

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 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





MLS PROMOTIONAL GIVEAWAYS BEST PRACTICES

MARVEL

BOBBLEHEADS



MARVEL

EXCLUSIVE POSTERS



MARVEL

EXCLUSIVE POSTERS





LIMITED EDITION COMIC BOOKS



MARVEL

SCARVES



MARVEL

SCARVES



MARVEL

CHALLENGE COINS



MARVEL

LED NECKLACE GIVEAWAY



MARVEL

HAT GIVEAWAY

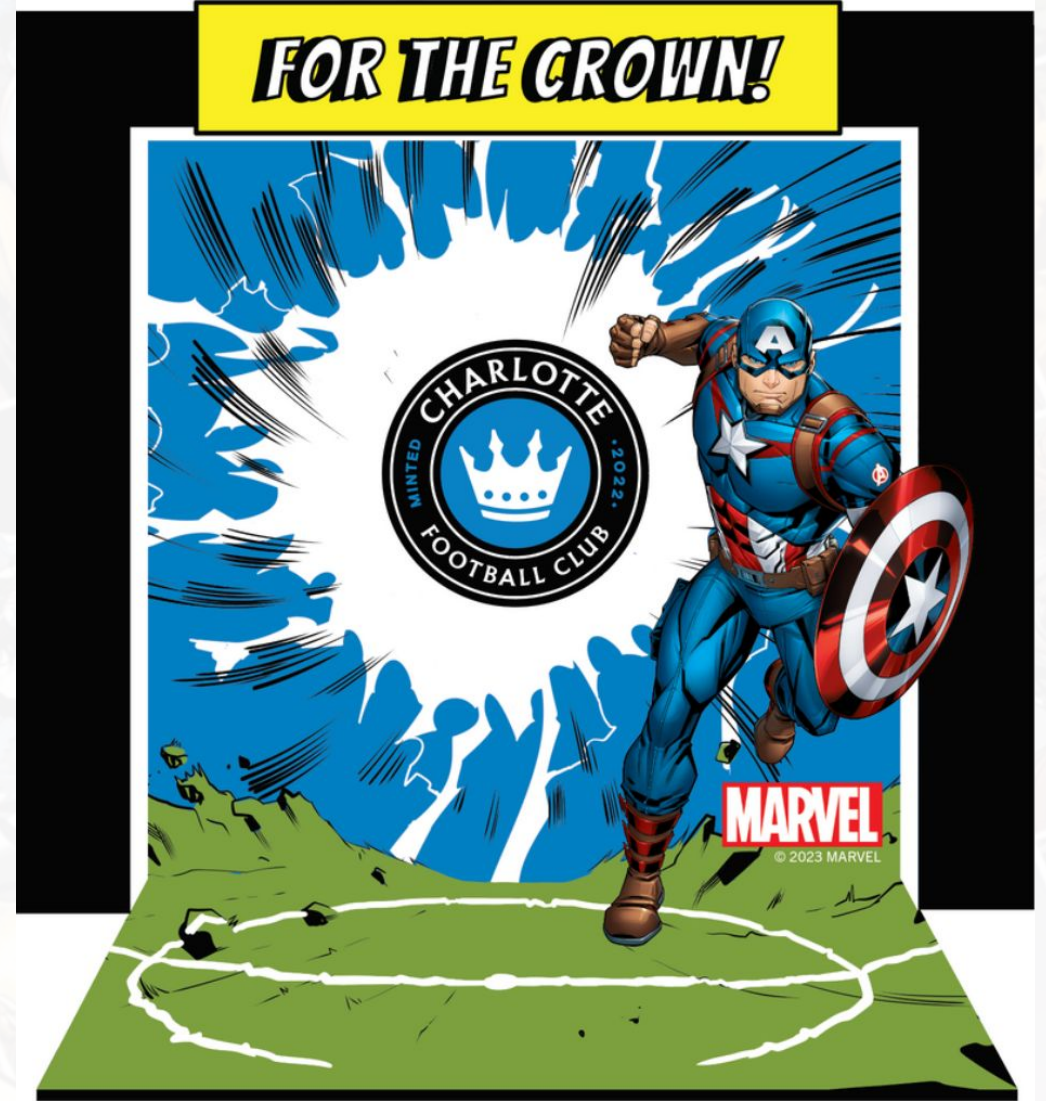




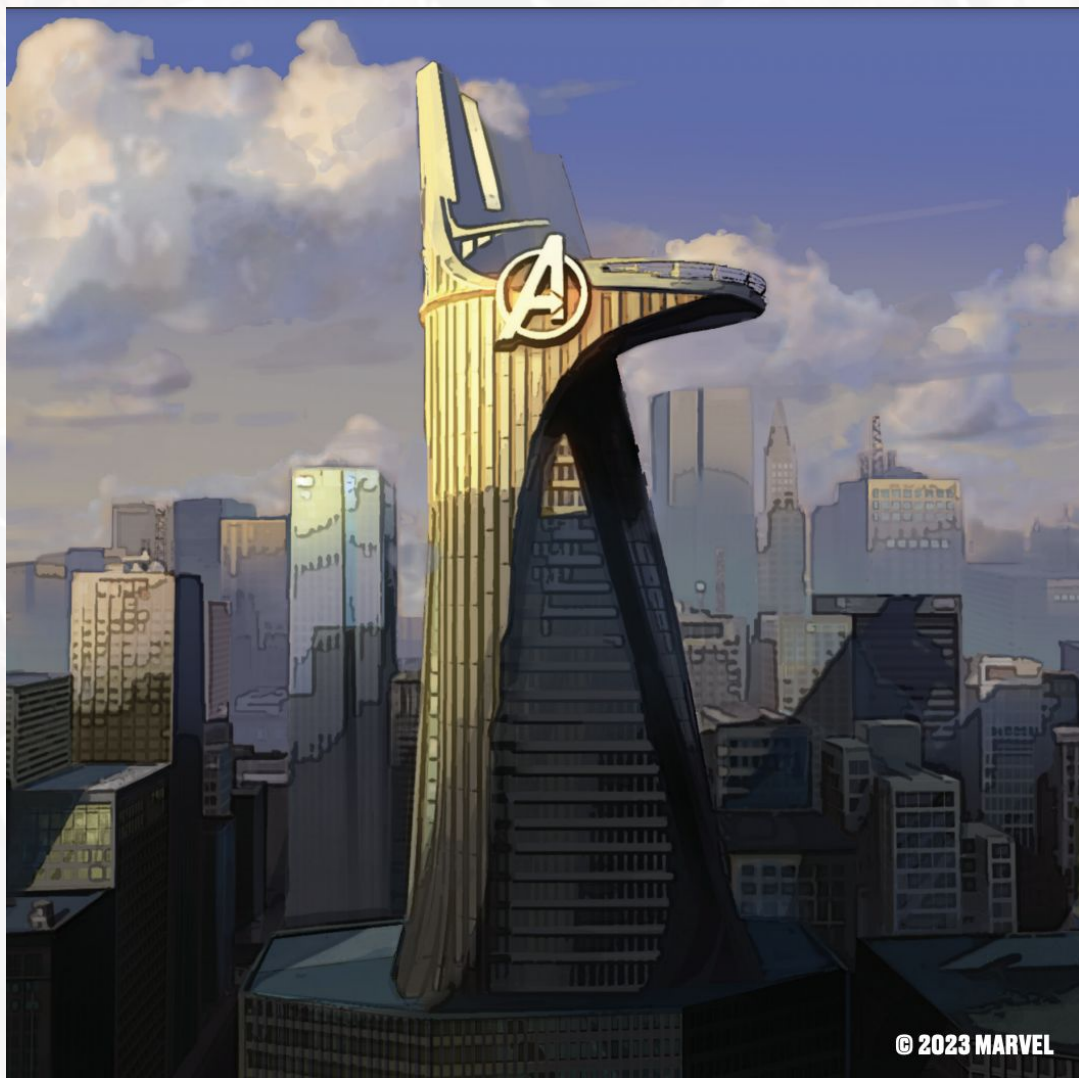
PRE/IN-GAME ACTIVATIONS

BEST PRACTICES

MARVEL PHOTO BACKDROPS



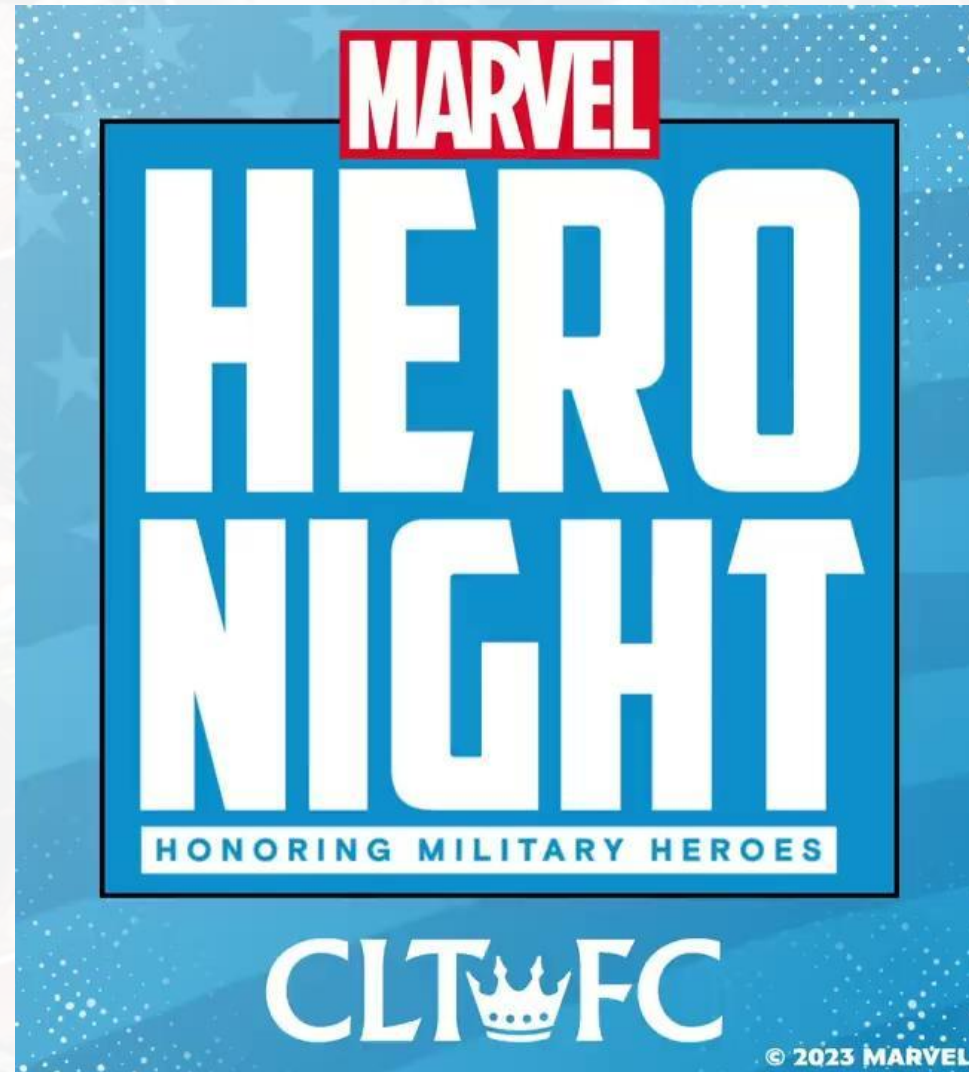
MARVEL PHOTO BACKDROPS



MARVEL STADIUM FLAGS

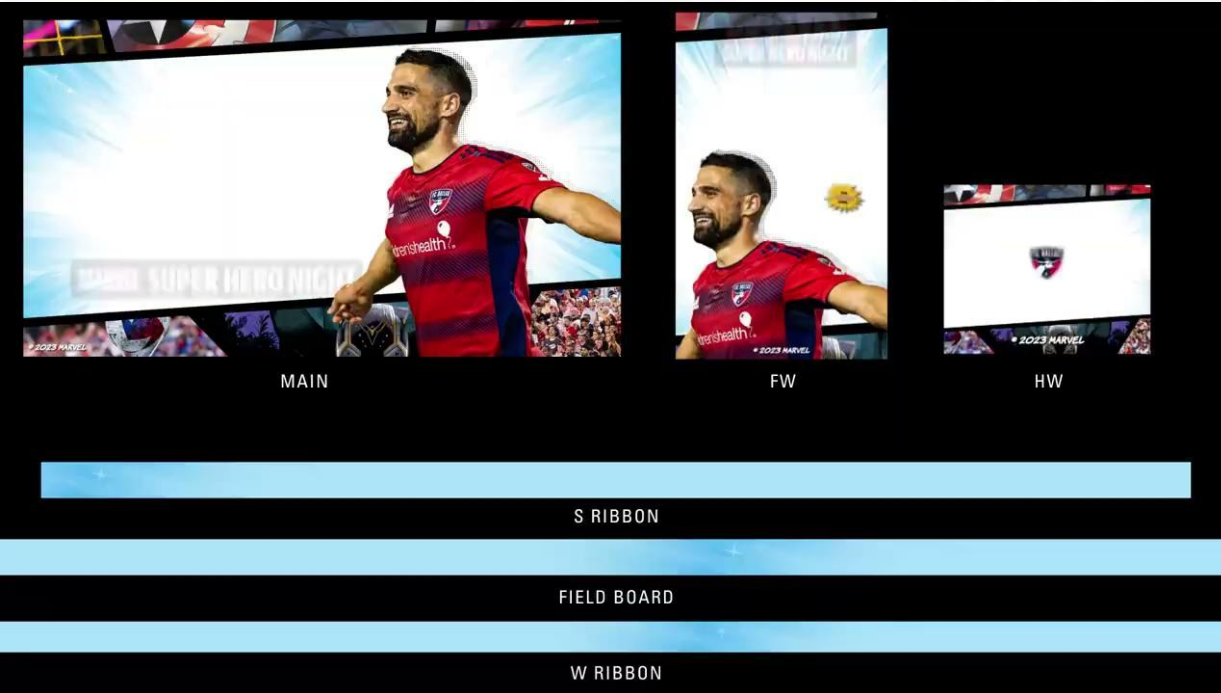


MARVEL SCOREBOARD GRAPHICS

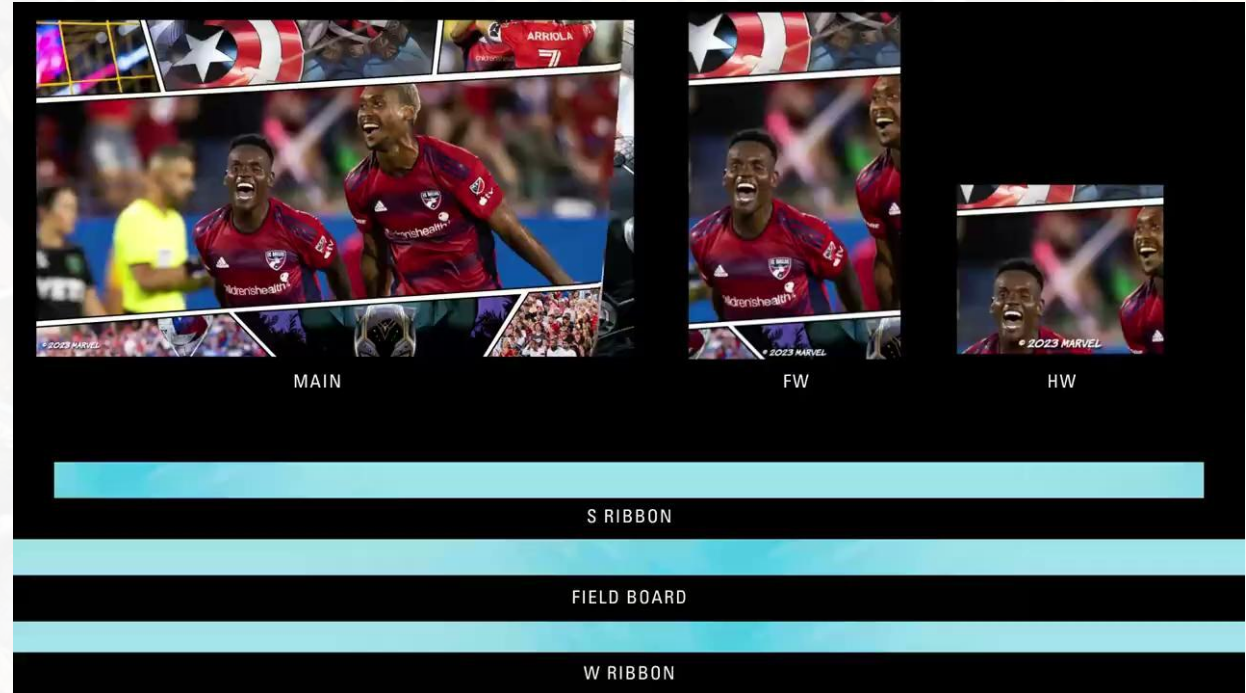


[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS

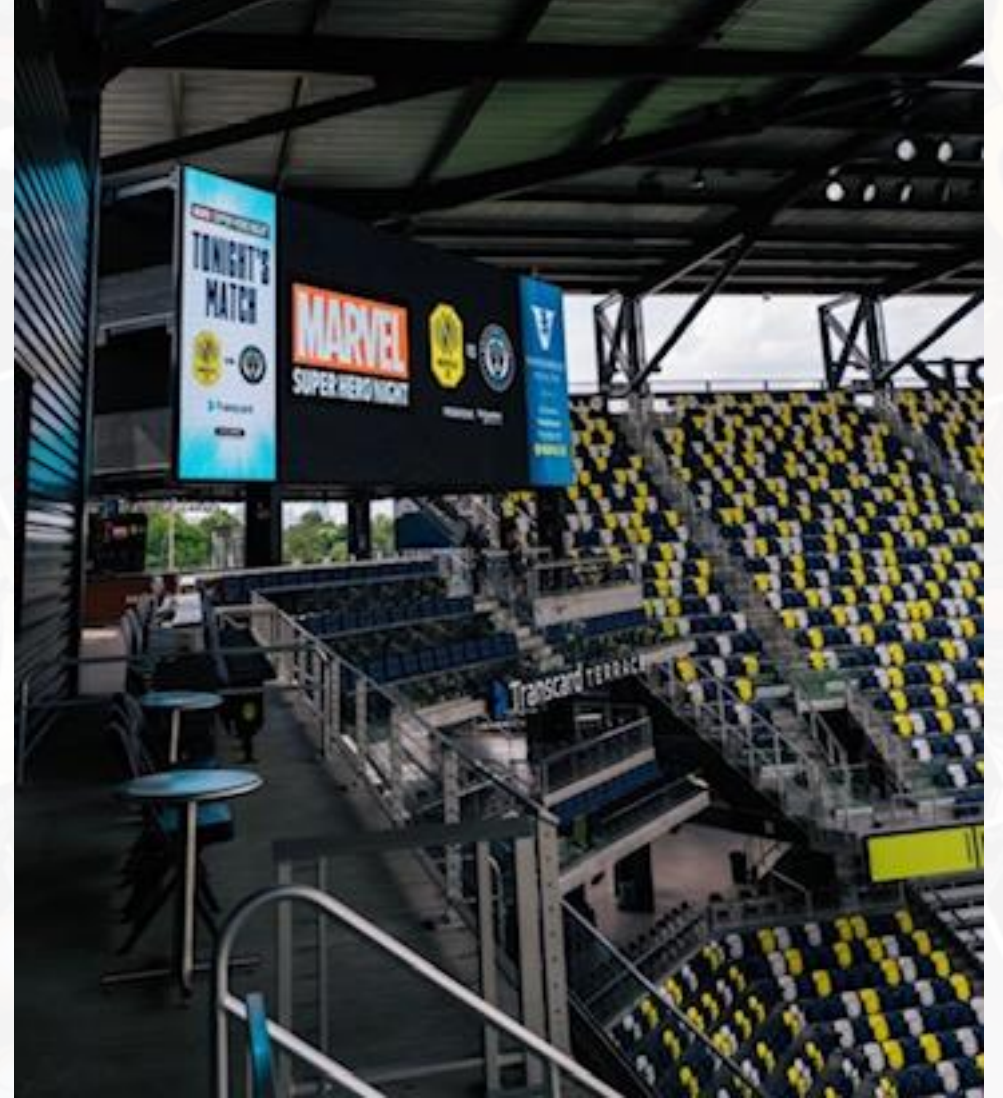


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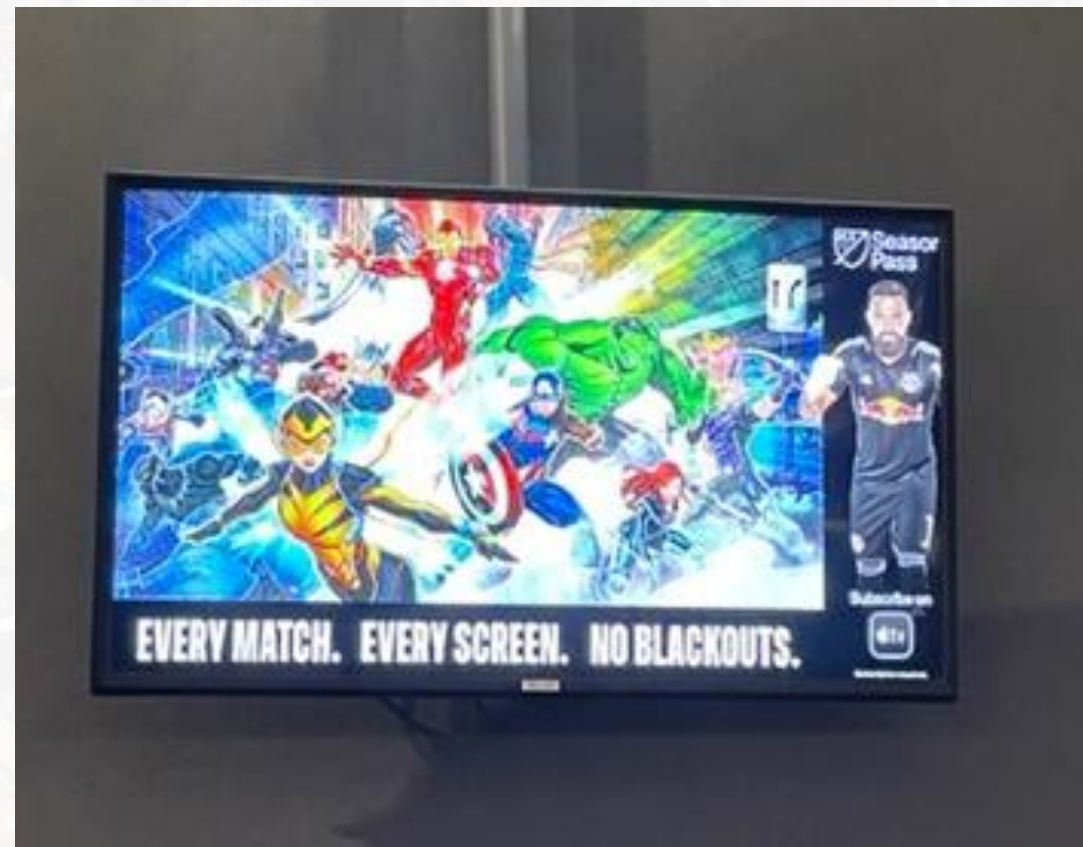
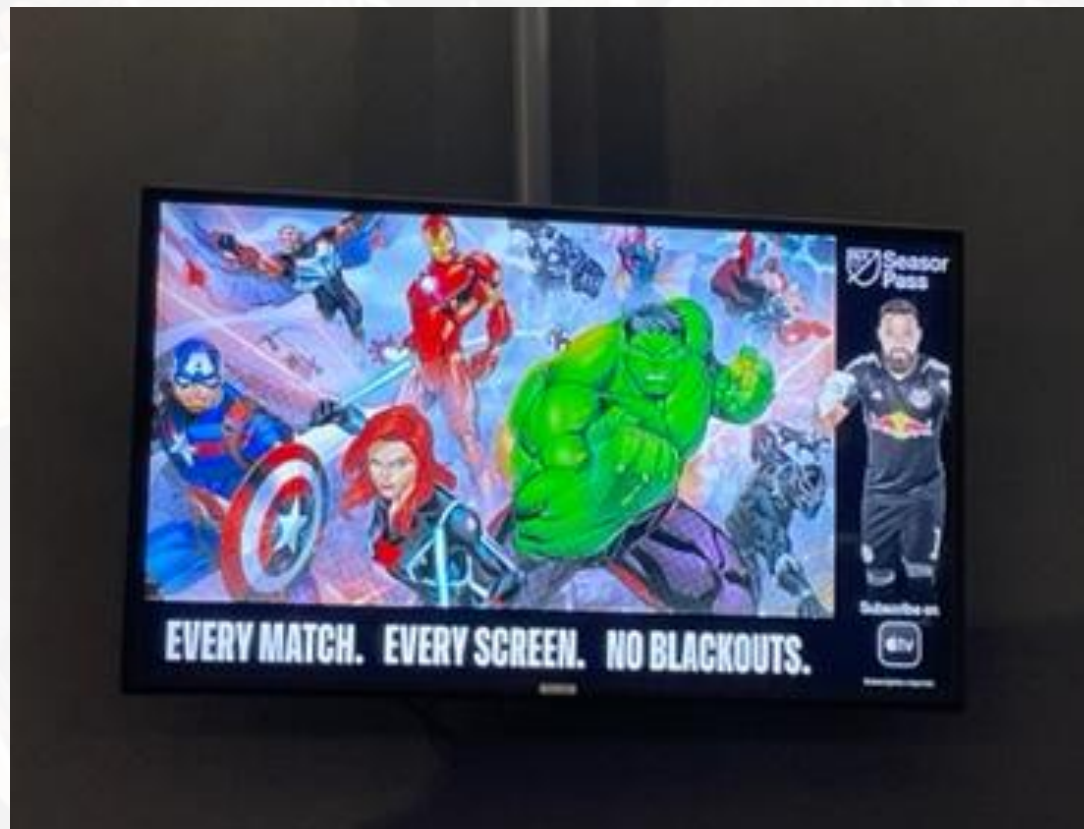


[CLICK HERE TO PLAY](#)

MARVEL SCOREBOARD GRAPHICS



MARVEL CONCOURSE GRAPHICS



MARVEL HYPE VIDEO



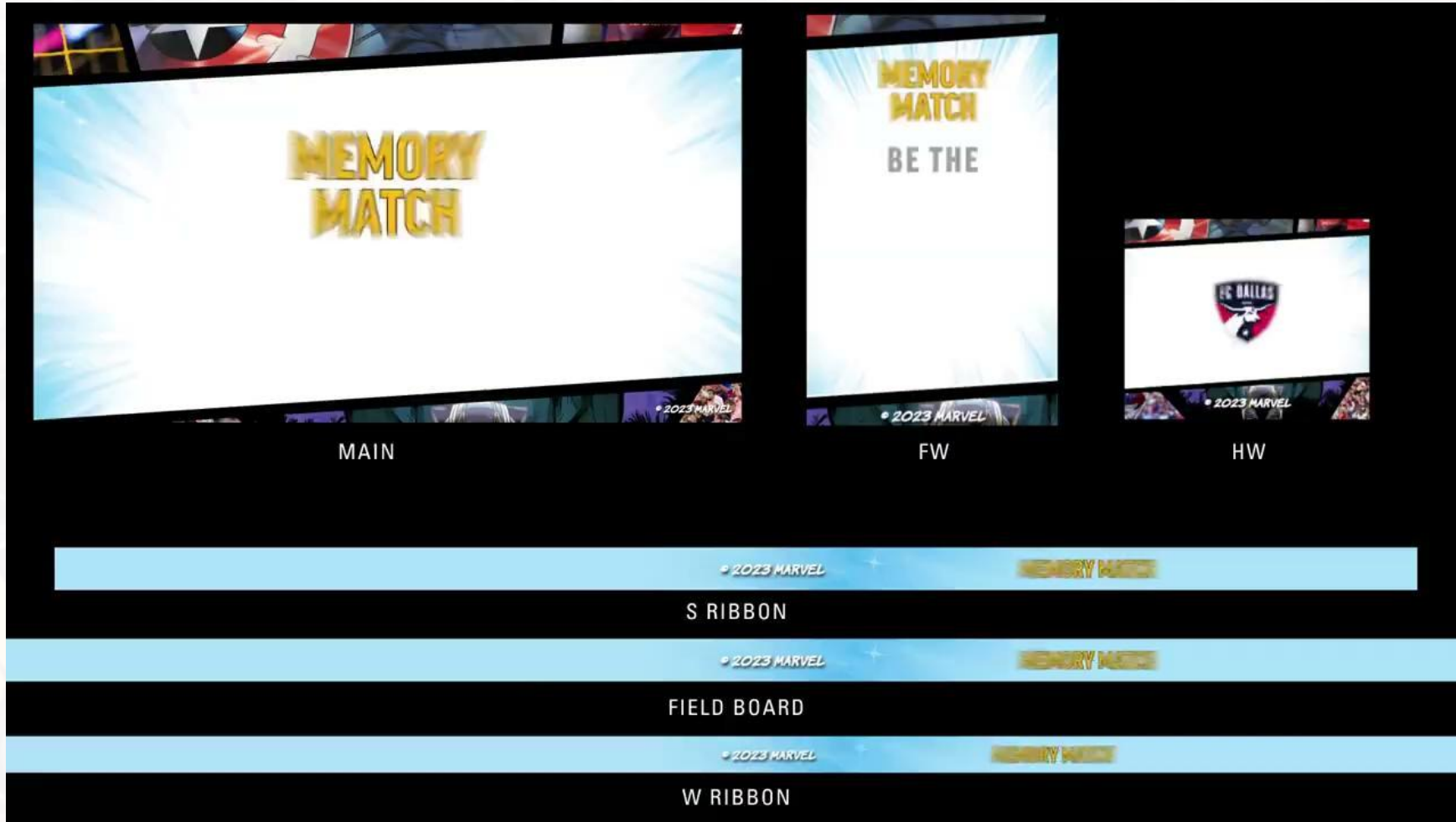
[CLICK HERE TO PLAY](#)

MARVEL BALL DELIVERY INTRO



[CLICK HERE TO PLAY](#)

MARVEL MEMORY MATCH GAME

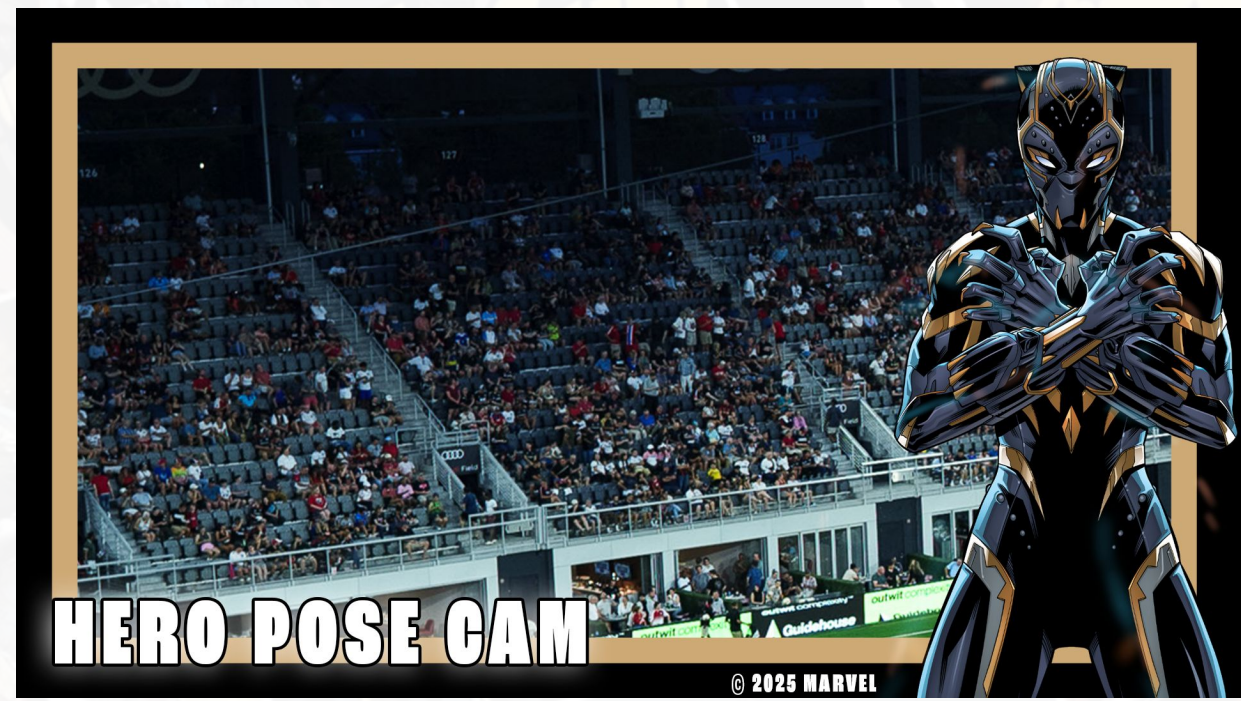


[CLICK HERE TO PLAY](#)

MARVEL MEMORY MATCH GAME



MARVEL HERO POSE CAM



MARVEL GROOT DANCE CAM



[CLICK HERE TO PLAY](#)

MARVEL GUESS THAT MARVEL SUPER HERO

GUESS THE HERO

MARVEL

© 2025 MARVEL



- A. NATASHA ROMANOFF**
- B. SUSAN STORM**
- C. WANDA MAXIMOFF**
- D. YELENA BELOVA**

GUESS THE HERO

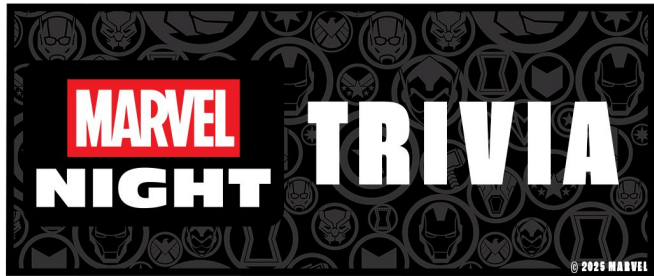
MARVEL

© 2025 MARVEL



- A. NATASHA ROMANOFF**
- B. SUSAN STORM**
- C. WANDA MAXIMOFF**
- D. YELENA BELOVA**

MARVEL TRIVIA



**THE AVENGERS ARE
ALSO KNOWN AS
EARTH'S MIGHTIEST?**

- A. CREATURES**
- B. HEROES**
- C. SUPERS**
- D. DEFENDERS**



**THE AVENGERS ARE
ALSO KNOWN AS
EARTH'S MIGHTIEST?**

- A. CREATURES**
- B. HEROES**
- C. SUPERS**
- D. DEFENDERS**

MARVEL SCAVENGER HUNT

LA GALAXY
MARVEL NIGHT
© 2025 MARVEL

Presented by
Herbalife

SCAVENGER HUNT

SPOT COZMO	FIND A FAN WEARING A PURPLE JERSEY	TAKE A PICTURE WITH A SUPERHERO CUTOUT
GO TO ONE OF THE COMIC BOOK TABLES IN SOCCERFEST	PARTICIPATE IN THE LA GALAXY CHANT	SPOT SOMEONE WEARING SUNGLASSES
FIND A FAN WEARING A WHITE JERSEY	TAKE A PICTURE WITH THE MARVEL BACKDROP AND BALLOONS	TAKE A PICTURE FROM YOUR SEAT

PLEASE TAKE YOUR COMPLETED SCAVENGER HUNT TO THE COZMO CADETS BOOTHS IN SOCCERFEST TO REDEEM YOUR BUTTON

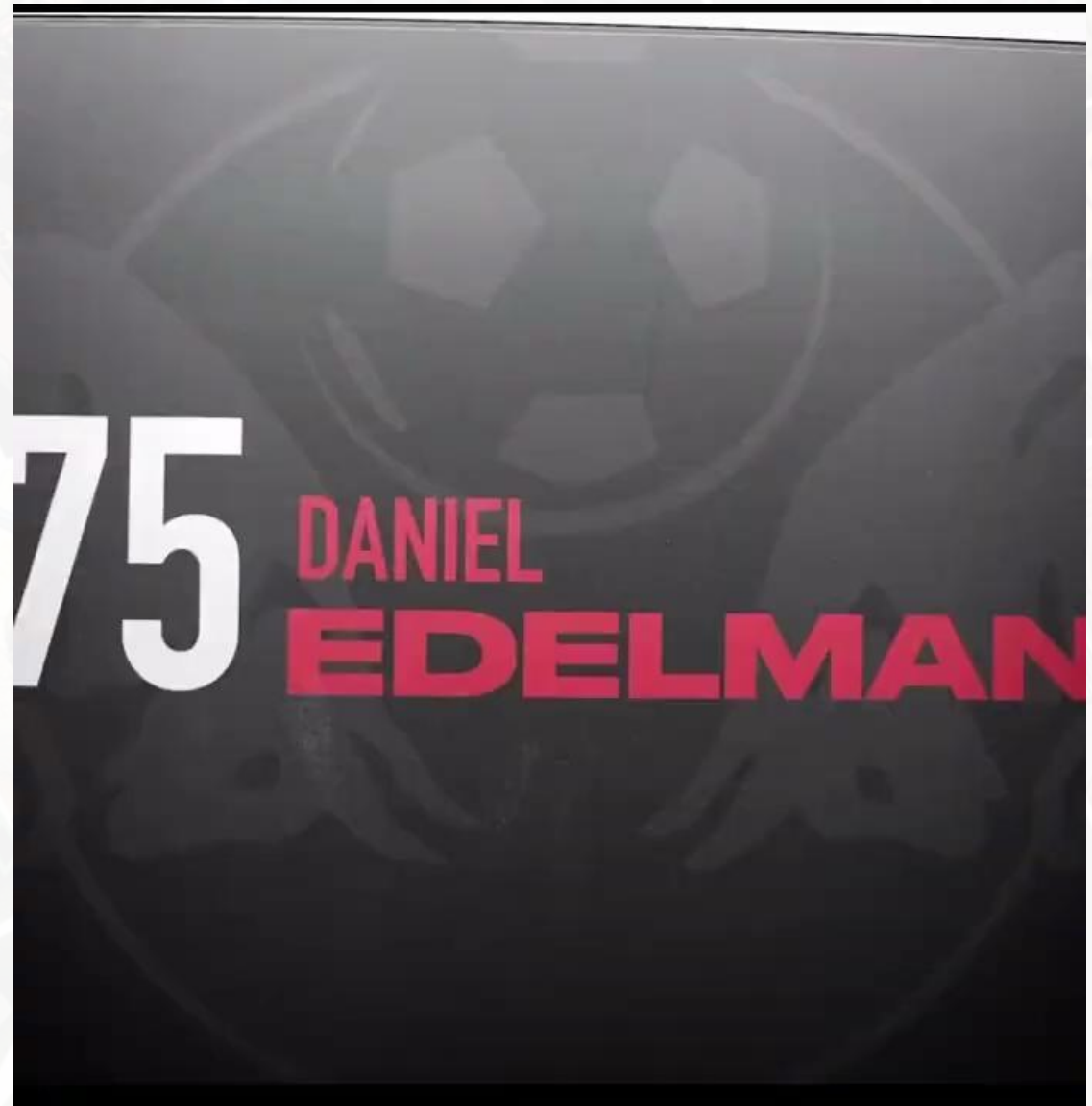


SOCIAL MEDIA/MARKETING BEST PRACTICES

MARVEL PLAYER REVEAL VIDEO & PROMOTION



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL PLAYER REVEAL VIDEO & PROMOTION



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL PROMO VIDEOS

[CLICK HERE TO PLAY](#)

[CLICK HERE TO PLAY](#)

[CLICK HERE TO PLAY](#)

 newyorkredbulls  Sponsored 

0:16





Book now 

 newyorkredbulls  Sponsored 

0:16





Book now 

 dcunited   dcunited · Original audio 





MARVEL RECAP VIDEO

[CLICK HERE TO PLAY](#)



MARVEL SOCIAL MEDIA GRAPHICS

MARVEL SUPER HERO NIGHT™

NASHVILLE SC vs PHILADELPHIA UNION

JULY 12
7:30 PM

Schneider Electric



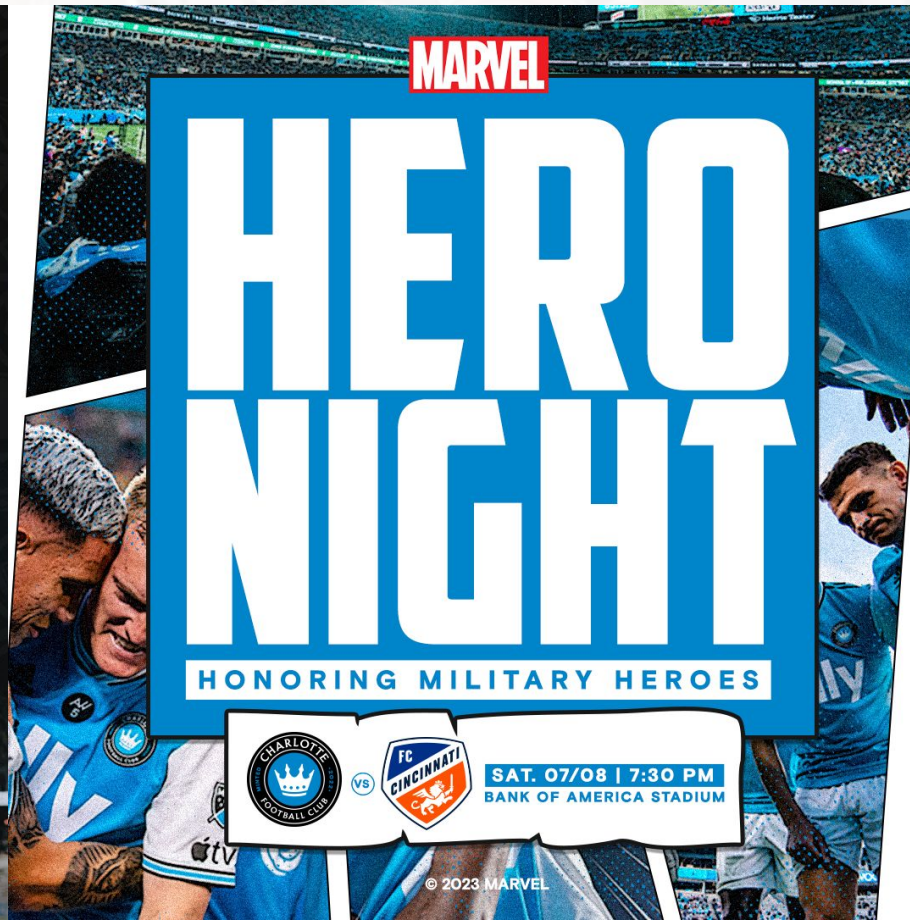
© 2023 MARVEL

MARVEL HERO NIGHT

HONORING MILITARY HEROES

CHARLOTTE FOOTBALL CLUB vs FC CINCINNATI

SAT. 07/08 | 7:30 PM
BANK OF AMERICA STADIUM



© 2023 MARVEL

© 2023 MARVEL

PRESENTED BY Hackensack Meridian Health

MARVEL SUPER HERO NIGHT™

Red Bull NEW YORK vs NEW ENGLAND REVOLUTION

SAT. JULY 8 - 7:30PM
RED BULL ARENA

DANIEL EDELMAN X STAR-LORD INSPIRED BOBBLEHEAD
FOR FIRST 7,500 FANS

PLUS, 10,000 FANS WILL RECEIVE EXCLUSIVE 60TH ANNIVERSARY AVENGERS; BEYOND EARTH'S MIGHTIEST POSTER

DANIEL EDELMAN

ticketmaster®

Season Pass

apple tv



MARVEL SOCIAL MEDIA GRAPHICS

1080x1350_01

MARVEL SUPER HERO NIGHT

NASHVILLE SC vs PHILADELPHIA UNION

MATCH DAY

© 2023 MARVEL

1080x1350_02

MARVEL SUPER HERO NIGHT

NASHVILLE SC vs PHILADELPHIA UNION

MATCH DAY

7:12 | 7:30 PM CT

PRESENTED BY **GEODIS**

MLS Season Pass | **Apple TV**

MARVEL SUPER HERO NIGHT

FC DALLAS vs COLUMBUS CREW


SEPTEMBER 23
7:30PM

PRES. BY children'shealth[®]


© 2023 MARVEL

MARVEL SOCIAL MEDIA GRAPHICS

2025 EDITION


Season Pass 


MATCHDAY

VS 


37 MOHAMMED SOFO

TONIGHT
7:30PM ET
SPORTS ILLUSTRATED STADIUM





MARVEL
SUPER HERO NIGHT





© 2025 MARVEL

MARVEL
SUPER HERO NIGHT

SAVE THE UNIVERSE LATER, SAVE YOUR SEATS TODAY!





  **JUNE 28 - 7:30PM**
MARVEL COMIC GIVEAWAY

PRESENTED BY 



© 2025 MARVEL

MARVEL
SUPER HERO NIGHT

JUNE 28 - 7:30PM

PRESENTED BY 

SUPER FUN GUARANTEED.
MARVEL COMIC GIVEAWAY
FOR THE FIRST 20K FANS






© 2025 MARVEL

MARVEL SOCIAL MEDIA GRAPHICS

- D.C. UNITED -

MARVEL NIGHT

© 2025 MARVEL

PRESENTED BY: FANDUEL | SUPPORTED BY: PEPSI

HAT GIVEAWAY



FCDC vs ATLANTA UNITED

MARVEL NIGHT

© 2025 MARVEL

PRESENTED BY: FANDUEL | SUPPORTED BY: PEPSI

MATCH DAY

July 5
Audi Field

7:30PM
ET



#28 DAVID SCHNEGG



Season Pass

© 2025 MARVEL

MARVEL NIGHT

at Audi Field

PRESENTED BY: FANDUEL | SUPPORTED BY: PEPSI

SAT. | JULY 5 | 7:30

FCDC vs ATLANTA UNITED FC



MARVEL SOCIAL MEDIA GRAPHICS

LA GALAXY
MARVEL NIGHT

24 HOURS
TO KICKOFF

LA GALAXY
COLORADO
SUPPORTERS CLUB

© 2023 MARVEL

Apple TV Season Pass

SATURDAY, AUGUST 23 | 7:30PM PT

LA GALAXY
MARVEL NIGHT

MATCH PREVIEW

Herbalife

LA GALAXY
COLORADO
SUPPORTERS CLUB

© 2023 MARVEL

PRESENTED BY DIGALERT

Apple TV Season Pass

SATURDAY, AUGUST 23 | 7:30PM PT

LA GALAXY
MARVEL NIGHT

STADIUM GIVEAWAY
SPIDER-MAN SCARVES

LA GALAXY
COLORADO
SUPPORTERS CLUB

15,000 AVAILABLE

MARVEL SOCIAL MEDIA GRAPHICS



MARVEL MATCHUP GRAPHICS

MARVEL SUPER HERO NIGHT



WASHINGTON SPIRIT VS ORLANDO PRIDE

FRIDAY, APRIL 26
7:30 PM

CASEY KRUEGER MARTA

The graphic features two women in soccer jerseys. The woman on the left is Casey Krueger, wearing a dark grey Washington Spirit jersey with 'CVS Health' and 'ally' logos. The woman on the right is Marta, wearing a purple Orlando Pride jersey with 'ally' and 'ORLANDO' logos. The background is black with a repeating pattern of various superhero icons.

MARVEL SUPER HERO NIGHT



WASHINGTON SPIRIT VS ORLANDO PRIDE

FRIDAY, APRIL 26
7:30 PM

TRINITY RODMAN

©2024 MARVEL

The graphic features Casey Krueger in her Washington Spirit jersey standing next to the Ironheart superhero character. The background is black with a repeating pattern of various superhero icons.

MARVEL SOCIAL POSTS

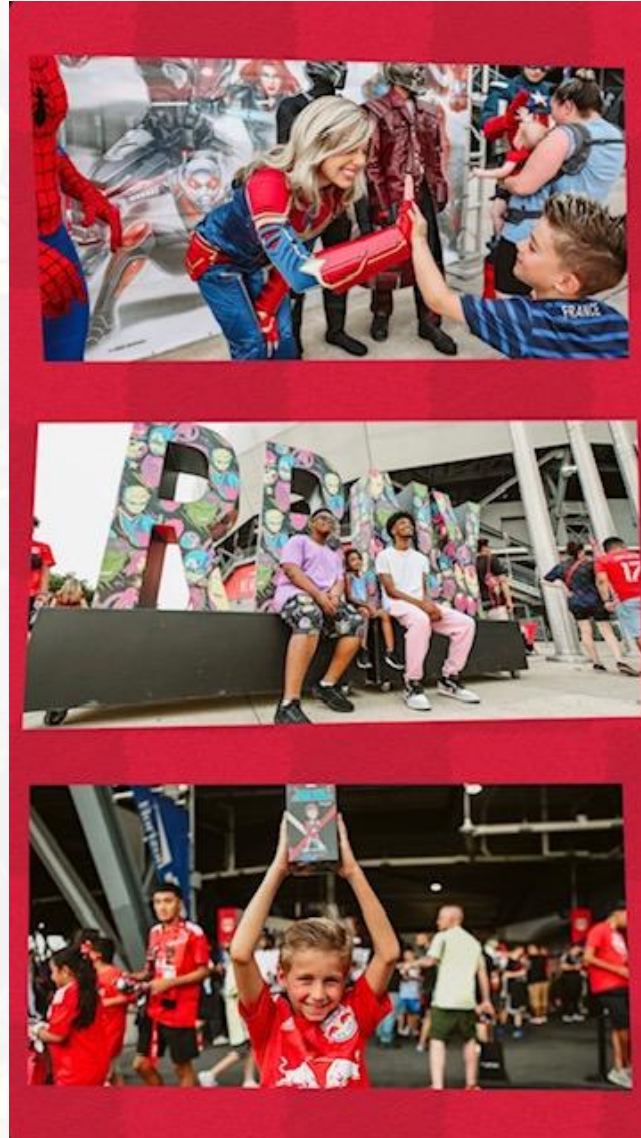
Charlotte FC Retweeted



Charlotte FC Chief Fan Officer @Ch... · 1d ...
MATCHDAY! Get here early (first 10k fans) to snag a Captain America x CLTFC challenge coin and stay late for our post match fireworks show! ⚽ ✨



9 15 152 23.3K



Nashville SC @NashvilleSC · 5h
IT'S MARVEL MATCHDAY IN MUSIC CITY

📺: Watch on #MLSSeasonPass on @AppleTV apple.co/3Np3o6q

📻: Listen on @1045TheZone and the 104.5 The Zone app



SchneiderElectric NA and Schneider Electric

7 16 60 7,839

MARVEL SOCIAL POSTS



Washington Spirit @WashSpirit · 2h

You can't have a Marvel Super Hero™ Night without an EPIC poster!

Our players react to our very special gate giveaway 🎨

Get your tickets to make sure you snag one!



From ticketmaster.com

3 16 67 6.3K



Washington Spirit @WashSpirit · 5h

+ = BEST THEME NIGHT

The Spirit is teaming up with [@Marvel](#) for the first-ever Marvel Super Hero™ Night against the Orlando Pride at Audi Field this Friday!



From washingtonspirit.com

5 20 123 9.9K

MARVEL SOCIAL POSTS

 **newyorkredbulls**  Sponsored



MARVEL
SUPER HERO NIGHT

JUNE 28 - 7:30PM

PRESENTED BY
Hockmuck Merillan
Children's Health

SUPER FUN GUARANTEED.
MARVEL COMIC GIVEAWAY
FOR THE FIRST 20K FANS

© 2025 MARVEL

Book now 

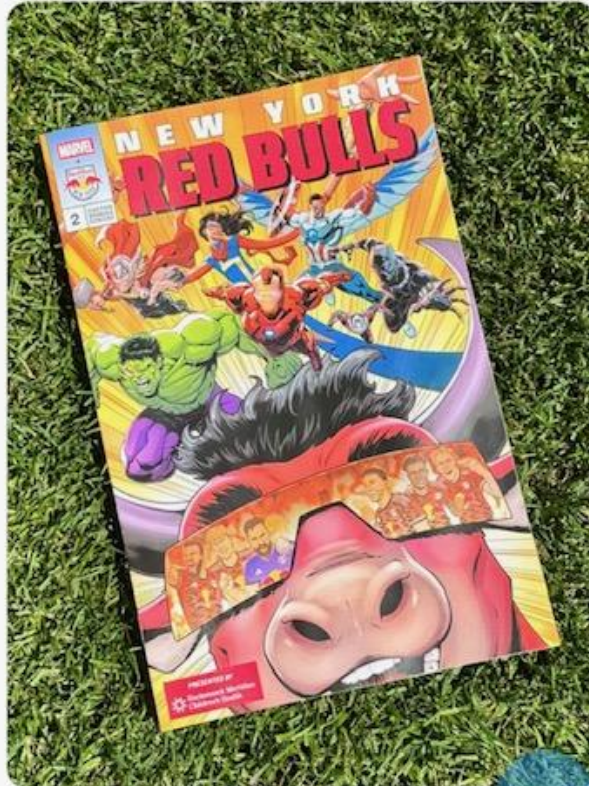
 43  

 Followed by ryannrangerfan and 267K others
newyorkredbulls Suit up for Marvel Super Hero Night on June 28! 🦸 Don't miss this epic clash—Red Bulls vs. Minnesota United FC. Be there.

 **New York Red Bulls**  @NewYorkR... · 44m ...
Calling all heroes 🦸

First 20,000 fans through the gates will snag a limited edition RBNY x @Marvel comic book 📖

See you there 🗓️ win.gs/3SOUcdK



 1   6  1.3K  

 **New York Red Bulls**  @NewYorkRe... · 13h ...
The only place in the Multiverse where you can watch the New York Red Bulls TONIGHT 📺



MARVEL SUPER HERO NIGHT

Red Bulls RUNDOWN

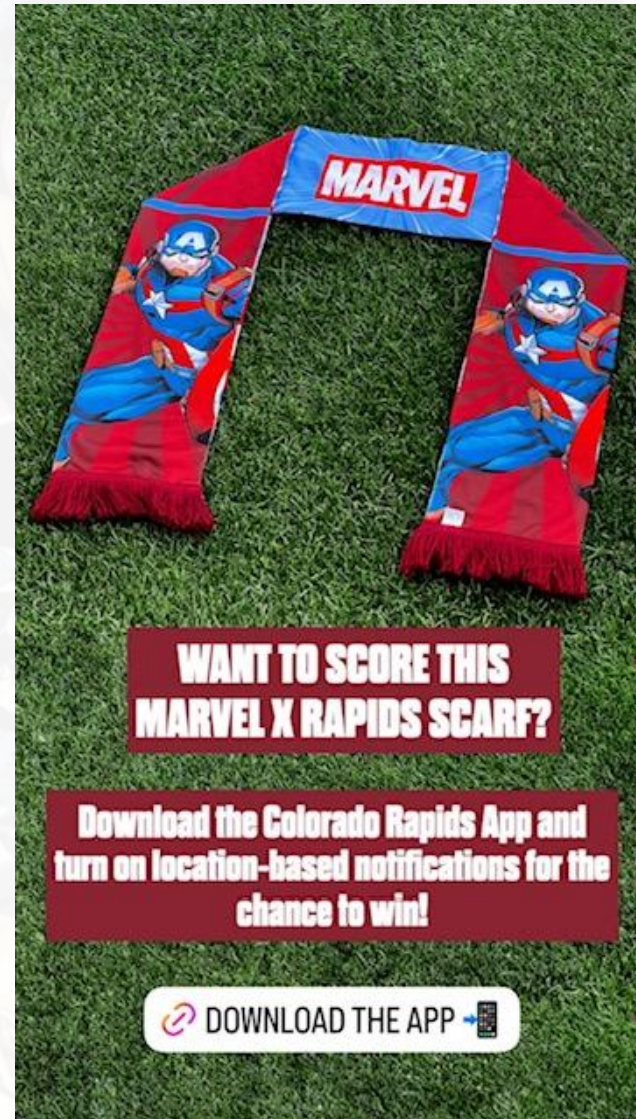
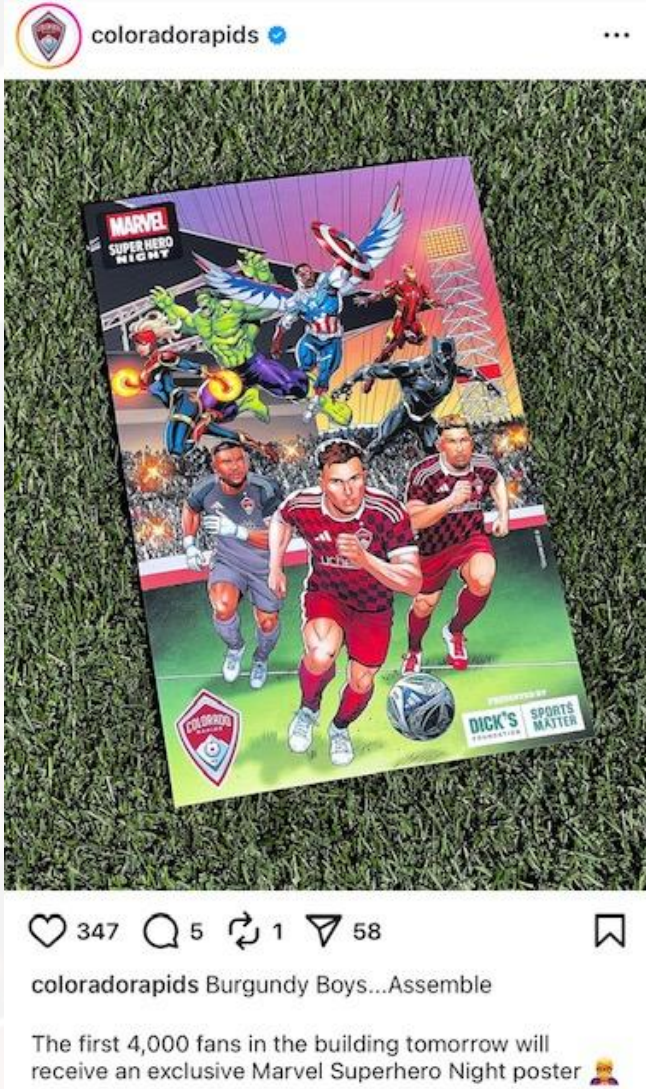
 

4:00PM	BULEVARD OPENS	7:35PM	NATIONAL ANTHEM <i>performed by</i> Lanre
5:30PM	CROSSBAR <i>Cody Sabol Art</i>	7:40PM	MATCH BEGINS
6:30PM	GATES OPEN		
6:50PM	PLAYER WARM UPS		

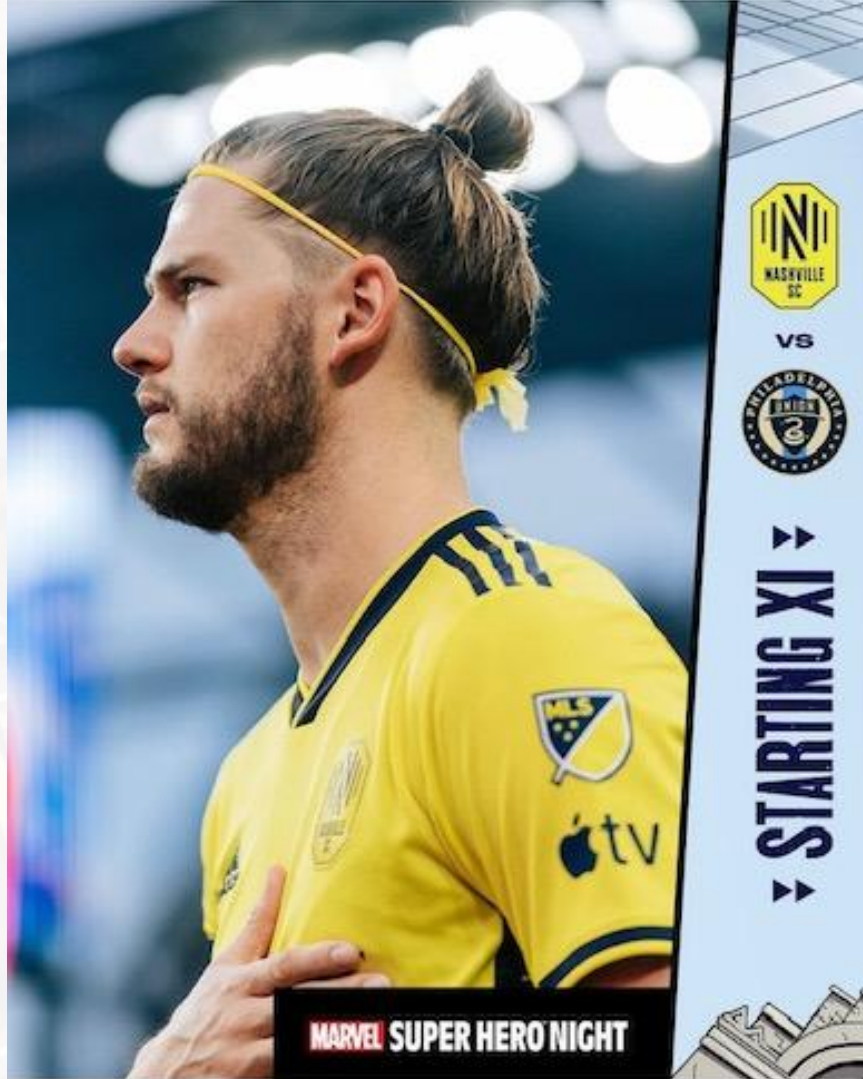
Bulls vs. Loons 

 2  1  7  3.5K  

MARVEL SOCIAL POSTS



MARVEL LINEUP GRAPHICS



NASHVILLE SC vs PHILADELPHIA UNION

STARTING XI


1 **WILLIS**
2 **LOVITZ**
3 **MACNAUGHTON**
18 **MOORE**
25 **ZIMMERMAN**
6 **MCCARTY**
8 **LEAL**
10 **MUKHTAR**
12 **BUNBURY**
14 **SHAFFELBURG**
54 **DAVIS**

SUBSTITUTES
Fafà, Zubak, Muij,
Bauer, Washington, Greguš
Haakenson, Anunga, Panicco

RENASANT BANK

MARVEL LINEUP GRAPHICS

MAJOR LEAGUE SOCCER MATCHDAY 30



STARTING XI

- 12 MARCINKOWSKI
- 2 YAMANE
- 63 RINDOV
- 5 ZANKA
- 14 NELSON
- 6 CERRILLO ©
- 22 WYNDER
- 8 SANABRIA
- 26 MILLER
- 21 LEPLEY
- 27 BERRY

SUBS MIČOVIĆ, AUDE, CUEVAS, FAGUNDEZ, RAMOS JR., REUS, PEC, PAINTSIL, RAMIREZ

IT MARCINKOWSKI
GOALKEEPER #12

#LAVCOL STARTING XI



PRESENTED BY Modelo

LA Galaxy @LAGalaxy · 11m

The Starting XI

bit.ly/45ycxmr | @ModeloUSA

MAJOR LEAGUE SOCCER MATCHDAY 30



STARTING XI



- 12 MARCINKOWSKI
- 2 YAMANE
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- 5 ZANKA
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SUBS MIČOVIĆ, AUDE, CUEVAS, FAGUNDEZ, RAMOS JR., REUS, PEC, PAINTSIL, RAMIREZ

PRESENTED BY Modelo

lagalaxy

MAJOR LEAGUE SOCCER MATCHDAY 30



STARTING XI

- 12 MARCINKOWSKI
- 2 YAMANE
- 63 RINDOV
- 5 ZANKA
- 14 NELSON
- 6 CERRILLO ©
- 22 WYNDER
- 8 SANABRIA
- 26 MILLER
- 21 LEPLEY
- 27 BERRY

SUBS MIČOVIĆ, AUDE, CUEVAS, FAGUNDEZ, RAMOS JR., REUS, PEC, PAINTSIL, RAMIREZ

PRESENTED BY Modelo

537 36 5

lagalaxy The Starting XI

#lagalaxy x @modelousa

MARVEL SCORE GRAPHICS

MARVEL SUPER HERO NIGHT



HALF

NASHVILLE SC 0 | PHILADELPHIA UNION 1

© 2023 MARVEL

MARVEL SUPER HERO NIGHT



0 | 2

FINAL

© 2023 MARVEL

MARVEL GOAL GRAPHICS



MARVEL BILLBOARD GRAPHIC

MARVEL SUPER HERO NIGHT



VS



KICK CHILDHOOD CANCER

SEPTEMBER 23 | 7:30PM

PRES. BY children'shealth? | TOYOTA STADIUM

FCDALLASTICKETS.COM | Season Pass | Apple TV



MARVEL BILLBOARD GRAPHIC



The billboard features Iron Man on the left, flying over a cityscape with the Avengers Tower in the background. On the right, Spider-Man is shown in a dynamic pose, kicking a soccer ball. The background is a dark blue grid pattern.

LA ✦ GALAXY

MARVEL

NIGHT

SATURDAY, AUGUST 23 vs COLORADO RAPIDS

MARVEL EMAIL GRAPHIC

MARVEL SUPER HERO NIGHT

POST-MATCH DRONE SHOW



VS



KICK CHILDHOOD CANCER

SEPTEMBER 23 | 7:30PM

PRES. BY  |  TOYOTA STADIUM



© 2023 MARVEL

MARVEL MATCHDAY GUIDE TICKET HOLDER EMAIL

WASHINGTON ★ SPIRIT

MARVEL SUPER HERO NIGHT

Your Matchday Guide

Gates open at 6:00 p.m. • Kick off at 7:30 p.m.



Before Arriving

📄 DOWNLOAD YOUR TICKETS. Audi Field is a mobile-only venue. Log into your [Ticketmaster account](#) or [Account Manager](#) and add your tickets to your Apple or Google Pay Wallet. [Learn more >](#)

🌟 COSTUMES ENCOURAGED. Fans should dress as their favorite Marvel characters for a chance to

Off the Pitch

🎁 FAN GIVEAWAY. All fans will receive an exclusive Spirit and Marvel-themed [souvenir poster](#) featuring [Croix Bethune](#), [Hal Hershfelt](#), [Casey Krueger](#) and [Brittany Ratcliffe](#) upon exit.

🌟 MARVEL-THEMED SPIRITVILLE. Head to the East Concourse for face painting, caricature artists, temporary tattoos, photo ops, and more!

🏆 TROPHIES ON TOUR. Snap a photo with the W Gold Cup and Concacaf Nations League trophies on the East Concourse behind the team benches and learn more about the [upcoming U.S. Soccer matches](#) at Audi Field.

🎤 SPIRIT STAGE. DJ Fili will perform near Gate A starting at 6:00 p.m.

🛍️ MERCH. Merch shops will be located in Spiritville on the East Concourse, along the north side of the stadium, in the southwest corner, and in the Premium Club. Due to overwhelming demand, limited sizes remain from the new Blackout collection. Fans will still be able to shop the core collection and Cherry Blossom capsule.

🌍 COMMUNITY ZONE. Visit each organization in the Community Zone located on the north end of the stadium to learn more about their work promoting

MARVEL KNOW BEFORE YOU GO / MATCH PREVIEW

 **JULY 5**

KNOW BEFORE YOU GO!

PRESENTED BY **ticketmaster**

-  Download the Official D.C. United mobile app
-  Add your ticket(s) to your Apple or GooglePay Wallet
-  **CIRCUIT** Download the Ride Circuit App! 
-  Party at the Pitch starts at 5PM
-  Gates Open at 6PM
-  6PM KickZone Open to Kids of All Ages
-  Arrive Early to see the pre-match band, Tom Starr Band
-  First 2,000 fans get a Marvel Hat
-  Secure your Marvel x D.C. United Posters
-  Club Shop is open 12PM-4PM & 6PM until 30 minutes after the match ends!
-  **KICKOFF AT 7:30PM**
-  **Fireworks After Match**

- MATCH 21 -

MATCH PREVIEW

MARVEL NIGHT

© 2025 MARVEL

PRESENTED BY:  FANDEUEL | SUPPORTED BY:  PEPSI

D.C. UNITED   **ATLANTA UNITED FC**

SATURDAY, JULY 5

Audi Field | 7:30PM ET

  SEASON PASS | PRESENTED BY **602** STEAMFITTERS

MARVEL KNOW BEFORE YOU GO / MATCH PREVIEW



LA Galaxy @LAGalaxy · 36m
KBYG: Marvel Night

LA + GALAXY
MARVEL NIGHT

KNOW BEFORE YOU GO

3:30PM PARKING LOTS OPEN
6:00PM ALL STADIUM GATES OPEN
6:00PM GALAXY EXPRESS BEGINS
6:45PM WARMUPS
7:20PM PREGAME DJ SET: ESTHER ANAYA
7:30PM SOCCERFEST ENDS
7:30PM KICKOFF
9:30PM SPECIAL OLYMPICS UNIFIED KICKOFF

SATURDAY, AUGUST 23 | 7:30PM PT

1 17 1.9K



Colorado Rapids @ColoradoRapids · 2d
Suit up for Superhero Night and a Rapids Unified doubleheader this Saturday!

Check out our Gameday Guide, presented by @DICKS Foundation - Sports Matter, for the full breakdown of all superhero-level action!

» rapids96.com/GamedayGuideHOU

#Rapids96

GAMEDAY GUIDE

SATURDAY, SEPTEMBER 13 | 7:30PM

5:30PM
BLOCK PARTY AT THE DALE'S BAR

6:30PM
ALL GATES OPEN

7:25PM
PREGAME PROCESSION & ANTHEM

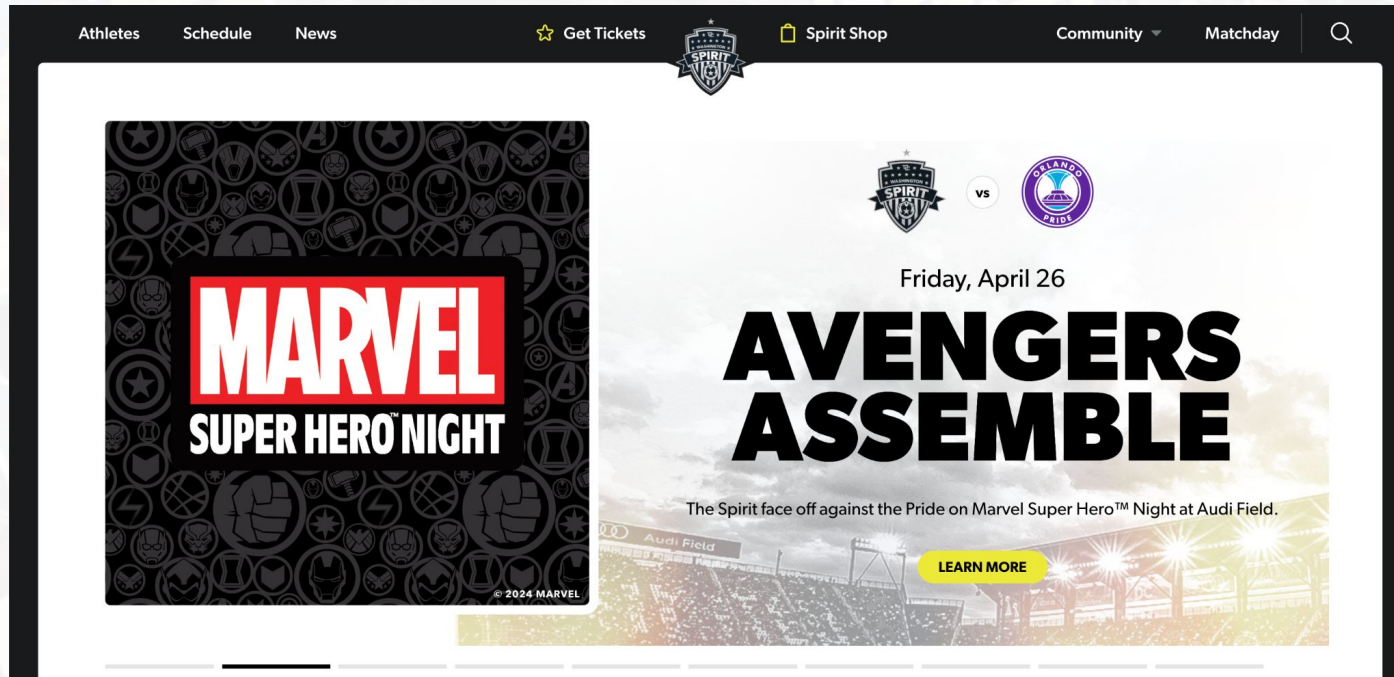
7:30PM
KICKOFF VS HOUSTON DYNAMO FC

POSTGAME
RAPIDS UNIFIED VS DYNAMO UNIFIED GAME

PRESENTED BY **DICK'S** & **SPYDER**

1 17 1.9K

MARVEL WEBSITE GRAPHICS



MARVEL SUPER HERO NIGHT

Washington Spirit vs Orlando Pride

April 26 | Audi Field | 7:30 p.m.



Don't miss Casey Krueger and the Spirit take on Brazilian legend Marta and the Orlando Pride.

From pre-match to post, fans will be treated to the full super hero experience as the Spirit hosts its first ever Marvel Super Hero™ Night! Friday's matchday experience will include:

- An exclusive Spirit and Marvel-themed souvenir poster for every fan

MARVEL PLAYER ENTRANCE CUTOUTS



MARVEL TEAM PUP COSPLAY



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 with the text "I AM GROOT!", Iron Man with "ARGH!", and other characters with sound effects like "WAOH", "YEEE-HAHI", and "BOOM".

RETAIL BEST PRACTICES

MARVEL RETAIL



MARVEL

RETAIL



MARVEL

RETAIL



MARVEL

RETAIL





RETAIL GRAPHICS

MATCH DAY SPECIAL

SATURDAY, JULY 27TH

\$5 Off

FORGE FC MARVEL TEE

ONLY \$30 REG. \$35



© 2024 MARVEL

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



*ALL executions/activations/graphics/copy must be routed to Marvel for Marvel approval

The background of the slide is a collage of comic book panels, tilted at an angle. It features various superhero characters in action, along with sound effects like "POW!", "BOOM!", "YEE-HA!", and "WOW!".

POSTGAME ACTIVATIONS

MARVEL DRONE SHOW



MARVEL POST GAME COSTUME PARADE



New York Red Bulls 🏆 @NewYorkRe... · 23h ...
Suit UP!

Come dressed as your favorite @Marvel Super Hero and we'll see you on pitch.

Sign up now ➡ win.gs/4nrmfOo



1 3 5 2.4K





CONTACT

Chris DiGeronimo
Marketing & Creative Coordinator

chris@athlife.com

718.687.0937