

**MARVEL**



**NBA G LEAGUE**

**CASE STUDY  
2024-25**



# 2024-25 PARTICIPATING TEAMS





# 2024-25 OVERALL ATTENDANCE STATS

NBA G League Marvel Super Hero Day Average Attendance (6 games): **2,655**

**88%**

Combined increase in attendance over average at the time the games were played.  
(+31% from 2023-24 )

**5%**

Increase in attendance over the average G League game.  
(avg. 2,655 vs. avg. 2,527 )

2024-25 NBA G League Marvel Super Hero <sup>TM</sup> Day program drew **15,931** fans through the gates



# 2024-25 ATTENDANCE HIGHLIGHTS

- **Stockton Kings (1/26/25) - Reported Attendance: 2,391** . MSHD game produced a 35% increase in attendance over average (avg. 1,769). The game was their 3rd highest attended game at the time, and highest attended Sunday game at the time. The game also produced a 24% increase for a Sunday game (avg. 1,933)
- **Indiana Mad Ants (2/8/25)- Reported Attendance: 2,070.** MSHD game produced a 398% increase in attendance over average (avg. 416). The game was highest attended game at the time and their highest attended Saturday game at the time. The game produced a 70% increase for a Saturday game (avg. 1,219).
- **Cleveland Charge (2/8/25)- Reported Attendance: 4,564.** MSHD game produced a 32% increase in attendance over average (avg. 3,466). The game was their 4th highest attended game of the season at the time, and 3rd highest Saturday game at the time. The game produced a 6% increase for a Saturday game (avg. 4,292).
- **Delaware Blue Coats (3/7/25)- Reported Attendance: 2,126.** MSHD game produced a 86% increase in attendance over average (avg. 1,143). The game was their 2nd highest attended game at the time and highest Friday game at the time. The game produced a 64% increase for a Friday game (avg. 1,296)



# YEAR OVER YEAR DATA

# **MARVEL** TEAMS THAT PARTICIPATED LAST SEASON ...

**INDIANA  
MAD ANTS**

**49%**

Increase vs. 2023-24  
Marvel game (att.  
2,070 vs. 1,394)

**DELAWARE  
BLUE COATS**

**36%**

Increase vs. 2023-24  
Marvel game (att.  
2,126 vs. att. 1,569)

**CLEVELAND  
CHARGE**

**8%**

Increase vs. 2023-24  
Marvel game (att.  
4,564 vs. 4,238)

The background of the slide is a collage of comic book panels, tilted at an angle. It features various characters and action scenes, with prominent yellow speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HAH!".

# SOCIAL MEDIA



# APPROVED SOCIAL GRAPHICS

GIVEAWAY ITEM    GIVEAWAY ITEM    GIVEAWAY ITEM    GIVEAWAY ITEM

**MARVEL SUPER HERO NIGHT**  
**POSTER INSPIRED BY X-MEN**

**GIVEAWAY ITEM**

MARCH 28, 7:00PM

FIRST 1,000 FANS    OSHKOSH ARENA

PRESENTED BY Winnebago County

**MARVEL SUPER HERO NIGHT**  
 presented by Physicians Ambulance

**PHYSICIANS AMBULANCE**

**CHARGE** vs **INDIANAPOLIS FEVER**

**Saturday, Feb. 8th**  
 7pm → Public Hall

\* **Charge x Marvel Poster Giveaway** \*  
 [ first 2,500 fans ]

[CLEVELANDCHARGE.COM/PROMOTIONS](http://CLEVELANDCHARGE.COM/PROMOTIONS)

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**GAMEDAY**

PRESENTED BY

6 PM | GAINBRIDGE FIELDHOUSE | NBAGLEAGUE.COM

vs



# SOCIAL MEDIA POSTS

themadantsbasketball and ga...  
Gainbridge Fieldhouse

Follow

**MAD ANTS FANS...ASSEMBLE!**

**MARVEL SUPER HERO NIGHT**

MAD ANTS 20 vs MAD ANTS 11

FEB 8 | 6 PM | GAINBRIDGE FIELDHOUSE

**GET TICKETS**

52 2 5

themadantsbasketball Marvel Super Hero™ Night is coming to @gainbridgefieldhouse on Saturday, February 8

tickets are general admission and only \$10! link in our bio.



**SD Clippers** @sandiego\_clips · 10m

Captain America Night at Frontwave is finally here, and our jersey auction is now live!

Be sure to place a bid on your favorite Clipper's game-worn jersey at the link in our bio

**CAPTAIN AMERICA NIGHT**

PRESENTED BY

FEBRUARY 27 | 7PM

**HIGHEST BIDDER RECEIVES SIGNED JERSEY IN THE MAIL!**

53



**Wisconsin Herd** @WisconsinHerd · 2m

The Herd will wear these Marvel Super Hero™ Night jerseys inspired by Wolverine and presented by Winnebago County WI Land & Water Conservation on Friday, March 28, at 7 PM! Click the link below to bid on the jerseys benefitting the Winnebago Area Literacy Council.

Bid on [Show more](#)

**MARVEL SUPER HERO NIGHT** **THEME JERSEY**

**MARCH 28 | 7:00PM**

PRESENTED BY Winnebago County

46



# IN-GAME SOCIAL GRAPHICS

Herd      GAME 47      Clippers

**107** **Final** **95**

**29**

■ ■ ■ ■  
1ST QUARTER

**34**



**56**

**HALF**

**56**

**QDOBA**  
MEXICAN EATS



# PLAYER OF THE GAME GRAPHICS



**PLAYER OF THE GAME**

JAHILIL OKAFOR

**27**  
PTS

**15**  
REB

**4**  
AST



**PLAYER OF THE GAME**

 **JORDAN MILLER**

**26**  
PTS

**5**  
REB

**70**  
FG %

**24**  
MANGAS



# COMIC BOOK GIVEAWAY PROMO



**GIVEAWAY**

**CAPTAIN AMERICA POSTERS**

SAN DIEGO  
*Clippers*

sd\_clippers and frontwaveare... [Follow](#)



179 2 9

frontwavearena We had a SUPER time at Captain America Night! 🏀📖



# IN-GAME ACTIVATIONS



**MARVEL**

# THEMED JERSEYS





**CONTACT**

**THANK YOU!**

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