

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

- 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 270 SPORTS TEAMS

- Increase in ticket sales for those seeking limited edition collectibles
- Gets new fans in the sales funnel
- FOMO gets fans to arrive early and stay late
- Overall enhances the fan gameday experience
- Allows for sponsorship activation
- Creates viral moments and social media buzz





MLB PROMOTIONAL GIVEAWAYS BEST PRACTICES

MARVEL

BOBBLEHEADS



MARVEL

BOBBLEHEADS



MARVEL BOBBLEHEADS



MARVEL

BOBBLEHEADS



MARVEL

BOBBLEHEADS



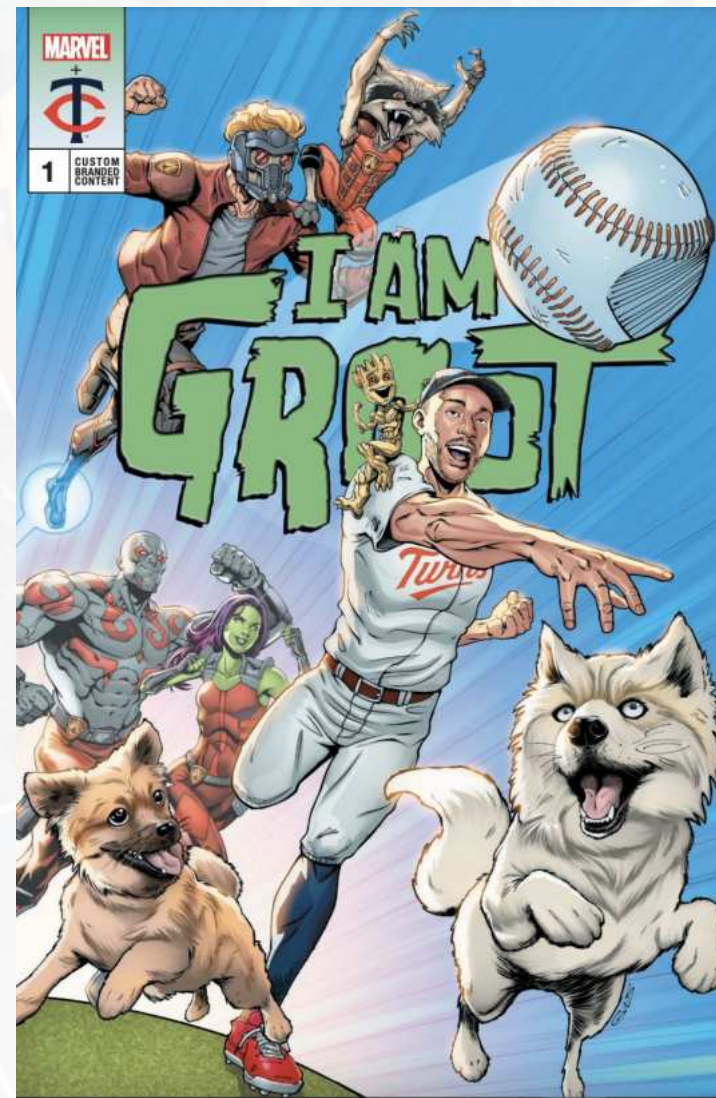
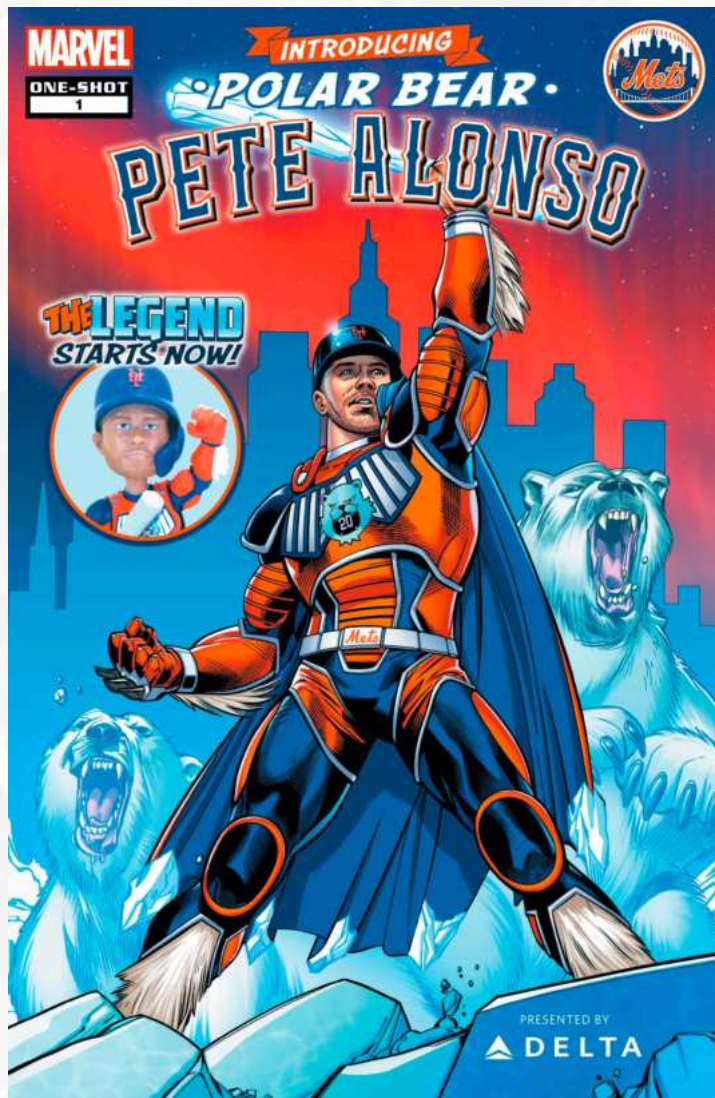
MARVEL

FUNKO POPS!



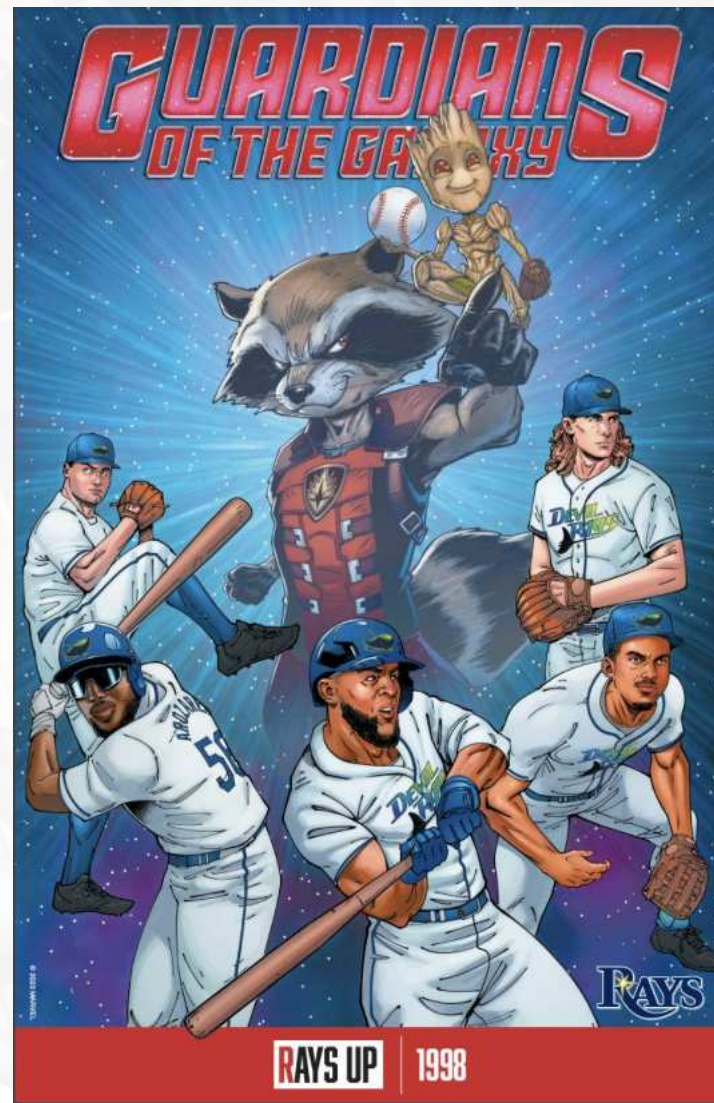
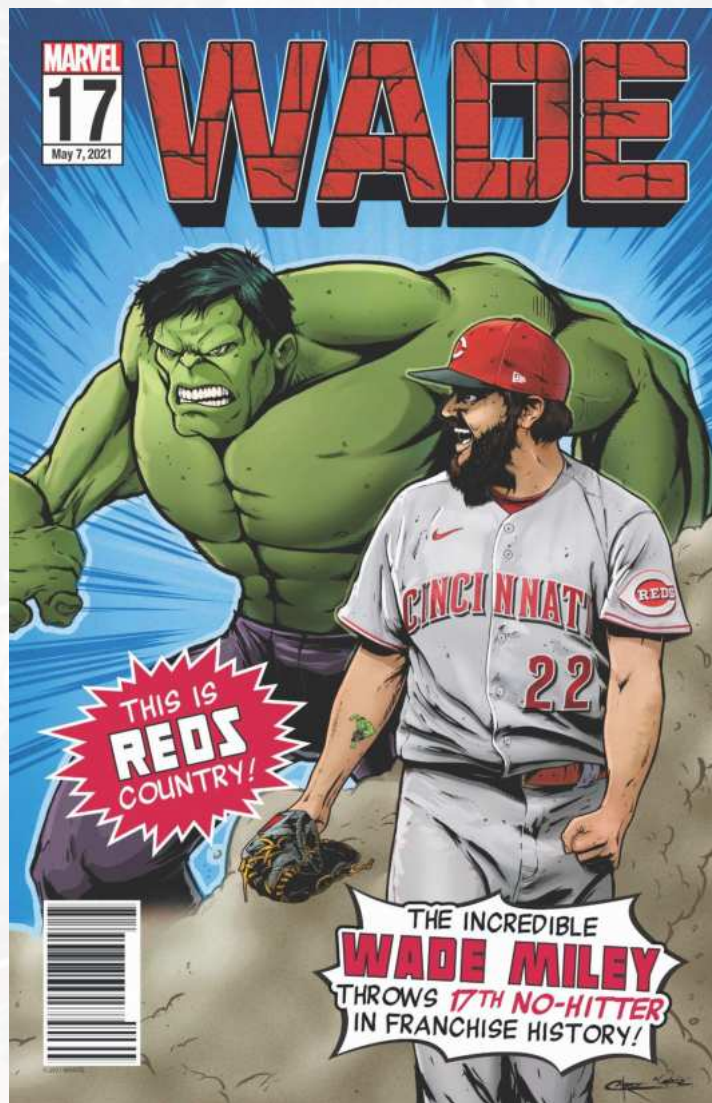
MARVEL

COMIC BOOKS/VARIANT COVERS



MARVEL

POSTERS



MARVEL

TRADING CARDS



MARVEL

T-SHIRTS & JERSEYS



MARVEL

JERSEYS



MARVEL

JERSEYS & HOODIES



MARVEL

HATS



MARVEL

CHALLENGE COINS





IN-GAME ACTIVATIONS

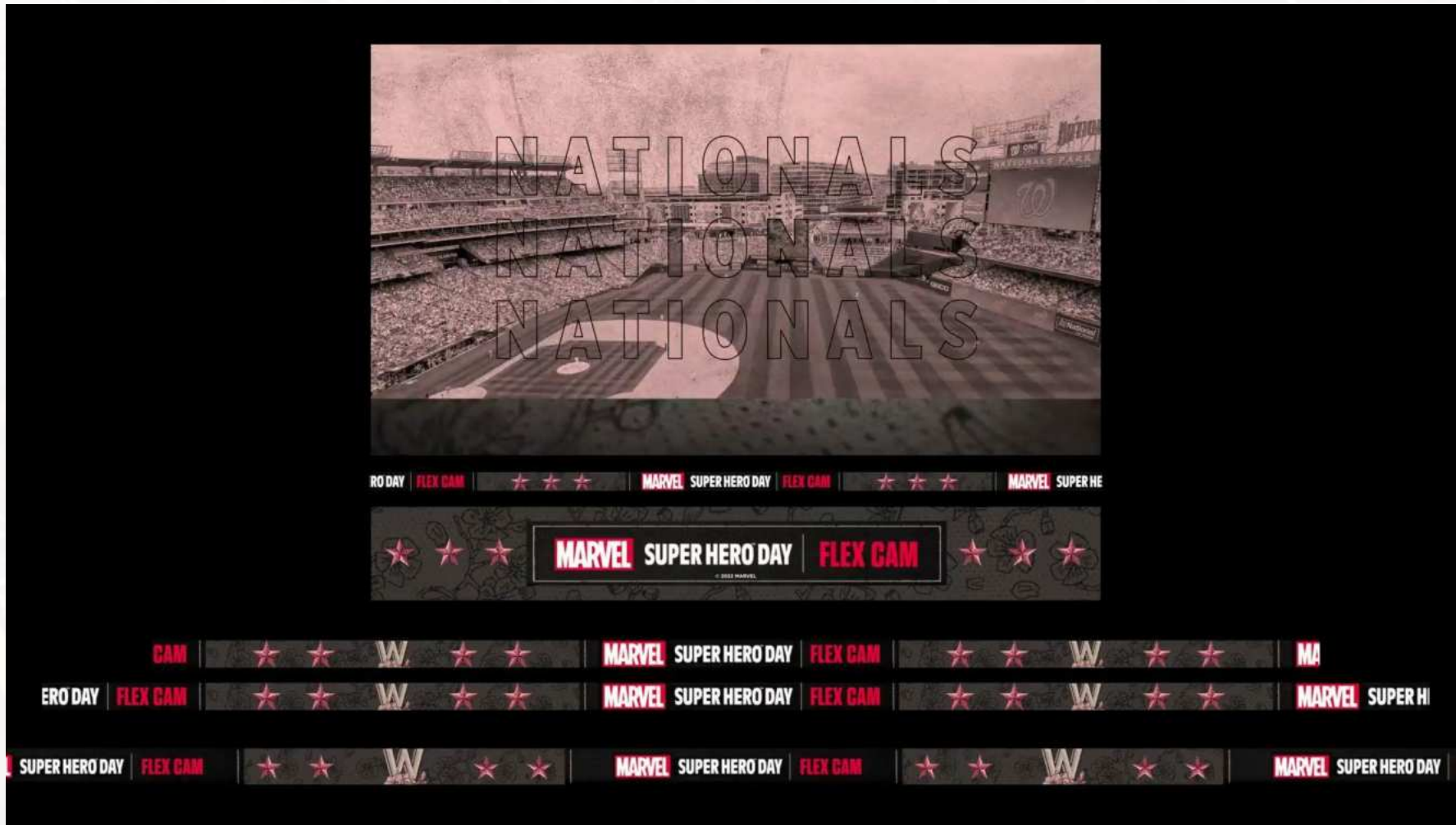
BEST PRACTICES

MARVEL SCOREBOARD GRAPHICS



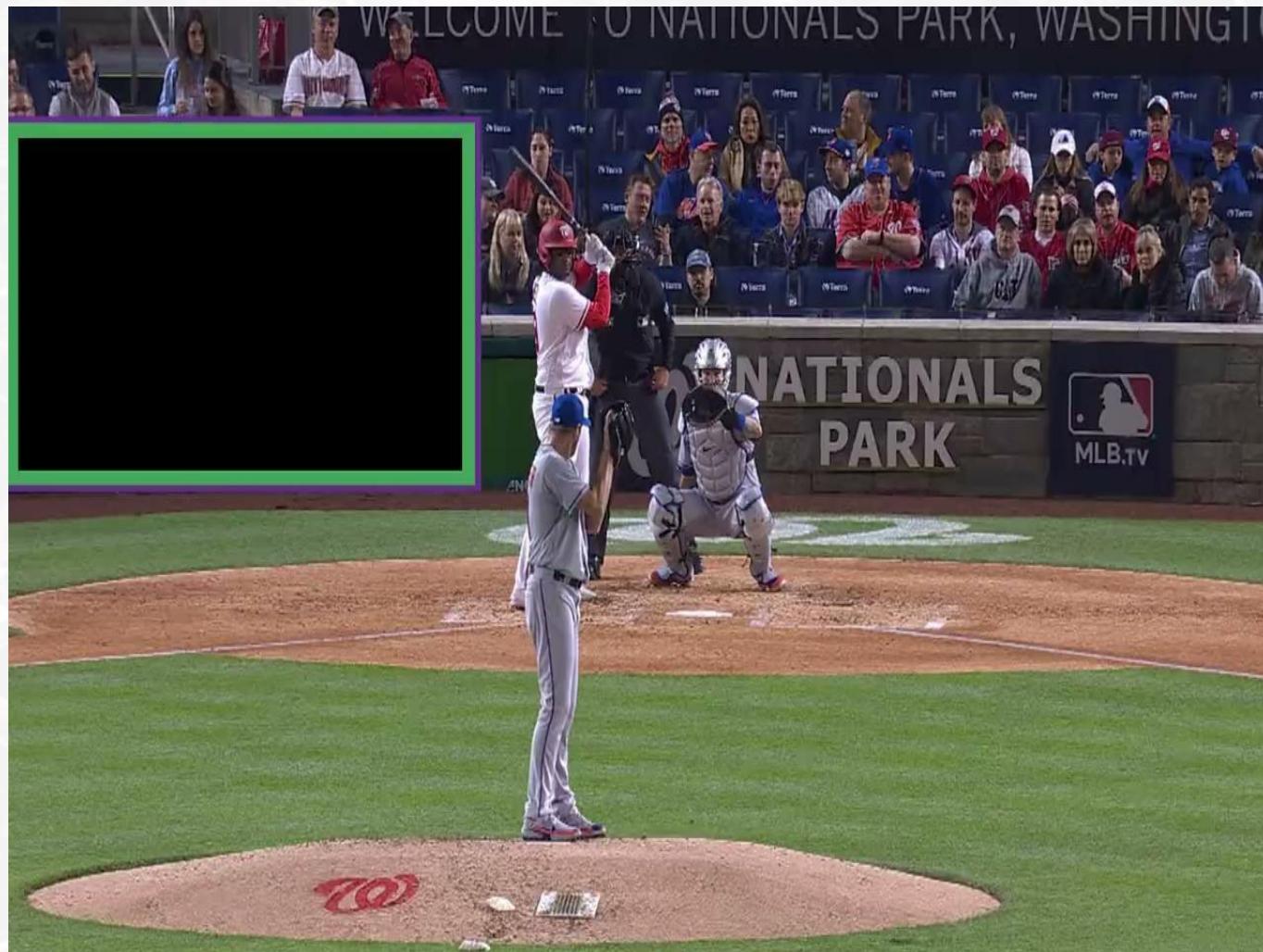
[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS



[CLICK HERE TO PLAY](#)


MARVEL SCOREBOARD GRAPHICS




[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS


ORIOLES V KC - 2023

RK + 


MATCHUP LOOP
TEXT/LOGO VERSION




1138X418




830X300




780X210




810X300




608X368




704X40



704X40 A



802X128



272X40

Oriole Park at Camden Yards

anc

MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GRAPHICS



MARVEL SCOREBOARD GAMES



**HANDS
SMASH**

The graphic features a large, green, jagged, hand-shaped hole in a city street, with the words "HANDS SMASH" written in white, bold, sans-serif font below it. The background is a green-tinted cityscape with buildings and cars.

© 2023 MARVEL



**NAME
THAT
MARVEL
TUNE**

© 2023 MARVEL

MARVEL GROOT DANCE CAM



[CLICK HERE TO PLAY](#)

MARVEL HERO POSE CAM



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL BOBBLEHEAD CAM



[CLICK HERE TO PLAY](#)



SCOREBOARD TRANSITIONS



[Click Here to Play](#)



[Click Here to Play](#)

MARVEL

CONCOURSE ACTIVATIONS



[Click Here to Play](#)

MARVEL

MASCOT COSPLAY



MARVEL

ICON BANNERS



MARVEL

COSPLAY & FACE PAINTING



MARVEL

BULLPEN CART



The background of the slide is a collage of comic book panels, tilted at an angle. It features various characters and action scenes, including Groot, Iron Man, and other superheroes. Speech bubbles with sound effects like "I AM GROOT!", "ARGH!", "POW!", and "YEEE-HAHI!" are scattered throughout the panels.

SOCIAL MEDIA

MARVEL

PROMO VIDEOS



[CLICK HERE TO PLAY](#)

MARVEL

PROMO VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



SOCIAL GRAPHICS



MARVEL | **A's**

GROOT BOBBLEHEAD

WITH PURCHASE OF SPECIAL THEME NIGHT TICKET

SATURDAY, MAY 13 AT 1:07 PM

T vs **A's**

SELECT SEATING AREAS & LIMITED AVAILABILITY

[Buy Tickets](#)

© 2023 MARVEL



YANKEES **MARVEL** SUPER HERO™ NIGHT - DEREK JETER CAPTAIN AMERICA INSPIRED BOBBLEHEAD

T vs **Yankees**

FRI, JUNE 23 | 7:05 PM

- FIRST 18,000 GUESTS
- PRESENTED BY DELTA AIR LINES

© 2023 MARVEL



STARLING MARTE | **MARVEL**

© 2023 MARVEL





SOCIAL GRAPHICS

MARVEL SUPER HERO NIGHT
Presented by Toyota

TUE, AUG 22
Brewers / Marvel hat w/ special ticket
© 2023 MARVEL

D GIVEAWAYS ON SATURDAYS

BLACK PANTHER

MARVEL SUPER HERO NIGHT

BLACK PANTHER BOBBLEHEAD

PRESENTED BY *Bally* SPORTS DETROIT

AUGUST 26 | 6:10 PM

© 2023 MARVEL



SOCIAL GRAPHICS

MARVEL

Michael Harris II

INSPIRED BY
MILES MORALES

**BOBBLEHEAD
GIVEAWAY**



A SF

JULY 3

© 2024 MARVEL

COCA-COLA
OFFICIAL SPONSOR OF THE BRAVES

MARVEL's Deadpool Night

◀ View all Special Events



MARVEL x **SF**

**MARVEL'S
DEADPOOL NIGHT**
DEADPOOL T-SHIRT

**TUESDAY,
JUNE 25** vs. **CBS**

© 2024 MARVEL

SFGIANTS.COM/SPECIALEVENTS VISA GIANTS *ITEM SHOWN MAY NOT BE FINAL PRODUCT

SPECIAL EVENTS

Screens



SOCIAL GRAPHICS





SOCIAL GRAPHICS

CALLING ALL SUPER HEROES!

MARVEL DAY

JERSEY WITH TICKET PACKAGE

KC | [vs] | **M**

JULY 20
1:40 PM

[BUY TICKETS](#)

MARVEL NIGHT

WEDNESDAY AUGUST 27

7:05 PM

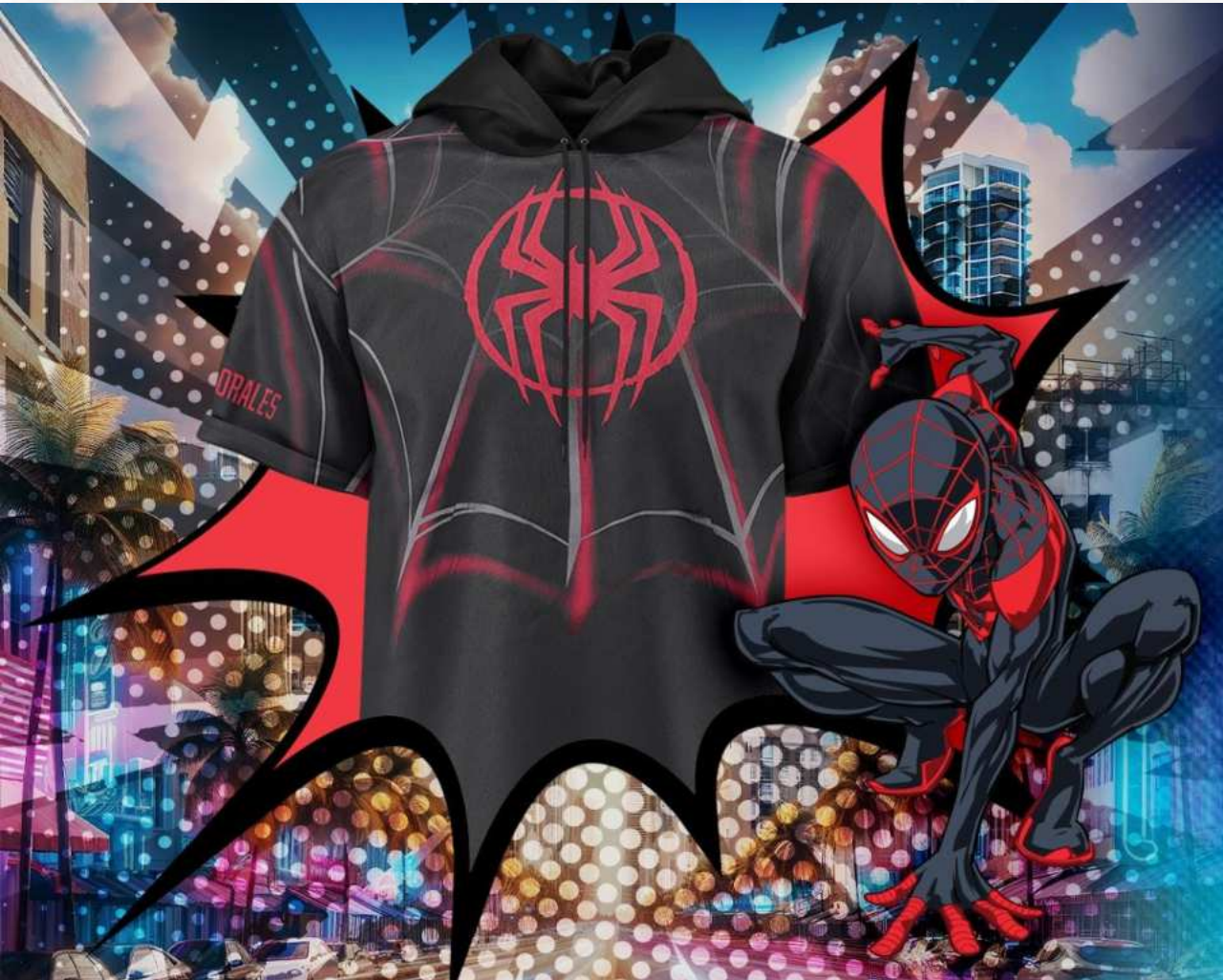
A | vs. | **T**

Must purchase a special ticket

JOSH JUNG

MARVEL

SOCIAL GRAPHICS



MARVEL
DAY



HOODIE WITH TICKET PACKAGE
SUNDAY | AUGUST 24 | 1:40 PM

© 2025 MARVEL



LINEUP GRAPHICS


MARVEL SUPER HERO NIGHT
JULY 18 | 7:05 PM CDT

 **VS** 

1	HOERNER	SS
2	SUZUKI	RF
3	HAPP	LF
4	BELLINGER	CF
5	GOMES	DH
6	MOREL	2B
7	MANCINI	1B
8	AMAYA	C
9	WISDOM	3B
	TAILLON	P

WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

MARVEL SUPER HERO NIGHT
JULY 18 | 7:05 PM CDT

 **VS** 

1	HOERNER	SS
2	SUZUKI	RF
3	HAPP	LF
4	BELLINGER	CF
5	GOMES	DH
6	MOREL	2B
7	MANCINI	1B
8	AMAYA	C
9	WISDOM	3B
	TAILLON	P

WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

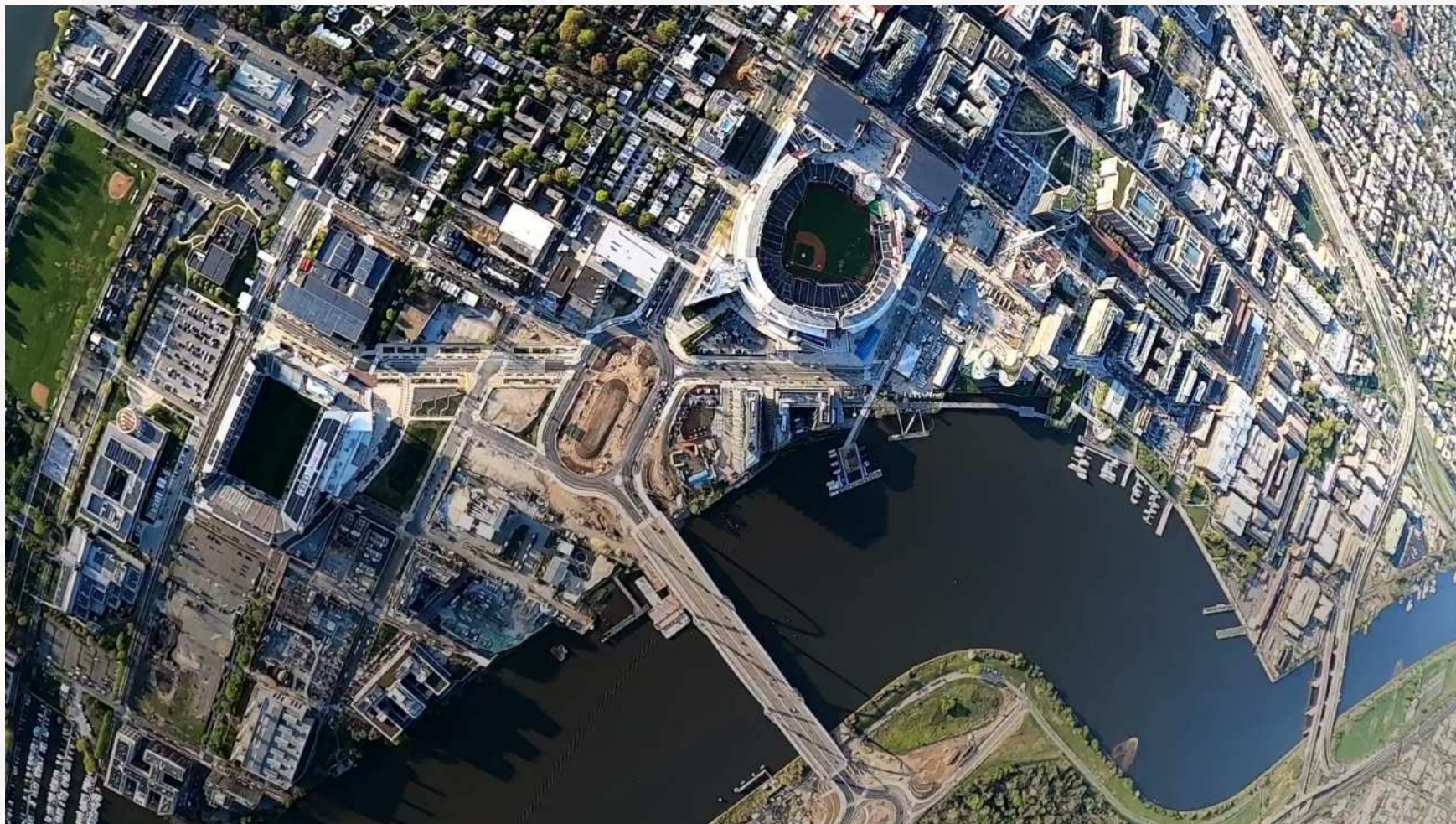
[TUNE IN!](#)

The background of the page 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 some text like "POW!" and "BOOM!" visible. The overall effect is a textured, nostalgic backdrop for the text.

COMMERCIALS & PLAYER INTERVIEWS

MARVEL

COMMERCIAL



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEO

CHICAGO CUBS

[CLICK HERE TO PLAY](#)

MARVEL

COMMERCIAL



[CLICK HERE TO PLAY](#)

MARVEL

PLAYER INTERVIEW



[CLICK HERE TO PLAY](#)

MARVEL

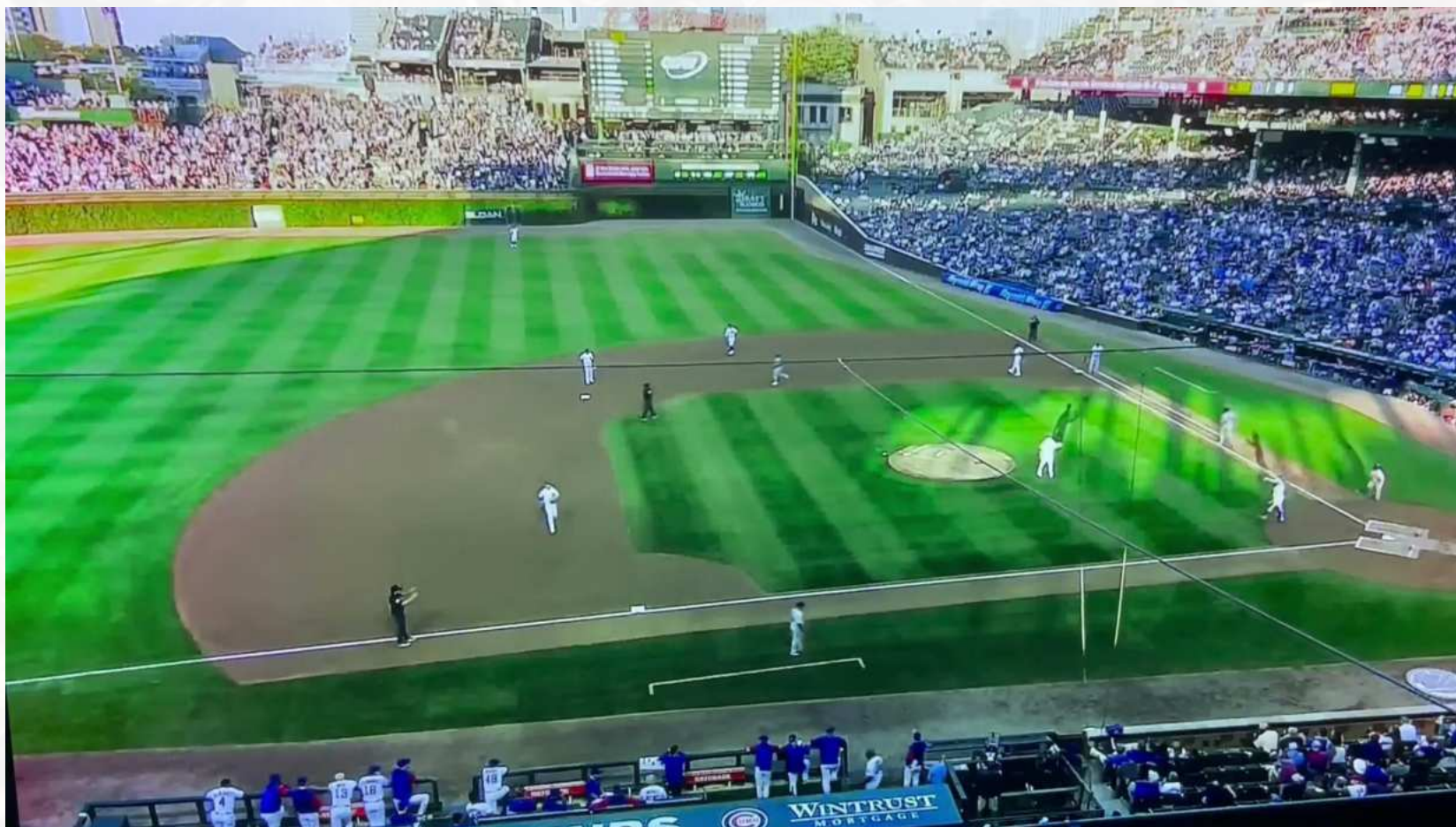
PLAYER INTERVIEW



[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME PROMO



[CLICK HERE TO PLAY](#)

MARVEL

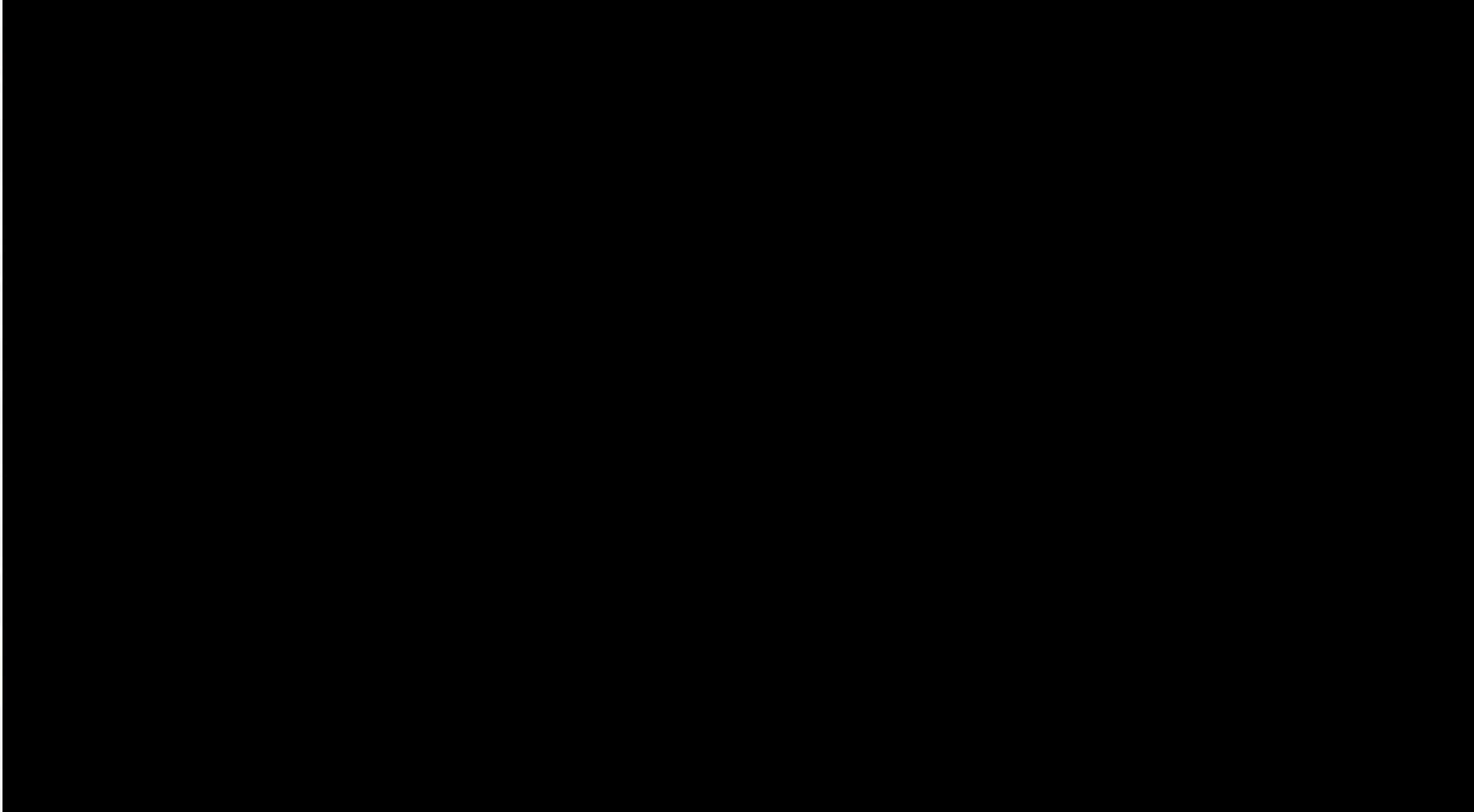
PLAYER REVEAL VIDEO



[CLICK HERE TO PLAY](#)



PLAYER REVEAL VIDEO



[CLICK HERE TO PLAY](#)

MARVEL

PLAYER REVEAL VIDEO



[CLICK HERE TO PLAY](#)



POSTGAME

CONTENT/ACTIVATIONS

MARVEL

DRONE SHOW



[CLICK HERE TO PLAY](#)

MARVEL

RECAP 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 characters in action, with speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEEE-HAHI!".

RETAIL BEST PRACTICES

MARVEL

RETAIL



MARVEL

RETAIL



MARVEL

RETAIL





CONTACT

Chris DiGeronimo
Marketing & Creative Coordinator

chris@athlife.com

718.687.0937