

**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

- Increased ticket sales
- New fan acquisition
- Retail sales
- Fans arrive early and stay later
- Enhance the fan gameday experience
- Sponsorship activation
- Social media buzz





# ECHL 2024-25 ATTENDANCE HIGHLIGHTS

- **Tahoe Knight Monsters (3/28/25) - Reported Attendance: 4,203** . MSHD game produced a 22% increase in attendance over average (avg. 3,434). The game was tied for their highest attended game at the time, and tied for the highest attended Friday game at the time. The game produced a 14% increase for a Friday game (avg. 3,698).
- **Florida Everblades (3/28/25)- Reported Attendance: 6,705.** MSHD game produced a 10% increase in attendance over average (avg. 6,705). The game was their 6th highest attended game of the season at the time and highest Friday day game. The game produced an 8% increase for a Friday game (avg. 6,847).
- **Trois-Rivieres Lions (3/29/25)- Reported Attendance: 3,159.** MSHD game produced a 25% increase in attendance over average (avg. 2,532). The game was their 7th highest attended game of the season at the time and their 2nd highest Saturday game at the time. The game produced a 29% increase for a Saturday game (avg. 2,453) and was 47% higher than their 2023-24 MSHD (Tuesday 1/23/24, att. 2,150)



# ECHL 2023-24 ATTENDANCE HIGHLIGHTS

- **Kalamazoo Wings (1/12/24) - Reported Attendance: 4,638** . MSHD game produced a 29% increase in attendance over average (avg. 3,589). The game was their 3rd highest attended game at the time, and 2nd highest attended Friday game at the time (highest 11/3/23, att. 4,750). The game was 34% higher than their 2022-23 MSHD game (Sat 12/10/22, att. 3,473). The game produced an 18% increase for a Friday game (avg. 3,936).
- **Cincinnati Cyclones (1/27/24)- Reported Attendance: 9,601.** MSHD game produced a 38% increase in attendance over average (avg. 6,972). The game was their 3rd highest attended game of the season at the time and 2nd highest Saturday game (highest 1/6/24, att. 14,258). The game produced a 30% increase for a Saturday game (avg. 7,403). It was also their highest attended game with a giveaway at the time. The game was 3% higher than 2022-23 Saturday MSHD (Saturday 1/28/23, att. 9,286).
- **South Carolina Stingrays (3/2/24)- Reported Attendance: 6,493.** MSHD game produced a 29% increase in attendance over average (avg. 5,034). The game was their 5th highest attended game of the season at the time and their 4th highest Saturday game at the time. The game produced a 6% increase for a Saturday game (avg. 6,111) and was their 4th highest game with a theme night/giveaway.



# ECHL 2022-23 ATTENDANCE STATS HIGHLIGHTS

**Iowa Heartlanders (3/10/23)** - Marvel Super Hero Game produced a **53%** increase in attendance over average (reported attendance. 2,906 vs avg. 1,901). The game produced an 11% increase over average for a Friday game (avg. 2,623)

**Cincinnati Cyclones (1/28/23)**- Marvel Super Hero Game produced a **46%** increase in attendance over average (reported attendance. 9,286 vs. avg. 6,365). The game was their 3rd highest attended Saturday game at the time and produced a 12% increase over average for a Saturday game (avg. 8,321)

**Atlanta Gladiators (3/24/23)**- Marvel Super Hero Game produced a **45%** increase in attendance over average (reported attendance. 6,558 vs. avg. 4,518). The game was their 2nd highest attended Friday game at the time and produced a 14% increase over average for a Friday game (avg. 5,735)



# ECHL YEAR OVER YEAR ATTENDANCE STATS

**2021-22**

Average Attendance  
(23 games)

**4,801**

**2022-23**

Average Attendance  
(14 games)

**5,699**

**2023-24**

Average Attendance  
(13 games)

**6,074**

**+19%**

**INCREASE YOY**

**+7%**

**INCREASE YOY**

**+27%** Increase since 2021-22



# AHL 2024-25 ATTENDANCE STATS HIGHLIGHTS

**Providence Bruins (11/10/24)-** The Marvel Super Hero Day activation drew 8,151 fans, resulting in a **19% increase** in attendance over average (avg. 6,864, vs division rival Hartford Wolf Pack).

The event was the highest attended Sunday game of the season at the time and provided an **25% increase** over average for a Sunday game (avg. 6,531). It was also the 2nd highest attended game of season overall at the time (highest 10/11/24 Opening Night, att. 9,189).



# AHL 2023-24 ATTENDANCE STATS HIGHLIGHTS

**Providence Bruins (11/10/23)** - Marvel Super Hero Game produced a **19%** increase in attendance over average (reported attendance 7,633 vs avg. 6,441). The game was the 3rd highest attended game of the season at the time, and the 2nd highest attended Friday game at the time (highest Opening Night, 10/13/23 att. 9,147)

**Providence Bruins (11/12/23)**- Marvel Super Hero Game produced a **31%** increase in attendance over average (reported attendance 8,873 vs. avg. 6,788). The game was their highest attended Sunday game at the time and produced a 18% increase over average for a Sunday game (avg. 7,525)



# AHL 2022-23 ATTENDANCE STATS HIGHLIGHTS

**Providence Bruins (11/19/22)** - The Marvel Super Hero Day activation drew 8,097 fans, resulting in a 18% increase in attendance over average (avg. 6,871, vs division rival Lehigh Valley Phantoms (Highest attended game vs Lehigh Valley at the time)

The event was the highest attended Saturday game of the season at the time and provided a 12% increase over average for a Saturday game (avg. 7,213). It was also the 2nd highest attended game of season overall at the time (Highest 10/14 Home Opener, att.9,051).

The game was 19% higher than previous home game on Friday 11/18 vs Lehigh Valley (att. 6,826, Poster Giveaway)

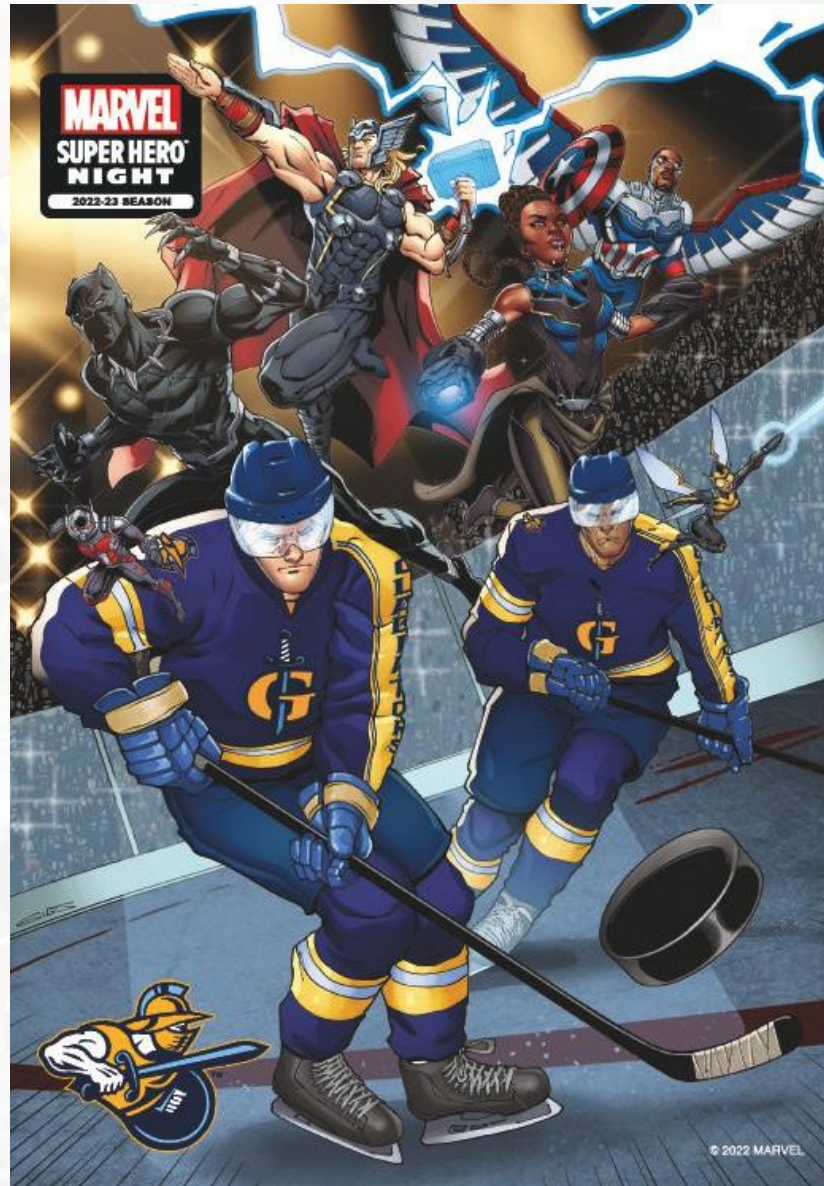
The game was 5% higher than comparable 2019 second Saturday home game of the season (Saturday 10/26/19 vs Laval, att. 7,742)



# ECHL/AHL PROMOTIONAL GIVEAWAYS BEST PRACTICES

**MARVEL**

# EXCLUSIVE POSTERS



**MARVEL**

# EXCLUSIVE POSTERS



**MARVEL**

# BOBBLEHEADS



**MARVEL**

# ADDITIONAL GIVEAWAYS



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 "YEE-HA!".

# CONTENT BEST PRACTICES

# MARVEL PRE GAME SOCIAL VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

# **MARVEL** POST GAME RECAP VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

**MARVEL**

# JERSEY REVEAL VIDEO



[CLICK HERE TO PLAY](#)

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 action scenes and characters, with prominent sound effects like "POW!", "BOOM!", "YEE-HA!", and "WAAAAH!" scattered throughout. The overall aesthetic is that of a classic comic book page.

# MARKETING BEST PRACTICES

# MARVEL SOCIAL MEDIA GRAPHICS



**MARVEL**  
SUPER HERO™ WEEKEND  
SUNDAY  
**NOV 20**  
3:05 PM vs BRI  
ME +3  
TICKET OFFER

© 2022 MARVEL



Ascension  
St. Vincent's



**MARVEL**  
SUPER HERO NIGHT

FRIDAY, FEBRUARY 3 | 7PM

TICKETS AS  
LOW AS \$15

© 2022 MARVEL

# MARVEL SOCIAL MEDIA GRAPHICS





**MARVEL**  
SUPER HERO WEEKEND

FRIDAY • 7:05PM  
**NOV 10**  
PROVIDENCE VS SPRINGFIELD

© 2023 MARVEL

**SAMEDI**

14.01  
15H00  vs 

**MARVEL**  
MATCH DES  
SUPER-HÉROS™



**BILLETS À  
PARTIR DE 17\$**  
ACHETEZ AU [LIONS3R.COM](http://LIONS3R.COM)

© 2023 MARVEL

# MARVEL SOCIAL MEDIA GRAPHICS



**MARVEL**  
SUPER HERO™ WEEKEND

SUNDAY • 3:05PM

**NOV 12**

PROVIDENCE VS HARTFORD



© 2023 MARVEL

This graphic features Rocket Raccoon from Guardians of the Galaxy, wearing his signature orange and black gear and holding a large blaster. The background is a purple and pink starry space. Text is overlaid on the left side, including the event name, date, and time. Logos for the Providence Bruins and Wolf Pack are also present.



**MARVEL**  
SUPER HERO NIGHT

THIS SAT. AT 6:05PM



© 2022 MARVEL

This graphic features a circular collage of Marvel Super Hero characters including Iron Man, Captain America, Thor, Hulk, Spider-Man, and Wolverine. The background is black with a repeating pattern of various Marvel symbols. Text is overlaid at the bottom, including the event name, date, and time. The Pittsburgh Penguins logo is in the top right corner.

# SOCIAL GRAPHICS



**MARVEL**  
SUPER HERO WEEKEND

FRIDAY • 7:05PM  
**NOV 08**

SUNDAY • 3:05PM  
**NOV 10**

vs BRI • Amica Mutual Pavilion

vs HFD • Amica Mutual Pavilion



**MARVEL**  
SUPER HERO WEEKEND

FRIDAY • 7:05PM  
**NOV 8**

vs BRI • Amica Mutual Pavilion



**MARVEL**  
SUPER HERO WEEKEND

SUNDAY • 3:05PM  
**NOV 10**

vs HFD • Amica Mutual Pavilion



**MARVEL**  
SUPER HERO WEEKEND



**GAME DAY**

MARVEL SUPER HERO™ WEEKEND x PROVIDENCE BRUINS



**TONIGHT**  
7:05PM • VS BRI  
PROVIDENCE, RI

AMP  
Amica Mutual Pavilion  
PROVIDENCE

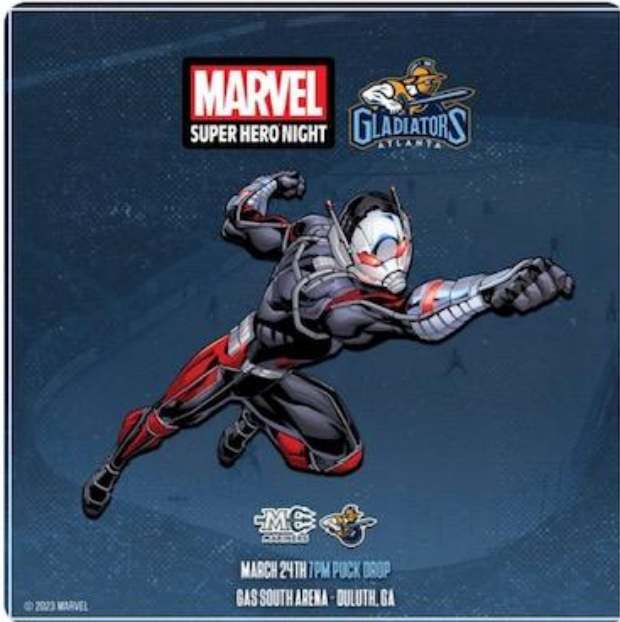
# MARVEL SOCIAL POSTS



**Atlanta Gladiators** @atlgliators · 1d  
We're putting the "ant" in Atlanta on March 24th for **Marvel Super Hero Night!**

The Glads will be rocking special Ant-Man themed jerseys that will be auctioned off after the game.

[bit.ly/3Jc7HyA](https://bit.ly/3Jc7HyA)



1 2 13 1,856



**Providence Bruins** @AHLBruins · 35m

It's **#AHLBruins** Game Day  
Tonight at 7:05pm vs LHV  
Marvel Super Hero™ Weekend  
[@The\\_AMPPVD](https://twitter.com/The_AMPPVD)  
Me+3 Offer: [bit.ly/3KTvsMD](https://bit.ly/3KTvsMD)



1 1 8



**Providence Bruins**  
@AHLBruins

Get set for a GALACTIC game day  
**#AHLBruins** fans!  
Tonight at 7:05pm vs SPR  
Marvel Super Hero™ Weekend  
Costumes, Characters & More  
Amica Mutual Pavilion  
Me+3 Ticket Offer: [bit.ly/47wmcYV](https://bit.ly/47wmcYV)



# MARVEL SOCIAL POSTS



**WBS Penguins**   
@WBS Penguins

Saturday night... 🙄

[wbspenguins.com/events/marvel-...](https://wbspenguins.com/events/marvel-...)



7:33 PM · 3/29/22 · [Twitter Media Studio](#)

1 Quote Tweet 15 Likes



**Providence Bruins** @AHLBruins · 33m

Galactic GAME DAY take 🙌 today at The AMP! 🇺🇸

Today at 3:05pm vs HFD

Marvel Super Hero™ Weekend

Characters, Costumes & More

Me+3 Special Offer: [bit.ly/3SET3qg](https://bit.ly/3SET3qg)



🗨️ ↻ 1 ❤️ 8 📊 895 ↗



**kalamazooings**

**THOR CHARACTER APPEARANCE TICKET PACKAGE**

**MARVEL SUPER HERO NIGHT**  
12/10

**K-WINGS** **\$55**

1 Game Ticket (White Level)	Marvel Lunch Box
Marvel Poster	Private Character Appearance

© 2022 MARVEL

📍 🗨️ 📌

42 likes

kalamazooings Join us for 'Marvel Super Hero Night' and meet the Mighty Thor 🦊! Head to [K-Wings.com](https://K-Wings.com) to secure your 'Thor Character Appearance Ticket Package' NOW! #maintainthetradition

November 23

# SOCIAL POSTS



**Providence Bruins** @AHLBruins · 3h  
Just a friendly neighborhood #SpiderManDay reminder that this season's #AHLBruins Marvel Super Hero™ Weekend (Nov 8th & 10th) will feature everyone's favorite web-slinger! 🕸️

Lock up seats with a Season Membership now for just \$1 down! ➡️ [providencebruins.com/membership](https://providencebruins.com/membership)



1 6 1.4K



**Providence Bruins** @AHLBruins · 8h  
It's GAME DAY #AHLBruins fans! 📺  
🕸️ TONIGHT at 7:05pm vs BRI  
🕸️ Marvel Super Hero™ Weekend  
🕸️ Appearance by Spider-Man & much more!  
👉 Supporting @SORhodeIsland  
📺 \$10 OFF SPECIAL OFFER: [bit.ly/4hwvyK1](https://bit.ly/4hwvyK1)



1 5 1.3K



**Providence Bruins** @AHLBruins · 59m  
📺 Sunday GAME DAY on tap #AHLBruins fans! 📺  
🕸️ TODAY at 3:05pm vs HFD  
🕸️ Marvel Super Hero™ Weekend  
🕸️ Appearance by Spider-Man  
👉 Costume Contests, Fan Cams & More!  
👉 Supports @SORhodeIsland  
📺 Special Offer ➡️ [ProvidenceBruins.com](https://ProvidenceBruins.com)



1 6 977

# MARVEL IN-GAME GRAPHICS

2ND INTERMISSION

LHV  
PRO


PROVIDENCE PHANTOMS

PHANTOMS VS PROVIDENCE

21

SATURDAY, NOVEMBER 19  
PROVIDENCE, RI

RHODE ISLAND RESTORATION



5 4


KUNTAR 8

CALLAHAN 23

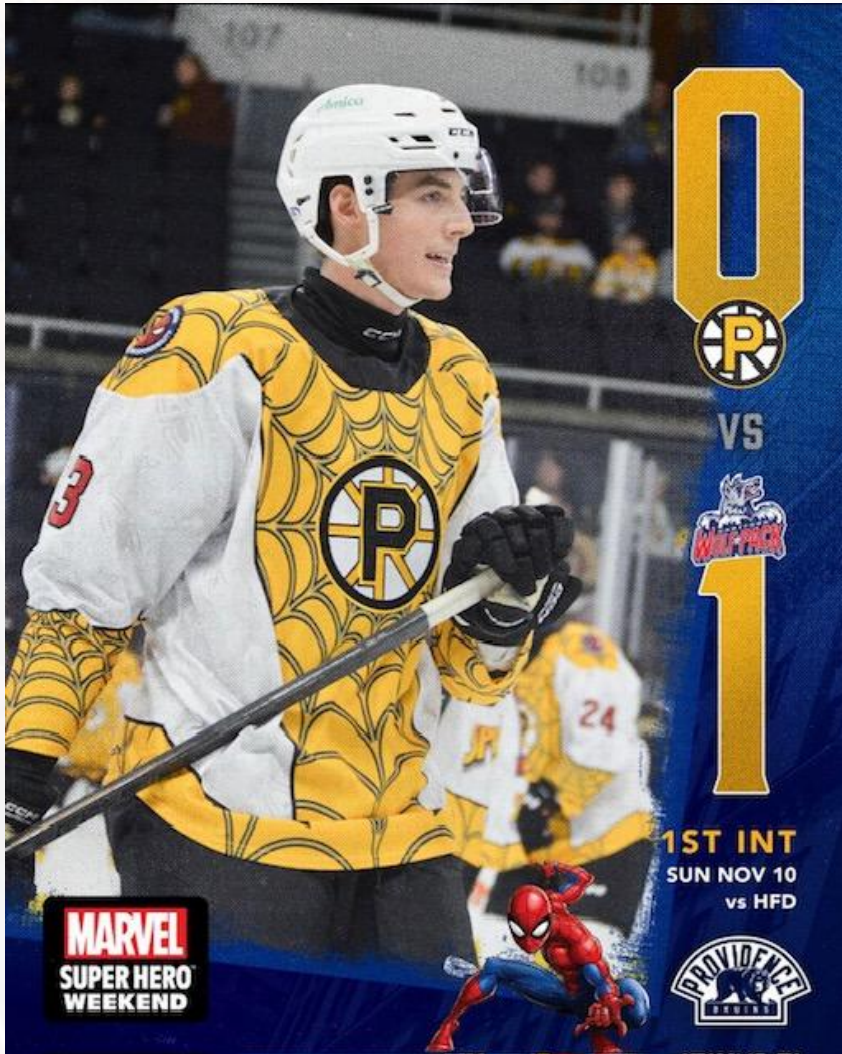
Lifespan  
Delivering health with care

FINAL

FRIDAY NOVEMBER 10 • VS SPR • PROVIDENCE, RI

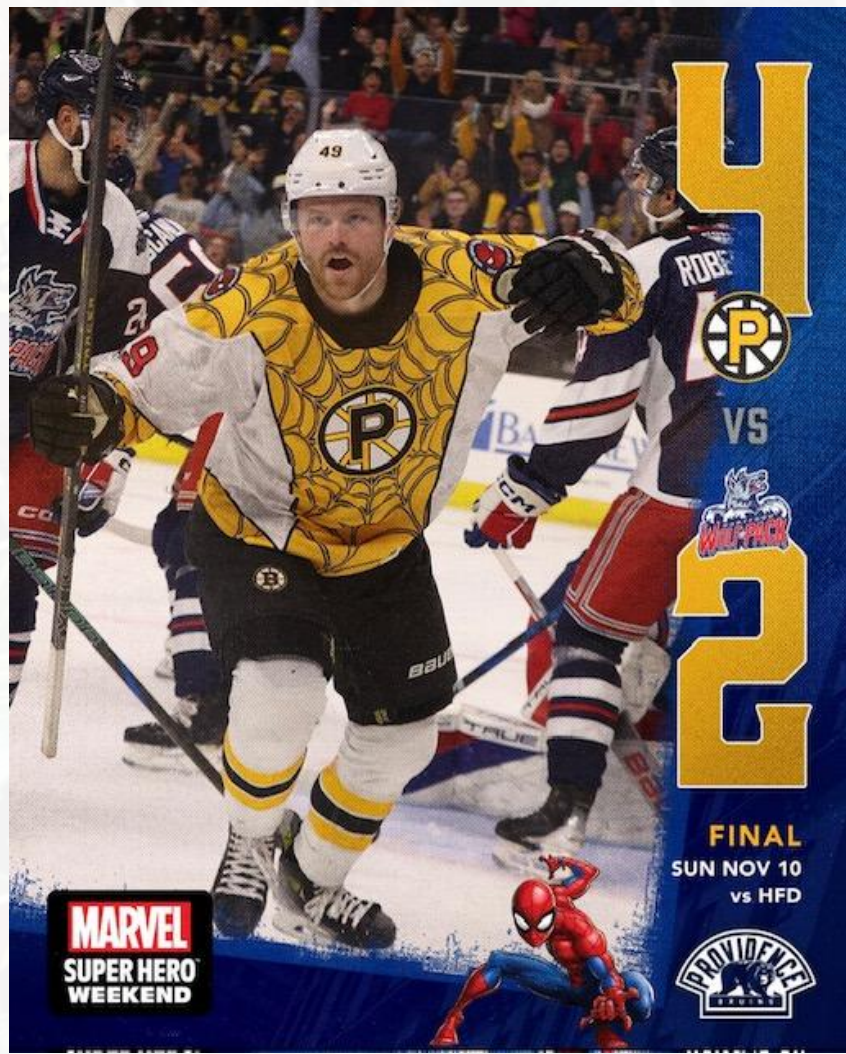


# MARVEL IN-GAME GRAPHICS



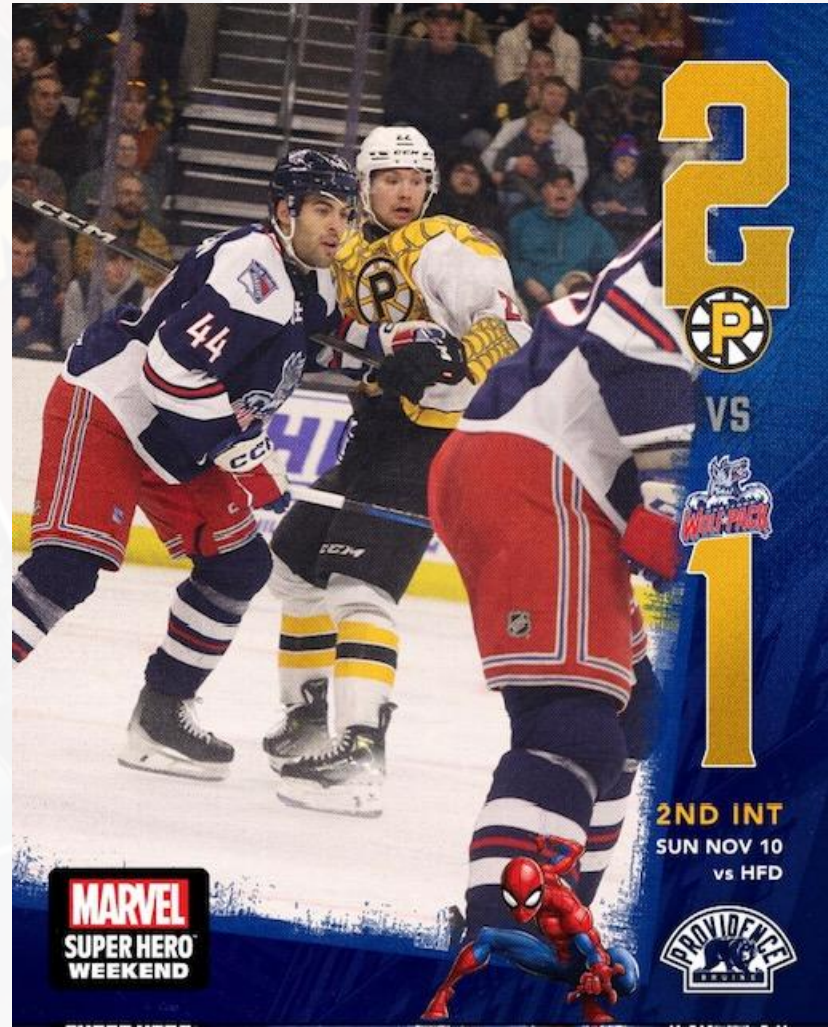
0  
P  
VS  
1  
1ST INT  
SUN NOV 10  
vs HFD  
MARVEL SUPER HERO WEEKEND  
PROVIDENCE BROWNIES

A hockey player in a yellow and white jersey with a Spider-Man pattern and a 'P' logo is shown on the ice. The background is a blue graphic with a large yellow '0' and '1' separated by 'VS'. The Providence Brownies logo is at the bottom right.



4  
P  
VS  
2  
FINAL  
SUN NOV 10  
vs HFD  
MARVEL SUPER HERO WEEKEND  
PROVIDENCE BROWNIES

A hockey player in a yellow and white jersey with a Spider-Man pattern and a 'P' logo is celebrating on the ice. The background is a blue graphic with a large yellow '4' and '2' separated by 'VS'. The Providence Brownies logo is at the bottom right.



2  
P  
VS  
1  
2ND INT  
SUN NOV 10  
vs HFD  
MARVEL SUPER HERO WEEKEND  
PROVIDENCE BROWNIES

Two hockey players are shown in action on the ice. The background is a blue graphic with a large yellow '2' and '1' separated by 'VS'. The Providence Brownies logo is at the bottom right.

# MARVEL IN-GAME GRAPHICS



# MARVEL SPECIAL TICKET PACKAGE PROMO



**DEC. 10**

**K-WINGS vs WHEELING NAT 7/15**

**GIVEAWAY!**

**MARVEL SUPER HERO NIGHT**

© 2022 MARVEL

This promotional graphic features Thor in his red and gold armor, holding his hammer Mjolnir. He is positioned next to a K-Wings aircraft. The background is a light grey with a subtle pattern. The text 'DEC. 10' is prominently displayed at the top. Below it, 'K-WINGS vs WHEELING NAT 7/15' is written vertically on the right side. On the left, a grey tote bag with a pattern of small superhero figures is shown, with the word 'GIVEAWAY!' written below it. At the bottom center, the 'MARVEL SUPER HERO NIGHT' logo is present, along with a small copyright notice '© 2022 MARVEL'.



**MARVEL SUPER HERO NIGHT**

**HULK BOBBLEHEAD**

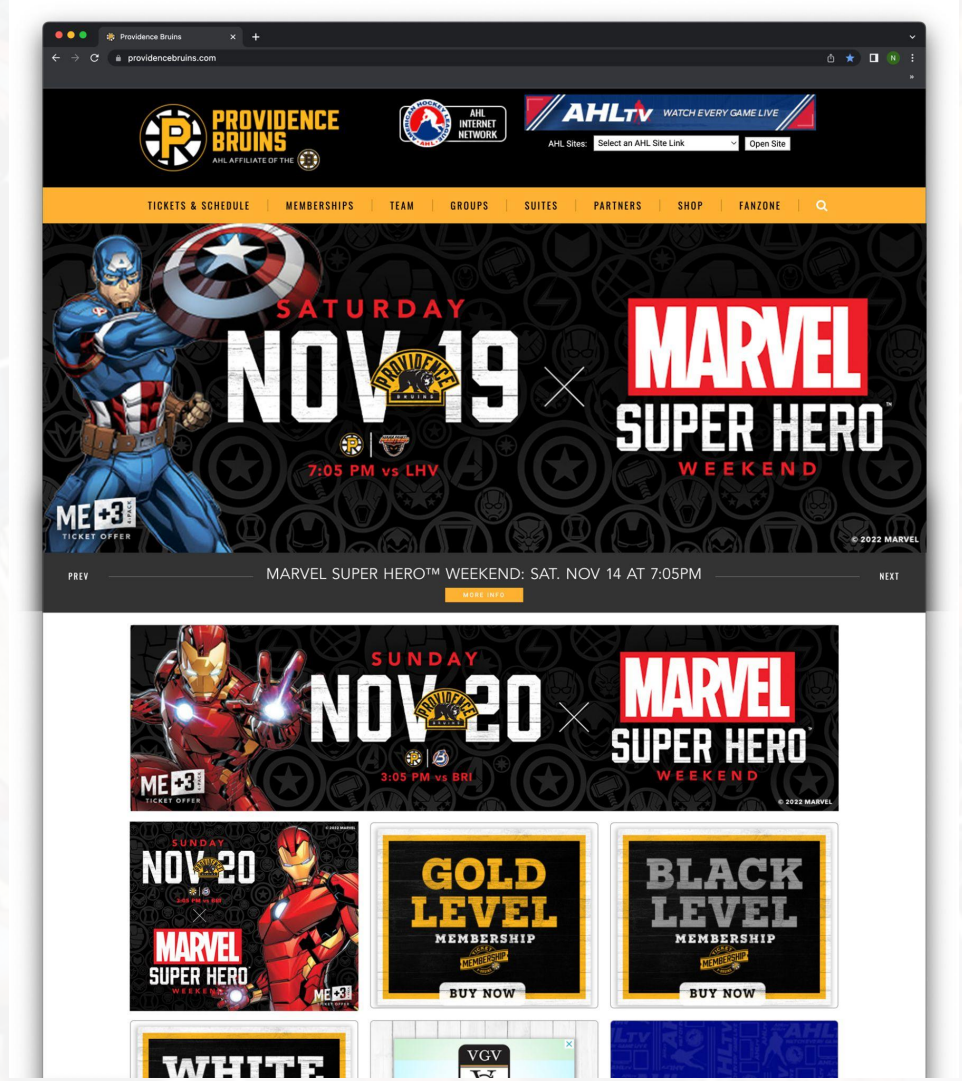
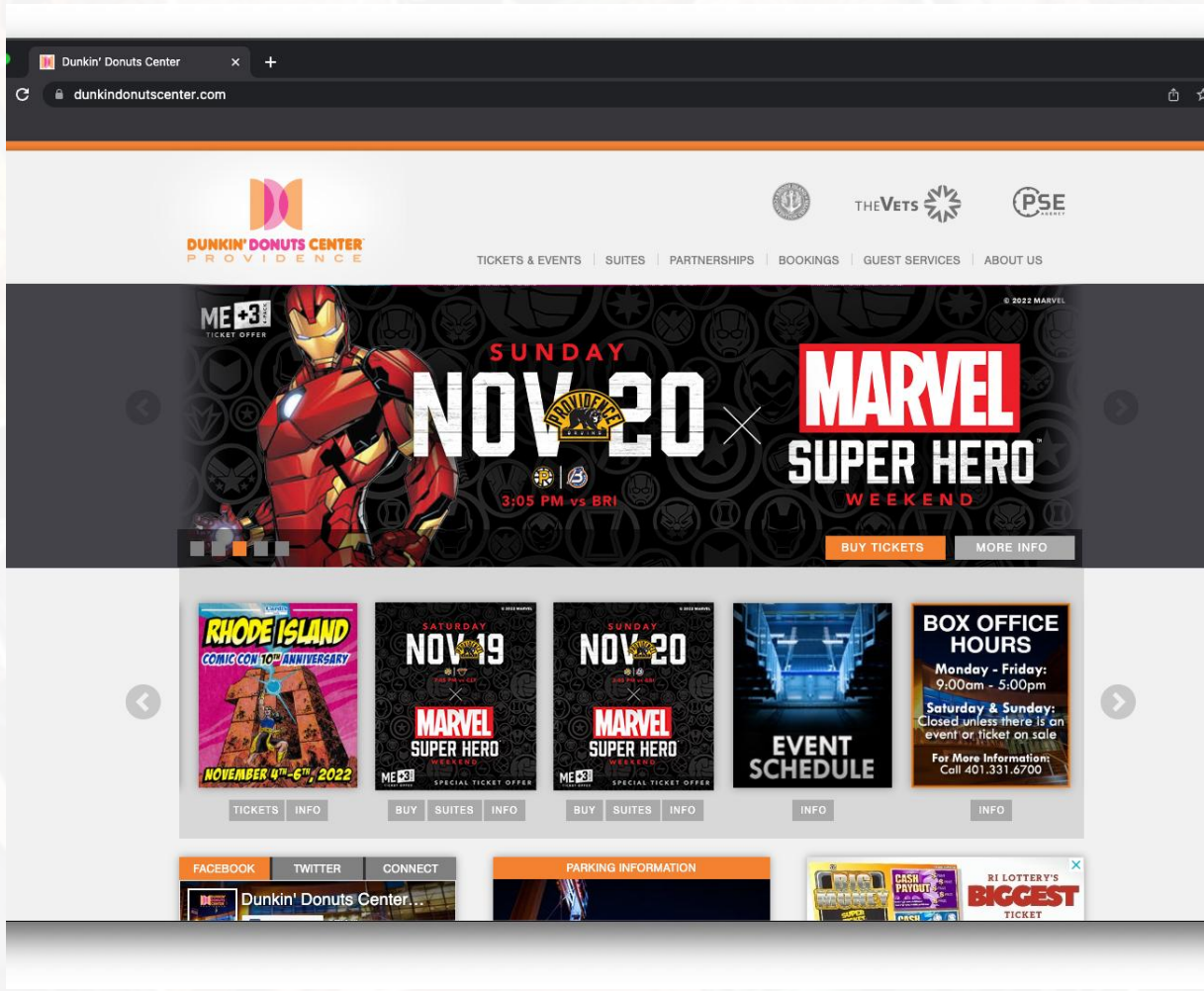
TICKET PACKAGES AVAILABLE  
[TOLEDOWALLEYE.COM](http://TOLEDOWALLEYE.COM)

**HULK**

© 2023 MARVEL

This promotional graphic features a large, green Hulk bobblehead figure on a blue base. The figure is in a classic Hulk pose, flexing its muscles. The background is a light grey with a subtle pattern. The text 'MARVEL SUPER HERO NIGHT' is at the top left. Below it, 'HULK BOBBLEHEAD' is written in large, bold, green letters. Underneath that, 'TICKET PACKAGES AVAILABLE' is written in white on a dark purple brushstroke, followed by the website 'TOLEDOWALLEYE.COM' in green. At the bottom left, there is a smaller illustration of the Hulk flexing. The name 'HULK' is written on the blue base of the bobblehead. A copyright notice '© 2023 MARVEL' is at the bottom right.

# MARVEL WEBSITE GRAPHICS



# MARVEL WEBSITE GRAPHICS

TICKETS & SCHEDULE | MEMBERSHIPS | TEAM | GROUPS | SUITES | PARTNERS | SHOP | FANZONE | Q



PROVIDENCE

**P**

FRIDAY | 7:05PM

**NOVEMBER 10**

PROVIDENCE VS SPRINGFIELD



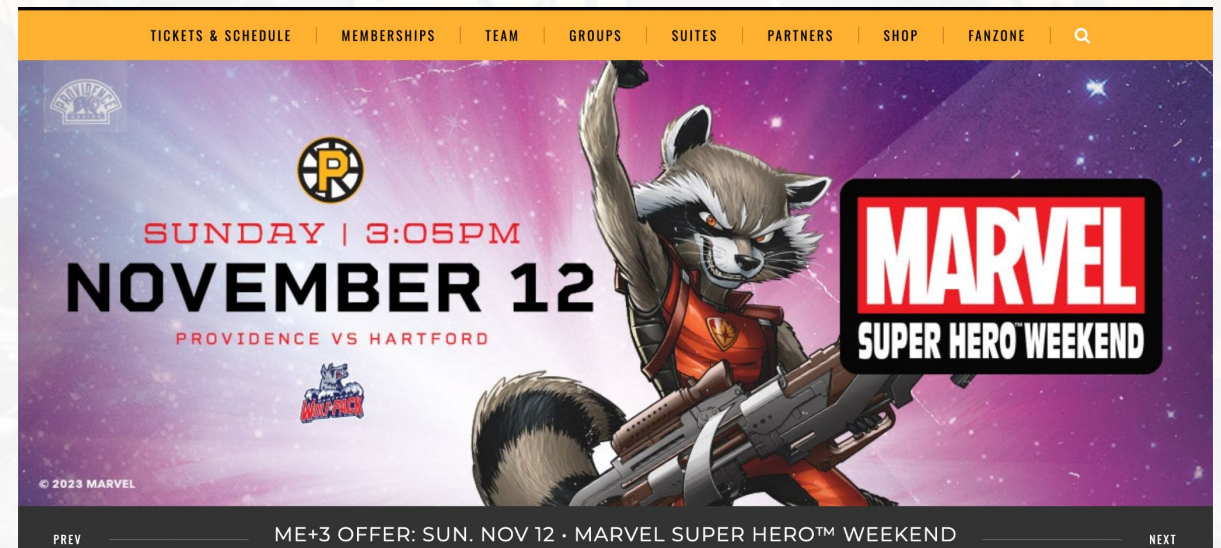
**MARVEL**  
SUPER HERO WEEKEND

© 2023 MARVEL

PREV ME+3 OFFER: FRI. NOV 10 • MARVEL SUPER HERO™ WEEKEND NEXT

This banner features a purple and pink starry background. On the left is the Providence Bruins logo. In the center is the character Groot. On the right is a black box with the 'MARVEL SUPER HERO WEEKEND' logo. The bottom navigation bar includes 'PREV', 'ME+3 OFFER: FRI. NOV 10 • MARVEL SUPER HERO™ WEEKEND', and 'NEXT'.

TICKETS & SCHEDULE | MEMBERSHIPS | TEAM | GROUPS | SUITES | PARTNERS | SHOP | FANZONE | Q




PROVIDENCE

**P**

SUNDAY | 3:05PM

**NOVEMBER 12**

PROVIDENCE VS HARTFORD



**MARVEL**  
SUPER HERO WEEKEND

© 2023 MARVEL

PREV ME+3 OFFER: SUN. NOV 12 • MARVEL SUPER HERO™ WEEKEND NEXT

This banner features a purple and pink starry background. On the left is the Providence Bruins logo. In the center is the character Rocket Raccoon. On the right is a black box with the 'MARVEL SUPER HERO WEEKEND' logo. The bottom navigation bar includes 'PREV', 'ME+3 OFFER: SUN. NOV 12 • MARVEL SUPER HERO™ WEEKEND', and 'NEXT'.

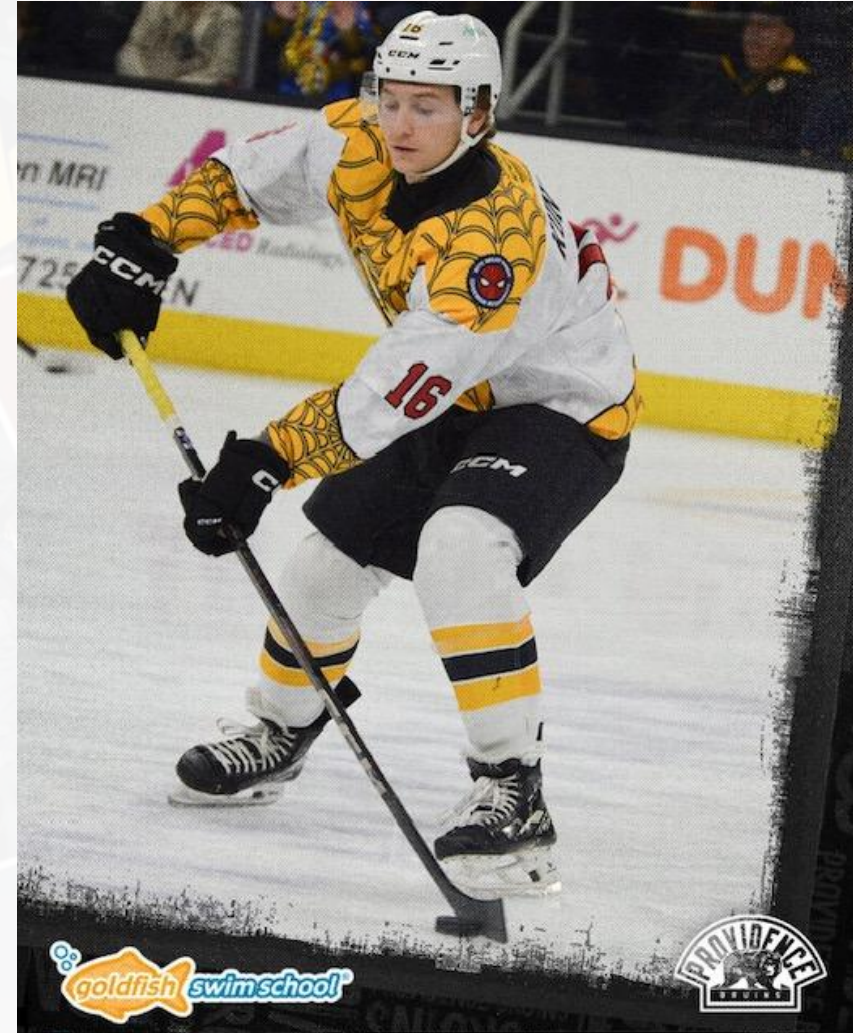
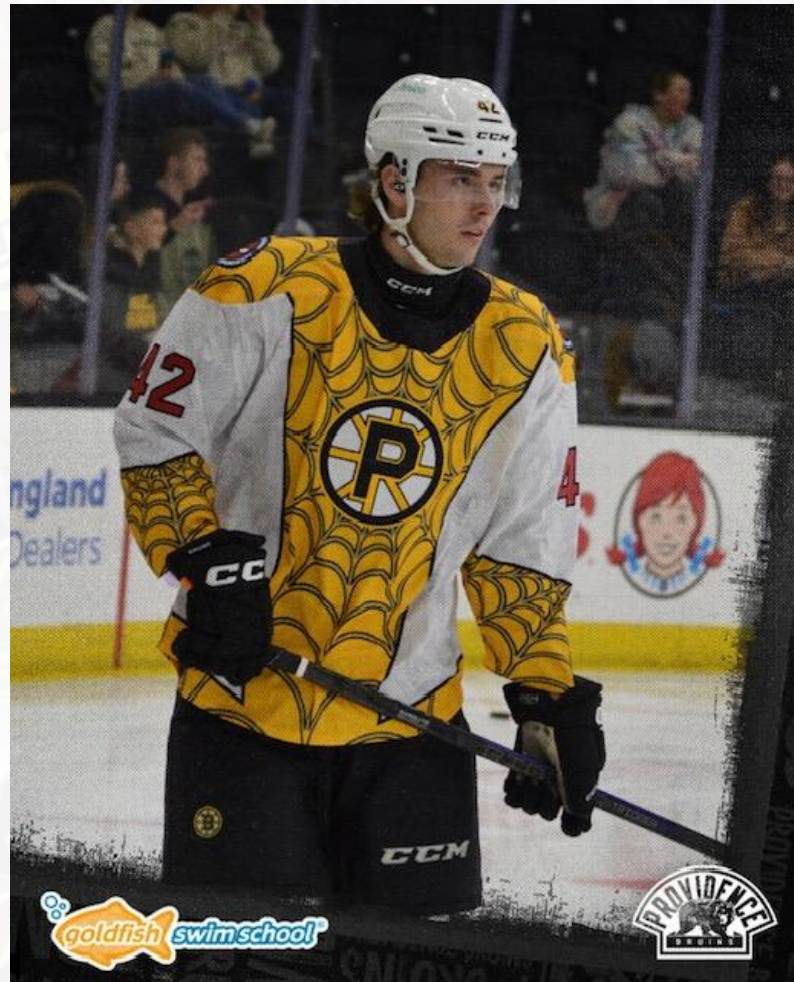
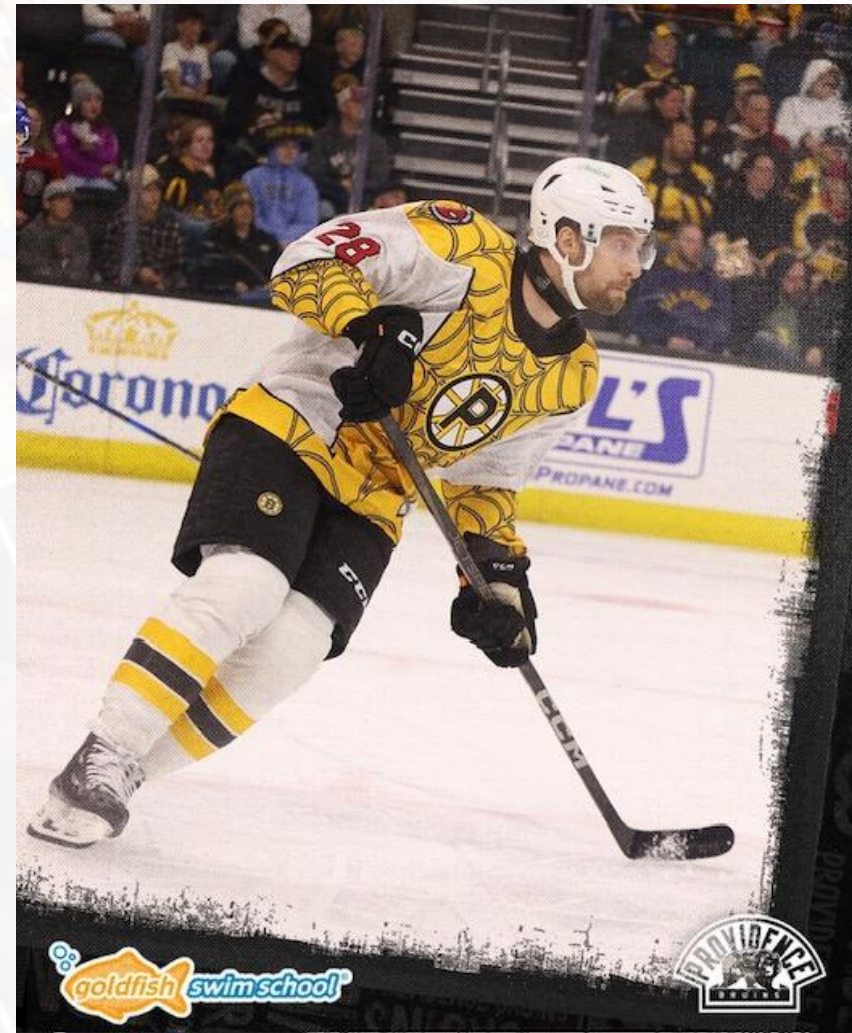


# IN-GAME ACTIVATIONS/ FAN ENGAGEMENT

# MARVEL MARVEL-THEMED JERSEYS



# MARVEL MARVEL-THEMED JERSEYS



# MARVEL MARVEL-THEMED JERSEYS





# JERSEY & EQUIPMENT AUCTION



## #8 Peter Tischke Wolverine Gloves

Jacksonville Icemen

#8 Peter Tischke Game-Worn and Signed Wolverine Gloves. Auction Ends 11/20 at 11PM.

CURRENT BID OF 1

# \$200.00



## #19 Zach Jordan (size 58)

Jacksonville Icemen

Game Worn and Signed Zach Jordan Jersey

CURRENT BID OF 4

# \$1,000.00



## #8 Peter Tischke Wolverine Helmet

Jacksonville Icemen

#8 Peter Tischke Game-Worn and Signed Wolverine Helmet. Auction Ends 11/20 at 11PM.

CURRENT BID OF 1

# \$305.22

# MARVEL SCOREBOARD LEDS



[CLICK HERE TO PLAY](#)

# MARVEL MASCOT COSPLAY





# PHOTO BACKDROPS





# SPECIAL TICKET PACKAGES





# SPECIAL TICKET PACKAGE GRAPHICS



DECEMBER 29 | 7:30 PM

## MARVEL SUPER HERO NIGHT

FEATURING STAR-LORD



STARTING AT \$39  
1 TICKET AND 1 T-SHIRT

© 2023 MARVEL



## MARVEL SUPER HERO NIGHT

FRIDAY, DECEMBER 22 | 7PM



**PACKAGE INCLUDES:**

- ONE (1) ICEMEN TICKET
- EXCLUSIVE MARVEL SHIRT

**\$35 PACKAGE**  
(NOT INCLUDING TAXES OR FEES)

© 2023 MARVEL





# SPECIAL TICKET PACKAGE GRAPHICS

## EXCLUSIVE MARVEL 4-PACK



© MARVEL 2024

**4** TICKETS TO MARVEL  
SUPER HERO™ WEEKEND

**4** FREE CHEESE CONEYS  
FROM SKYLINE CHILI

**4** MILES MORALES  
BOBBLEHEADS

**\$124**



**ON SALE NOW**



## HULK CHARACTER APPEARANCE TICKET PACKAGE

**MARVEL SUPER HERO NIGHT**



JAN. 12

**\$59**

4 Game Ticket  
(White Level)

Marvel Poster

Photograph with  
Hulk Character

Private Hulk Character  
Appearance

FREE Game of Bowling at



The background of the slide is a collage of comic book panels, tilted at an angle. 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!", "YEEE-HAH!", and "WAAAA".

# RETAIL



# RETAIL GRAPHICS



IOWA HEARTLANDERS  
PROFESSIONAL HOCKEY

MARVEL NIGHT APPAREL  
AVAILABLE IN TEAM STORE!

**OCTOBER 24TH!!**



HEARTLANDERS  
PROFESSIONAL HOCKEY



HEARTLANDERS  
PROFESSIONAL HOCKEY



YOUTH T-SHIRT      THEMED PUCK      SPIDER SOCKS

**MARVEL SUPER HERO NIGHT**

© 2024 MARVEL



SAVANNAH  
GHOST PIRATES

DEADPOOL COLLECTION

© 2024 MARVEL



# RETAIL GRAPHICS



**DEADPOOL COLLECTION**



**DEADPOOL COLLECTION**



**DEADPOOL COLLECTION**



**CONTACT**

**Chris DiGeronimo**  
**Marketing & Creative Coordinator**

**[chris@athlife.com](mailto:chris@athlife.com)**

**718.687.0937**