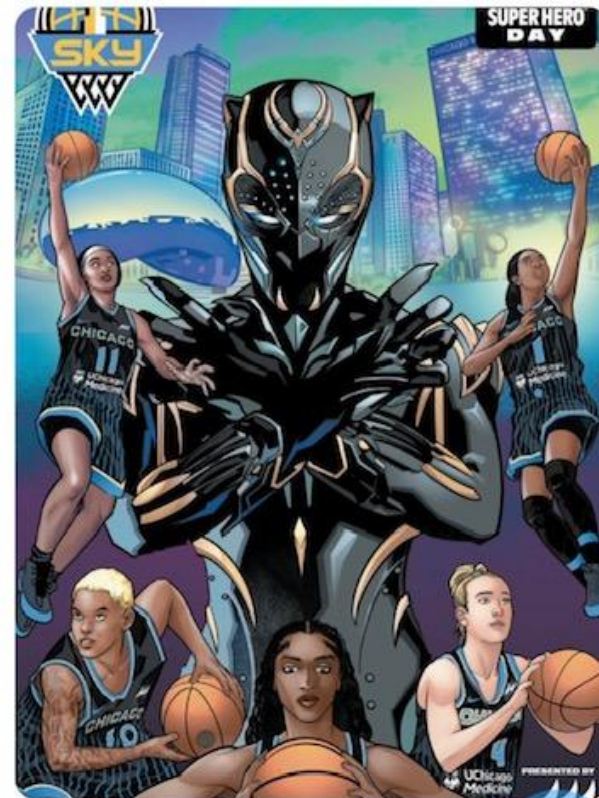


8 40 409 195K



Marvel Entertainment @Mar... · 8/11/23

Your favorite Super Heroes are headed to #Skytown! The @ChicagoSky are hosting their first-ever Marvel Super Hero Day on September 3! Get your tickets now and receive a poster and bobblehead featuring Shuri on gameday: bit.ly/3QzhfsV #ad



SOCIAL GRAPHICS

GIVEAWAY
SHURI BOBBLEHEAD

FOR THE FIRST 3000 FANS

LET'S GO SKYTOWN!

MARVEL SUPER HERO DAY

HALFTIME !!

GAMEDAY

SUNDAY SEPT. 3RD 2PM

PERFORMANCE BY THE GRIFFIN BROTHERS

BUY TICKETS NOW!!

TEAM POSTER
GIVEAWAY TO ALL FANS

FEATURING:
SHURI, KAHLEAH, MARINA
COURTNEY, ELIZABETH, DANA

PRESENTED BY
MAGELLAN

© 2023 MARVEL

MARVEL SUPER HERO DAY

GAMEDAY

SUNDAY SEPT. 3RD 2PM

PRESENTED BY
MAGELLAN

© 2023 MARVEL

SOCIAL GRAPHICS

MARVEL SUPER HERO DAY™

CHI-TOWN SKY

UPPER MERIDIAN

AT&T

Chicago

Wilson

VS

NEH

PRESENTED BY
MAGELLAN

SUNDAY
SEPT. 3RD
2PM

© 2023 MARVEL

TEAM POSTER
GIVEAWAY TO ALL FANS!

FEATURING

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

CHICAGO SKY

MARVEL SUPER HERO DAY

CHICAGO SKY

UPPER MERIDIAN

AT&T

Chicago

Wilson

PRESENTED BY
MAGELLAN

SOCIAL GRAPHICS

MARVEL
SUPER HERO NIGHT

VS

SPM

presented by
MAGELLAN

SKYTOWN

PRESSURE MAKES DIAMONDS

DIAMOND DeSHIELDS

TEAM POSTER
GIVEAWAY TO ALL FANS

GIVEAWAY
DIAMOND BOBBLEHEAD

FOR THE FIRST 3,000 FANS

SUNDAY
SEPT 8TH

Diamond DeShields

© 2024 MARVEL

This graphic features a large image of Diamond DeShields in a Chicago Sky jersey. It includes promotional text for a game on Sunday, Sept 8th, and details about a team poster and diamond bobblehead giveaway for the first 3,000 fans. Logos for Marvel Super Hero Night, SPM, and Magellan are present.

POWERED BY AMGEN

GAMEDAY

LET'S GO SKYTOWN!!

SPM

U MARQUEE

MARVEL
SUPER HERO NIGHT

presented by
MAGELLAN

VS

This graphic features Diamond DeShields in a white Skytown jersey with 'SKY 0' and 'UChicago Medicine' on it. It includes promotional text for a game on Sunday, Sept 8th, and details about a team poster and diamond bobblehead giveaway for the first 3,000 fans. Logos for Marvel Super Hero Night, SPM, and Magellan are present.

SOCIAL GRAPHICS

MARVEL
SUPER HERO NIGHT

SUPER HERO NIGHT EXIT GIVEAWAY



PICK UP YOUR FREE
SUPER HERO NIGHT
POSTER UPON
EXITING THE GAME!

*LIMITED TO FIRST 5,000 FANS

CHICAGO SKY
20 SEASONS
WWW

© 2025 MARVEL

MAGELLAN CORPORATION
SeaTrade company

MARVEL
SUPER HERO NIGHT

SUPER HERO NIGHT



PRESENTED BY
MAGELLAN CORPORATION
SeaTrade company

PHOENIX MERCURY VS CHICAGO SKY

SUNDAY, AUGUST 3 5PM CT
WINTRUST ARENA

© 2025 MARVEL

MARVEL
SUPER HERO NIGHT

SUPER HERO NIGHT GIVEAWAY



COURTNEY
VANDERSLOOT
BOBBLEHEAD

VERY LIMITED QUANTITY AVAILABLE
ONLY THROUGH THE CERMAK
& INDIANA ENTRANCE.

CHICAGO SKY
20 SEASONS
WWW

© 2025 MARVEL

MAGELLAN CORPORATION
SeaTrade company

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



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

Chicago Sky @chicagosky · 42m
Hero up, Chicago, it's gameday!

vs @DallasWings
@WintrustArena
5PM CT
@wciu, @WatchMarquee Plus (stream)
bit.ly/3uZSYUE

#skytown | @Amgen



Diamond DeShields

Chicago Sky @chicagosky · 17h
Skytown, ASSEMBLE

Join us tomorrow for our @Marvel Super Hero™ Night when we take on the Dallas Wings! First 3000 fans in attendance will receive a @diamonddoesit1 Ironheart bobblehead!

bit.ly/3uZSYUE

#skytown | @MagellanCorp



5 40 331 15K

Chicago Sky @chicagosky · 22m
Diamond, meet mini-Diamond 🧸

#skytown | @diamonddoesit1



1 25 228 4K

SOCIAL POSTS



Chicago Sky @chicagosky · 13h
in honor of Marvel Night, we asked our players to name their favorite superheroes 🤔

here's what they said ↓

#skytown



2 7 54 5.9K

chicagosky

1,376 13 65

chicagosky @marvel meets @wintrustarena tomorrow as we face the Phoenix Mercury

@sloot22 bobbleheads available only at the main entrance voucher required and MUST be redeemed by halftime, so get here early to secure yours!



Chicago Sky @chicagosky · 16h
Marvel is coming to @WintrustArena tomorrow as we face the Phoenix Mercury 🦸

bobbleheads available only at the main entrance → voucher required and MUST be redeemed by halftime, so get here early to secure yours!

& grab your matchup poster on the way out at any exit after the [Show more](#)




6 24 167 8K

PLAYER GRAPHICS

chicagosky

10



STRENGTH...

COURTNEY WILLIAMS

© 2023 MARVEL

Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

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SPEED...

REBEKAH GARDNER

© 2023 MARVEL

Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

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STAMINA...

ROBYN PARKS

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Liked by yenrac_niltiac and 323 others

chicagosky Super heroes on the court, off the court, and in the stands. That's SkyTown. Join us for the WNBA's first ever Marvel Super Hero™ Day (🔥) and get your Black Panther Shuri bobblehead at the game Sept. 3.

GAMEDAY GRAPHICS

MARVEL SUPER HERO DAY

GAME DAY

POWERED BY
HORIZON

WATCH AT
2PM CT
ESPN 2

MARVEL SUPER HERO DAY

KNOW YOUR OPPONENT

SEPT 3, 2023 | 2PM CT | CHICAGO, IL | ESPN 2

 VS 

15 - 21 **29 - 7**

LAST MATCH UP : 89 - 73 SKY SERIES LEADER : 34 - 31 SKY



LINEUP GRAPHICS

MARVEL SUPER HERO DAY

🏀 vs 🏆

STARTING 5

4 MARINA

10 COURTNEY

2 KAHLEAH

25 MORGAN

1 ELIZABETH

Ford

SOCIAL TEMPLATES





PROMOTIONAL VIDEOS

ASK THE PLAYERS

*WHAT SUPERPOWER
WOULD YOU HAVE?*

[CLICK HERE TO PLAY](#)

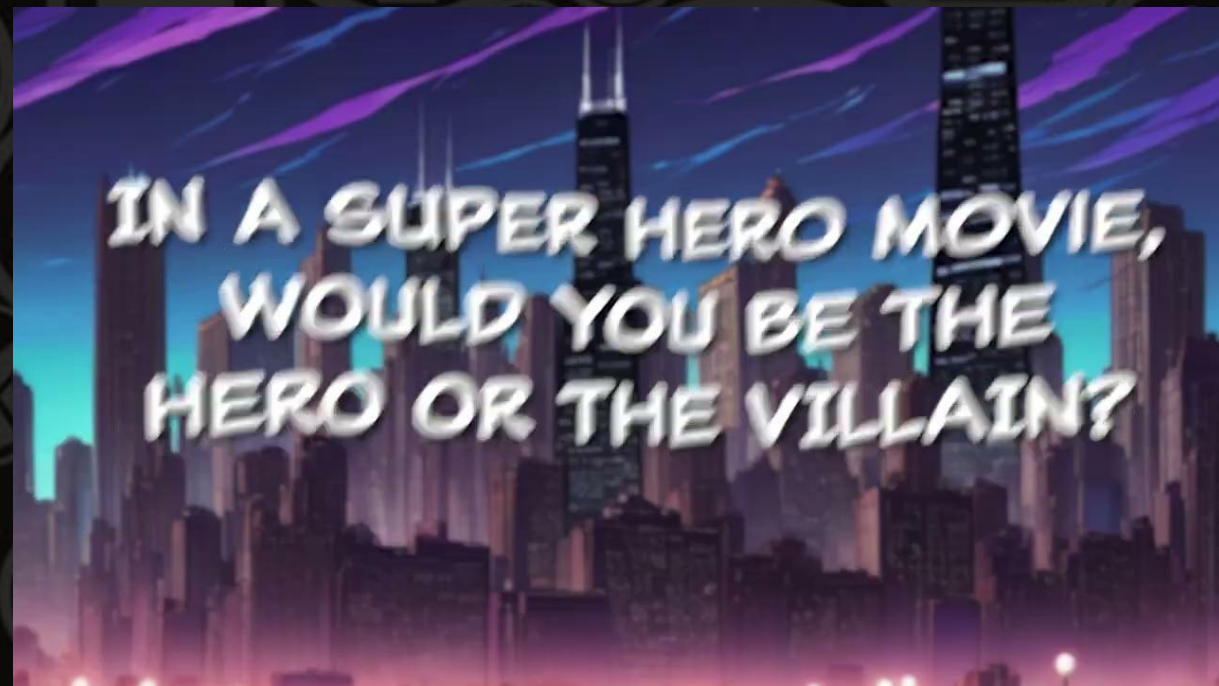
*WHICH TEAMMATE
IS MOST LIKE A
MARVEL SUPER HERO?*

[CLICK HERE TO PLAY](#)

ASK THE PLAYERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

ASK THE PLAYERS



WHICH SUPER HERO
WOULD YOU BE?

[CLICK HERE TO PLAY](#)

ASK THE PLAYERS VIDEO



[CLICK HERE TO PLAY](#)

ASK THE PLAYERS VIDEO



What makes Sloat a superhero is just her longevity in this league.

[CLICK HERE TO PLAY](#)

PLAYER REACTION VIDEO



[CLICK HERE TO PLAY](#)



EARNED MEDIA

FOX 32 CHICAGO INTERVIEW



[CLICK HERE TO PLAY](#)

ATHLIFE

MARVEL

Since 2009, AthLife Unlimited has worked to bring together
Marvel Entertainment and the world of sports.

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