

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 260 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





WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Washington Wizards (12/28/22) (Att. 20,476) - The game produced a 23% increase in attendance over average (avg. 16,594). 24% increase for a Wednesday game at the time (avg. 16,553). The game was tied for the highest attended game of the season at the time, and the highest attended Wednesday game at the time. 37% higher than comp 2019 Wednesday game (12/18/19, att. 14,987)

Atlanta Hawks 2/8/23 (Att. 17,395)- The game was the highest attended Tuesday game at the time, and was the highest attended Tuesday game over the previous five (5) seasons (last highest 11/22/16, att. 19,120 vs New Orleans)



NBA PROMOTIONAL GIVEAWAYS BEST PRACTICES

MARVEL

PLAYER BOBBLEHEADS



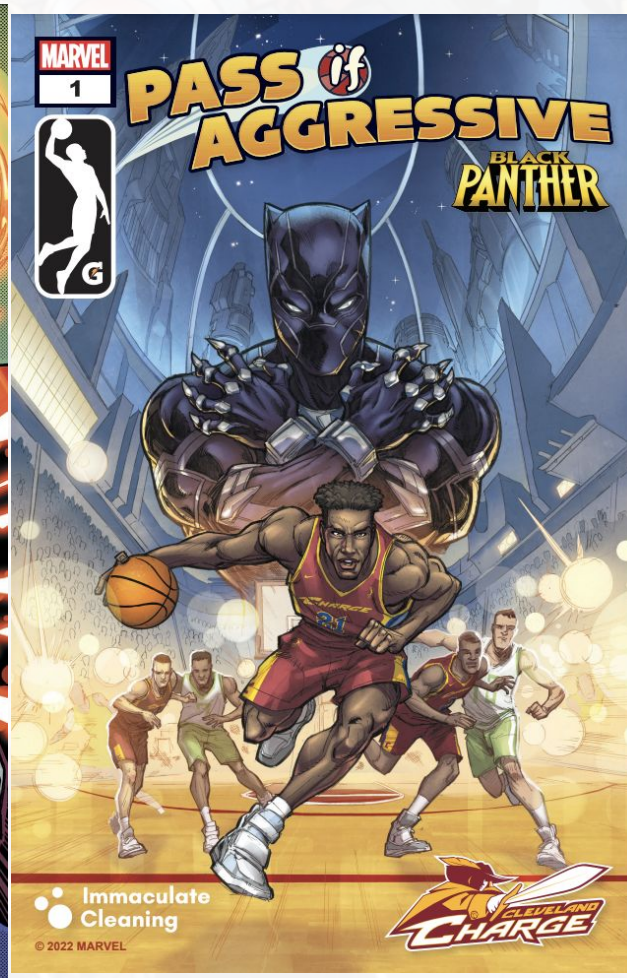
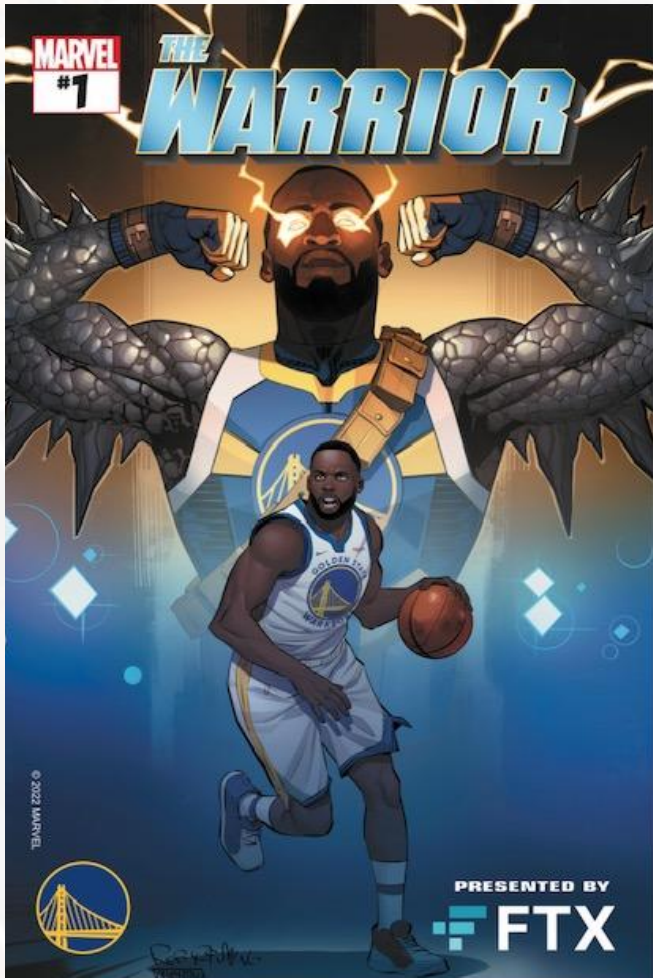


PLAYER & CHARACTER BOBBLEHEADS



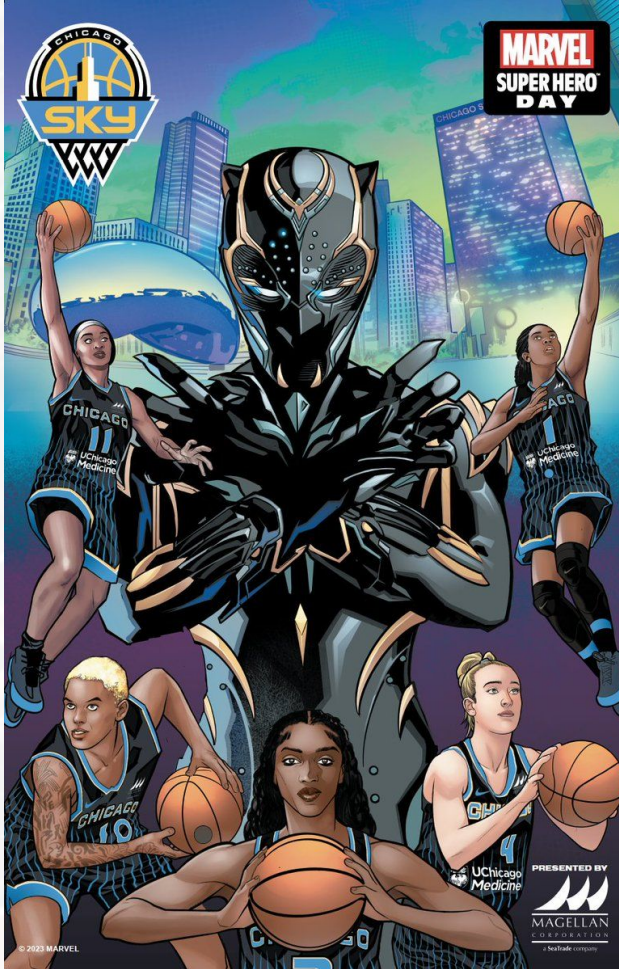


EXCLUSIVE COMIC BOOKS



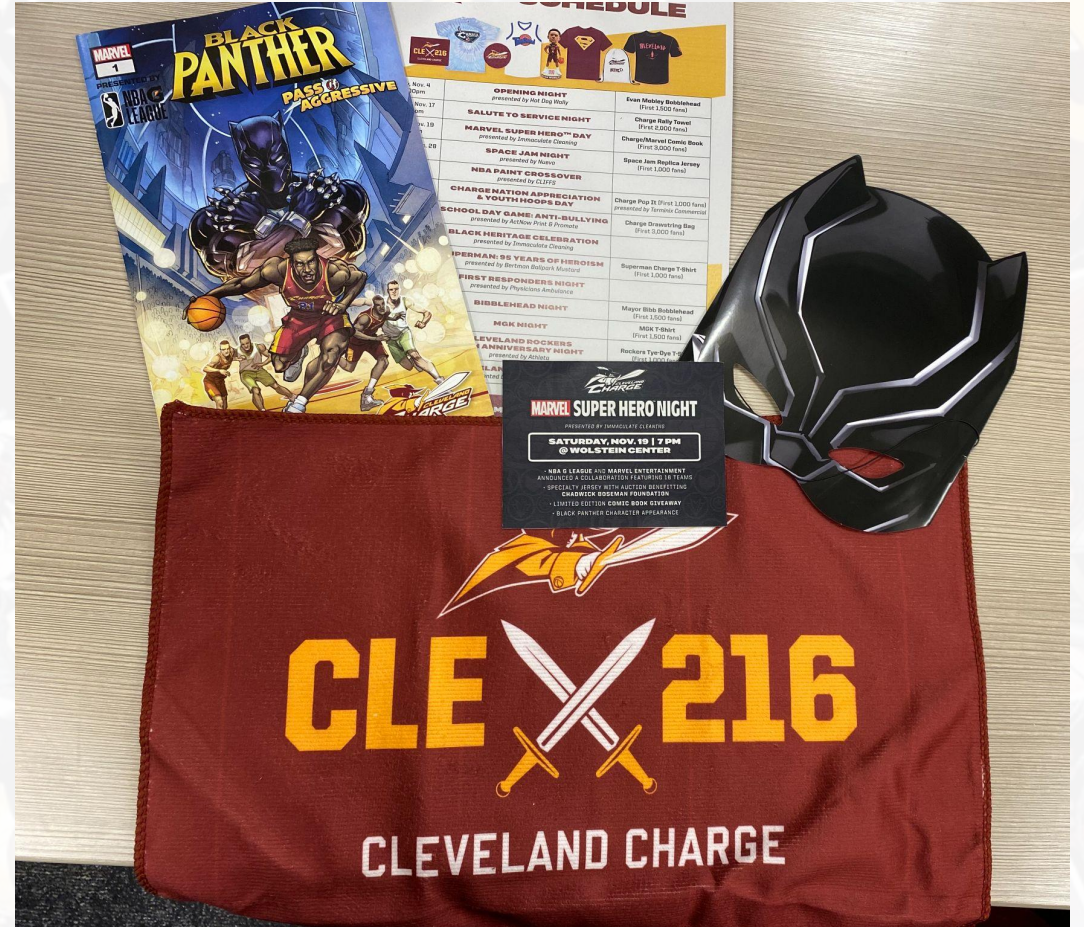
MARVEL

EXCLUSIVE POSTERS



MARVEL

INFLUENCER BOX



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 sound effects like "POW!", "BOOM!", "ARGH!", "YEEE-HAHI!", and "GROO!" scattered throughout. The overall aesthetic is that of a classic comic book page.

CONTENT BEST PRACTICES



Marvel Entertainment @Marvel · 1h ...
 Last May, 10 NBA players competed for the ultimate prize in Marvel's #ArenaOfHeroes on @ESPN. 🏀 @Money23Green, are you ready to become a Super Hero? @Warriors



Atlanta Hawks @ATLHawks · 3d ...
 Y'all don't wanna miss this 🙄

We're giving away a Black Panther inspired poster at **Marvel Super Hero Night** presented by @Xbox this Thursday!

: bit.ly/3Uh6MBs



6 21 140



Washington Wizards @WashWi... · 1d ...
 Sorcerers 🏆 Wizards

Join us for **Marvel Super Hero™ Night** on Dec. 28th. The first 10k fans at @CapitalOneArena will receive a one-of-a-kind Wizards x @Marvel comic book, featuring @RealDealBeal23 🌟



ticketmaster.com
 Tickets | **Marvel Super Hero™ Night**

18.9K 4 11 46



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



1 12 32 2,719



chicagosky



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!

windycitybulls



70 likes

windycitybulls Marvel Super Hero Night, presented by @bmo_us!

Windy City will be wearing special Black Panther-themed jerseys + there will be a Custom Windy City Bulls Comic Book Giveaway!

Come dressed up as your favorite Marvel Super Hero for a chance to win prizes!



Grand Rapids Gold @NBAGrandR... · 1d
Fans, don't forget, Sunday is Marvel Super Hero™ Day at the Van Andel Arena.

Come say hi to your favorite Marvel characters and cheer on the Gold in their specialty Black Panther jerseys.

- fevo.me/MarvelNight



2

2

4

1,373



Fort Wayne Mad Ants @TheMa... · 2h
Not just game night...Marvel Super Hero™ Night!

Join us as we battle for first place in the division in special Black Panther jerseys! First fans through the door get a limited edition comic book!

vs @windycitybulls

7 p.m. EST

Fort Wayne, IN

gleague.nba.com/game/wcb-vs-fw...





Houston Rockets 🏆 @HoustonRock... · 3h ...

Celebrate @Marvel Super Hero Night with us!



The first 3,000 fans attending tonight's game receive a @TAR13ASON Spider-Man Bobblehead presented by @Toyota.



11 18 139 15K



Houston Rockets 🏆 @HoustonRock... · 1h ...

Tari Eason's bobblehead night is TOMORROW!

The first 3,000 fans in the building will get their own Spider-Man inspired bobblehead 🕸

: bit.ly/TariSpidermanN...

@Toyota | #Rockets 🏆



5 14 104 12K

MARVEL

SOCIAL GRAPHICS



MARVEL

DR. J

INSPIRED BY
BLACK PANTHER

BOBBLEHEAD GIVEAWAY

DR. J

FIRST 10,000 FANS
© MARVEL 2020



MARVEL

SUPER HERO NIGHT™

ALL-FAN POSTER GIVEAWAY

NOV. 10 | 7:30PM

presented by  XBOX



MARVEL SUPER HERO DAY™

CHI-TOWN vs NY

PRESENTED BY
 MAGELLAN

SUNDAY
SEPT. 3RD
2PM





SOCIAL GRAPHICS




MARVEL
SUPER HERO NIGHT™

Sat, Nov 5 • 7:00 PM CT • H-E-B Center at Cedar Park
VS Texas Legends

© 2022 MARVEL



MARVEL SUPER HERO NIGHT

SATURDAY, NOV. 19 | 7 PM
@ WOLSTEIN CENTER
VS. MOTOR CITY CRUISE




COMIC BOOK GIVEAWAY
PRESENTED BY IMMACULATE CLEANING
*FIRST 3,000 FANS

© 2022 MARVEL

MARVEL
SUPER HERO NIGHT

presented by  TOYOTA

march 21
7pm vs 

first 3,000 fans
will receive a tari eason
spider-man bobblehead

Rockets.com
@HoustonRockets



TOYOTA

TARI EASON

© 2024 MARVEL



STARTING 5 LINEUP GRAPHICS

ANTHONY GILL'S STARTING 5



BLACK PANTHER

LOKI

THOR

THE HULK

THANOS

© 2022 MARVEL

MARVEL SUPER HERO DAY



STARTING 5

4 MARINA



10 COURTNEY



2 KAHLEAH



25 MORGAN



1 ELIZABETH



MARVEL

HOW TO DRAW



[CLICK HERE TO PLAY](#)

MARVEL

MARVEL FIND YOUR POWER



MARVEL
FIND YOUR POWER

AVAILABLE NOW ON VARIOUS FORMATS INCLUDING
DIGITAL WHERE APPLICABLE FOR THE FOLLOWING FILMS:

AVENGERS: ENDGAME BLACK PANTHER

CAPTAIN AMERICA: CIVIL WAR

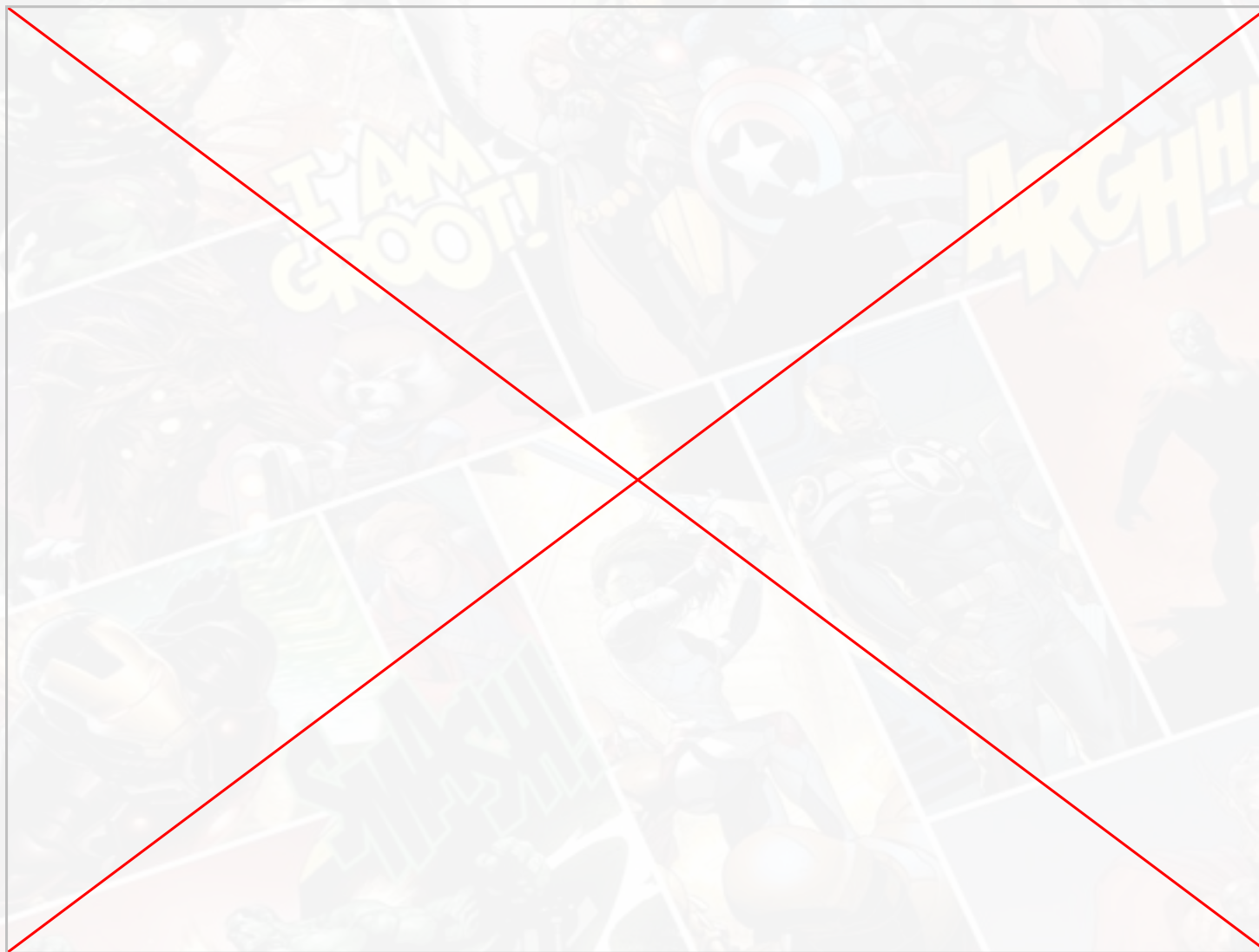
©2020 MARVEL



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PLAYER REACTION



[CLICK HERE TO PLAY](#)

MARVEL

PLAYER REACTION



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEO



[CLICK HERE TO PLAY](#)



ASK THE PLAYERS VIDEOS

*WHAT SUPERPOWER
WOULD YOU HAVE?*

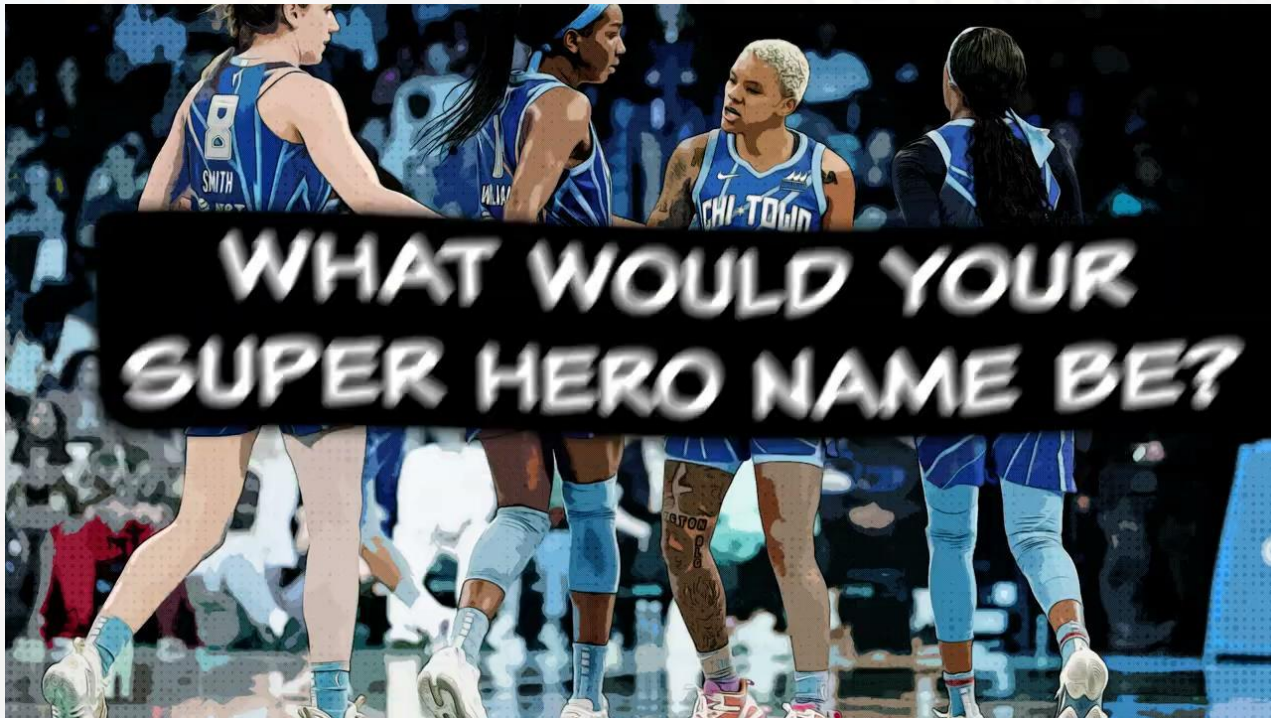
[CLICK HERE TO PLAY](#)

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

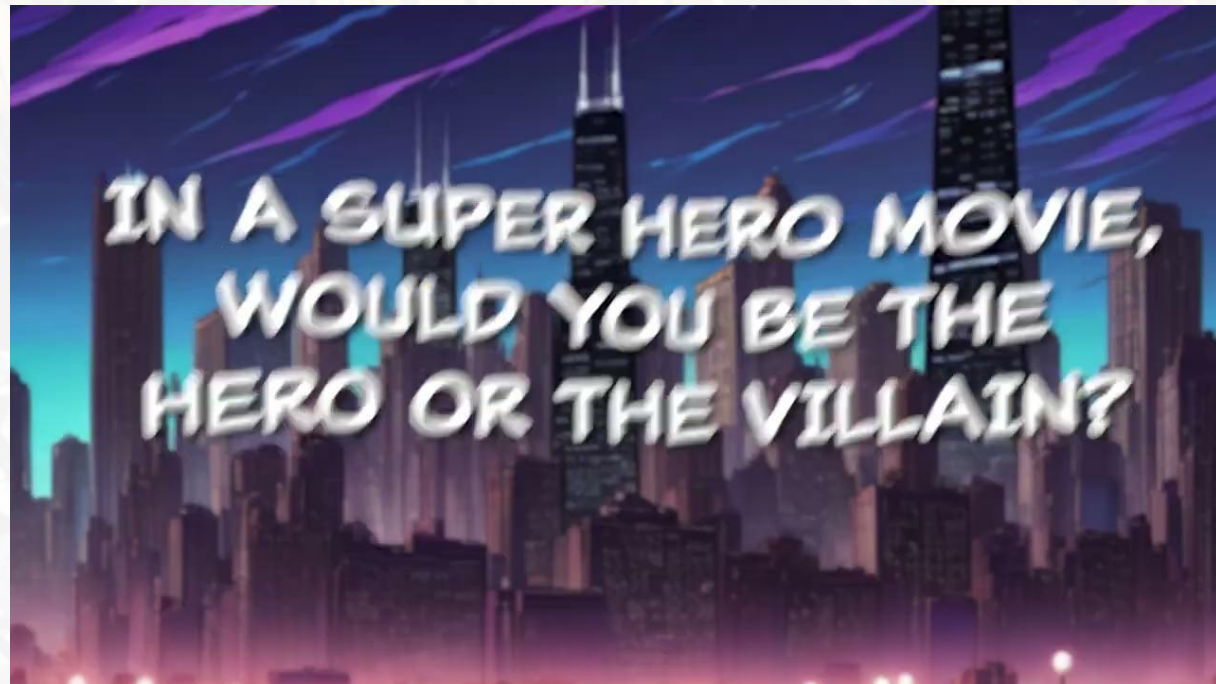
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ASK THE PLAYERS VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



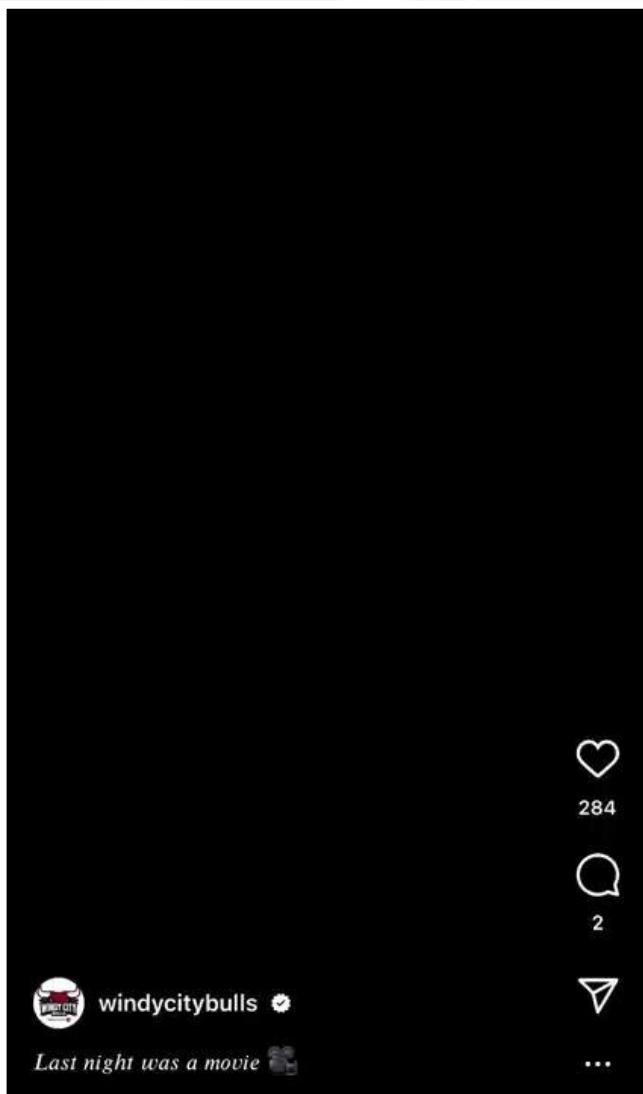
ASK THE PLAYERS VIDEOS



[CLICK HERE TO PLAY](#)



SOCIAL RECAP VIDEOS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

PLAYER HEADSHOTS





PLAYER HEADSHOTS

The image displays a variety of player headshots for Kristaps Porzingis, each with unique branding and design elements:

- A:** Horizontal banners with "ER HERO NIGHT", "KRISTAPS PORZINGIS", and "MARVEL SUP" on a red background with starburst patterns.
- E1 FULL:** A full-width banner with a red and black sunburst background, featuring Thor and Porzingis.
- E1 HALF:** A half-width banner with a red and black sunburst background, featuring Thor and Porzingis.
- E2:** A half-width banner with a red and black sunburst background, featuring Porzingis.
- B:** Horizontal banners with "KRISTAPS PORZINGIS" and "MARVEL SUPER HERO NIGHT" on a red background.
- C:** A long, thin banner with a red and black sunburst background and "KRISTAPS PORZINGIS" text.
- D:** Horizontal banners with "KRISTAPS PORZINGIS" and "6" on a red background.
- I:** Two small banners with a red and black sunburst background, featuring Thor and Porzingis.
- H:** Horizontal banners with "KRISTAPS PORZINGIS" and "MARVEL SUPER HERO NIGHT" on a red background.
- P:** A horizontal banner with "MARVEL SUPER HERO NIGHT" on a red background.
- F1:** Horizontal banners with "KRISTAPS PORZINGIS" and "6" on a red background.
- F3:** Three vertical banners with a white starburst containing the number "6" on a red background.
- F2:** A vertical banner with a red and black sunburst background, featuring Thor and Porzingis.
- L:** A vertical banner with a red and black sunburst background, featuring Porzingis.
- M:** A horizontal banner with a red and black sunburst background, featuring Thor and Porzingis.
- F6:** Horizontal banners with "KRISTAPS PORZINGIS", "MARVEL SUPER HERO NIGHT", and "KRIS" on a red background.
- F7:** Horizontal banners with "HERO NIGHT", "MARVEL SUPER HERO NIGHT", and "MARVEL SUPER" on a red background.

© 2022 MARVEL



BRADLEY BEAL

AGILE LIKE
BLACK PANTHER



INTELLECT LIKE
IRON MAN



STRENGTH LIKE
THE HULK



LEADER LIKE
CAPTAIN AMERICA



© 2022 MARVEL



DENI AVDIJA

WISDOM OF
DOCTOR STRANGE



LOYALTY OF
CAPTAIN AMERICA



ALL-AROUND SKILLSET OF
NICK FURY



STRONG WILL OF
BLACK WIDOW





PLAYER GRAPHICS

10



STRENGTH...



© 2023 MARVEL

COURTNEY WILLIAMS

35



SPEED...



© 2023 MARVEL

REBEKAH GARDNER

21



STAMINA...



© 2023 MARVEL

ROBYN PARKS



BRADLEY BEAL

**AGILE LIKE
BLACK PANTHER**



**BASKETBALL IQ LIKE
IRON MAN**



**STRENGTH LIKE
THE HULK**



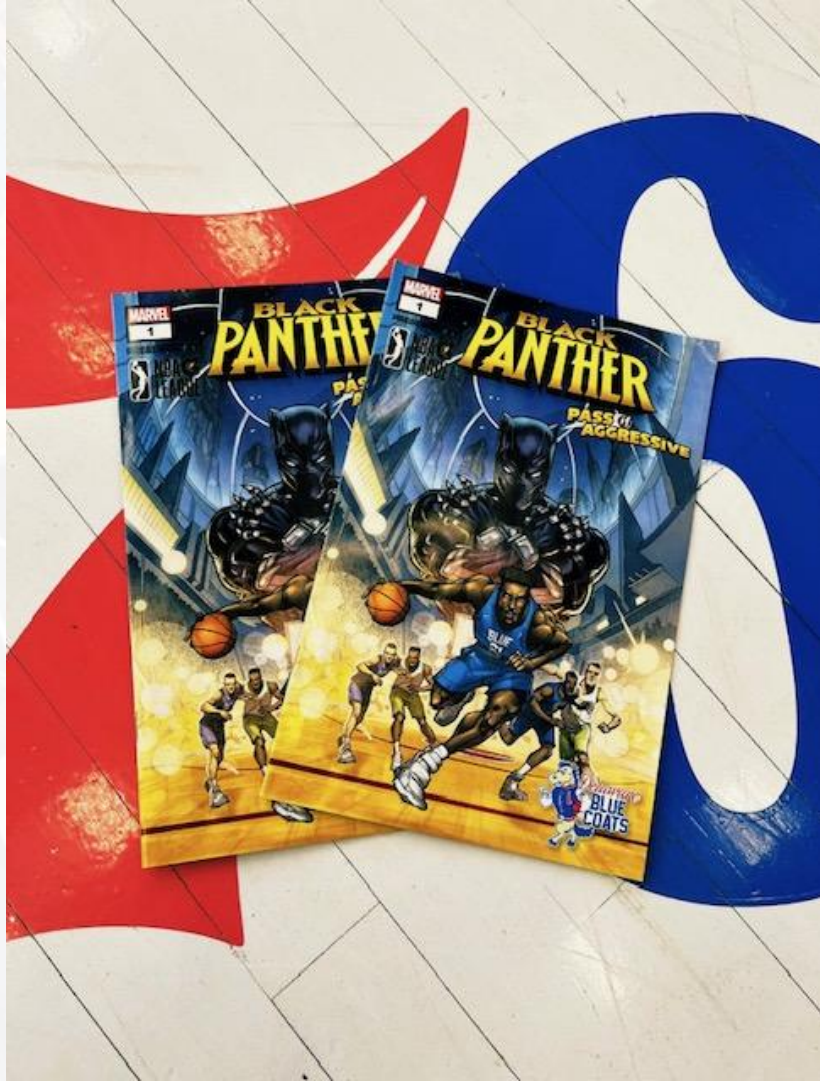
**LEADER LIKE
CAPTAIN AMERICA**




MARVEL SUPER HERO™ NIGHT

MARVEL

GIVEAWAY PROMO



 \$8 TICKETS 


GIVEAWAY



SAT. NOV 19 | 7:30PM CST



FIRST 1,000

PRESENTED BY 



MARVEL SUPER HERO NIGHT

TUESDAY NOVEMBER 15 | 7:00PM



THEME JERSEY

BLACK PANTHER THEME JERSEY
BID IN-ARENA ONLY

GIVEAWAY

COMIC BOOK GIVEAWAY
PRESENTED BY WINNEBAGO COUNTY
FIRST 2,500 FANS

© 2022 MARVEL



IN-GAME ACTIVATIONS BEST PRACTICES

MARVEL HALFTIME/CONCOURSE ACTIVITIES



MARVEL SCOREBOARD GRAPHICS





IN-GAME SOCIAL GRAPHICS

HALF TIME SCORE

WESTCHESTER KNICKS 51

LONG ISLAND NETS 68

© 2022 MARVEL

This graphic features a basketball player in a Westchester Knicks jersey (number 13, name CHASE) holding a basketball. The background is dark with purple lightning effects. Logos for Westchester Knicks and Long Island Nets are visible.

MARVEL SUPER HERO DAY

125

115

FINAL

© 2022 MARVEL

This graphic shows a basketball player in a Westchester Knicks jersey (number 8) dribbling the ball. The background is dark with purple lightning effects. Logos for Westchester Knicks and Long Island Nets are visible.

MARVEL SUPER HERO NIGHT HALFTIME

55 49

SCW STO

© 2022 MARVEL

This graphic features two basketball players in black jerseys with 'WARRIORS' and 'invisalign' logos. The background is blue with a stylized '100' logo in the top right corner.

MARVEL

PLAYER STINGERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



PLAYER INTERACTION



[CLICK HERE TO PLAY](#)

MARVEL

IN-STADIUM GRAPHICS



(C) 2022 MARVEL

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MARVEL

LINEUP GRAPHICS

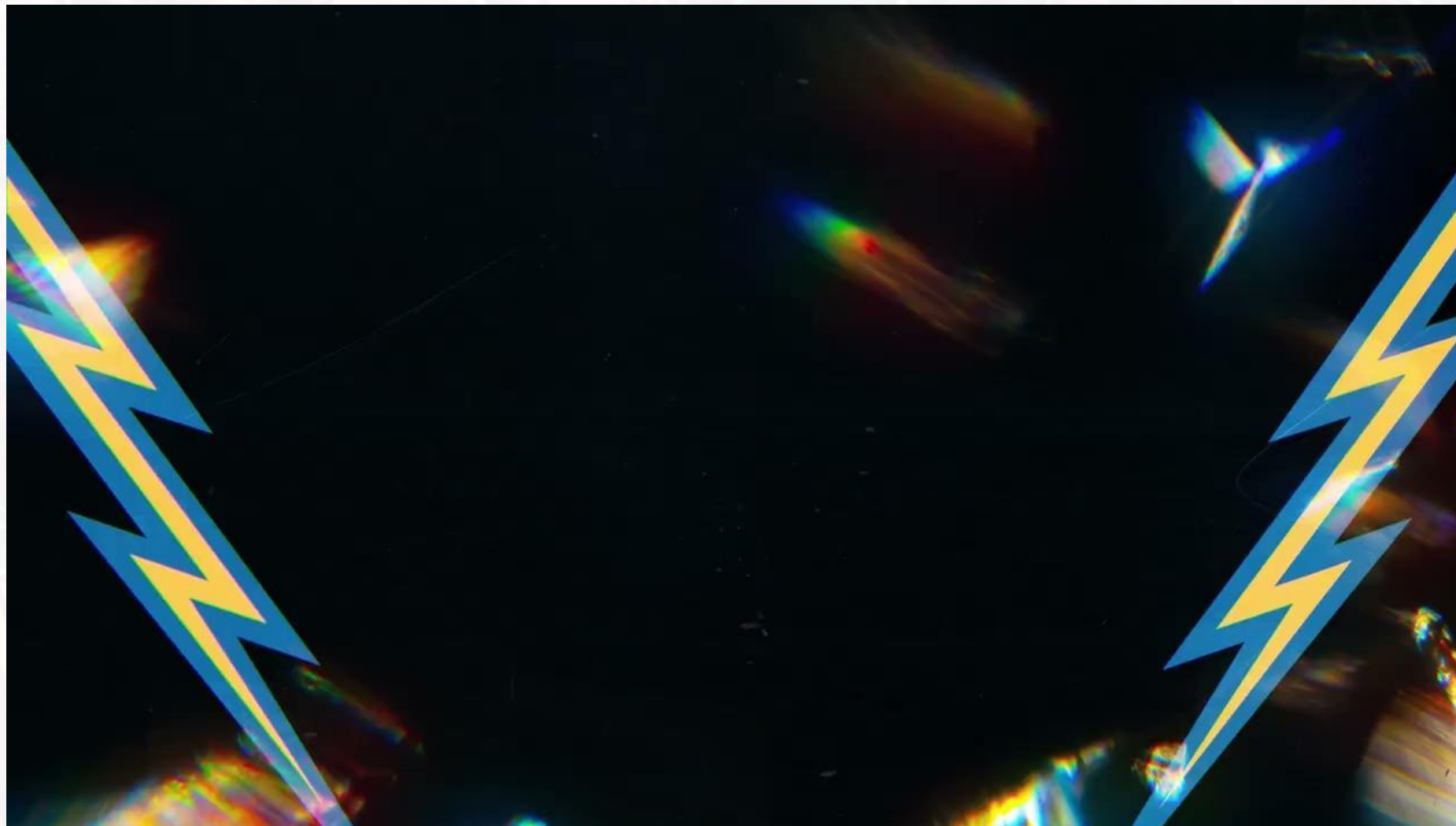


© 2022 MARVEL

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MARVEL

MATCHUP GRAPHICS



[CLICK HERE TO PLAY](#)

MARVEL

MATCHUP GRAPHICS

LET'S GO SKY!

MARVEL SUPER HERO DAY

VS



PRESENTED BY
MAGELLAN

NY

The graphic features two action shots from a WNBA game. On the left, a player in a blue Atlanta Dream uniform (number 10) is dribbling the ball. On the right, a player in a green New York Liberty uniform (number 30) is also dribbling. The background is a stylized blue and white pattern with stars and a large yellow 'VS' in the center. The text 'LET'S GO SKY!' is written in a white, slanted font in the top left. The 'MARVEL SUPER HERO DAY' logo is in the top center. The 'PRESENTED BY MAGELLAN' logo is at the bottom center. The New York Liberty logo is in the bottom right corner. A basketball icon is in the bottom left corner.



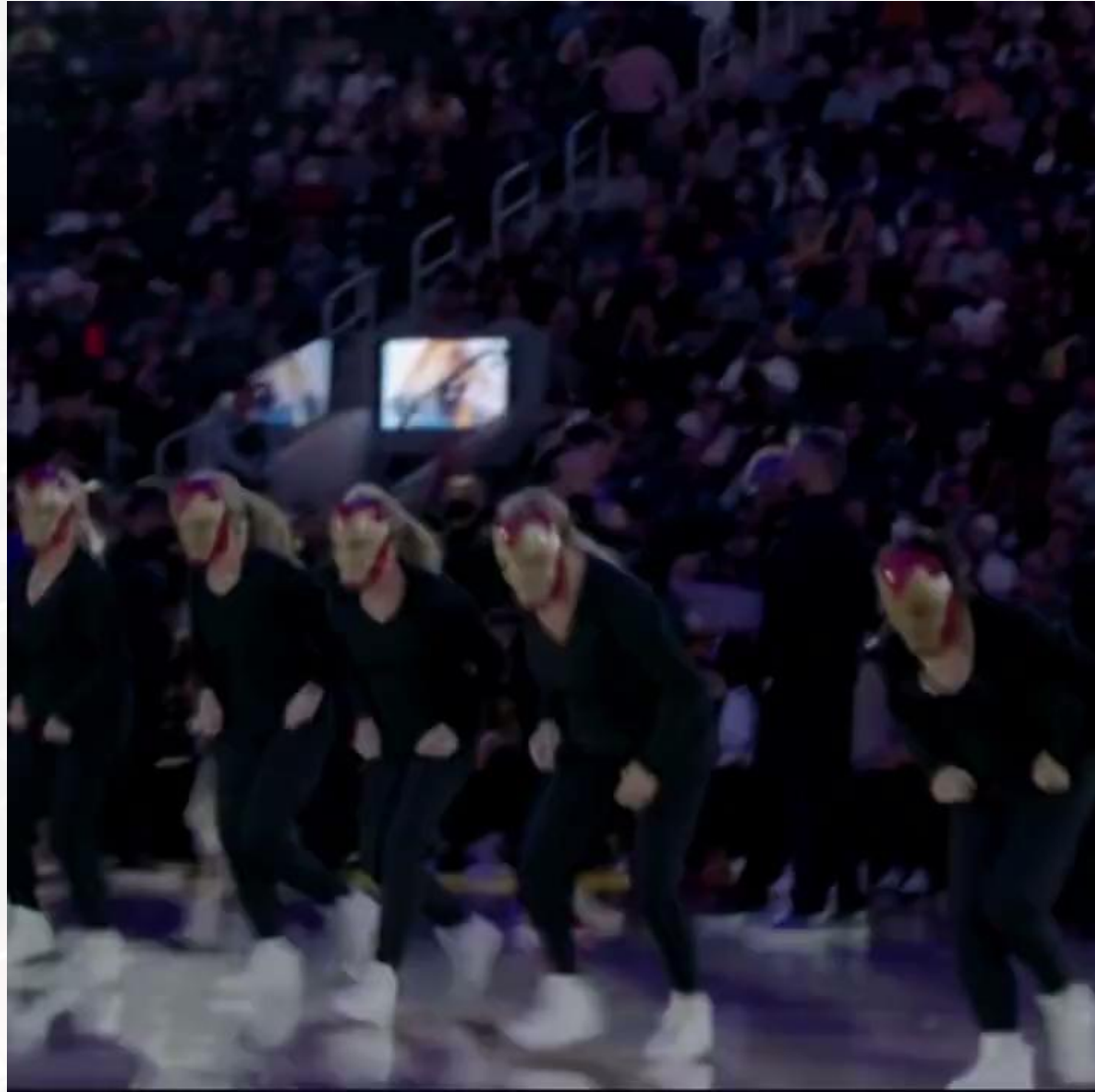
MARQUEE GRAPHICS

	<h2 data-bbox="851 382 1696 462">WIZARDS WEDNESDAYS</h2> <p data-bbox="1136 486 1411 511">PRESENTED BY </p> <p data-bbox="1014 529 1531 568">PHOENIX vs. WASHINGTON 7 PM</p>  	 <p data-bbox="2160 362 2219 372">© 2022 MARVEL</p>
 		

	<h2 data-bbox="996 896 1549 939">MARVEL SUPER HERO™ NIGHT</h2> <p data-bbox="958 943 1582 968">BRADLEY BEAL BLACK PANTHER BOBBLEHEAD GIVEAWAY FOR FIRST 10,000 FANS</p> <h3 data-bbox="952 972 1582 1015">WASHINGTON vs CLEVELAND</h3> <p data-bbox="1123 1025 1411 1053">7PM TUNE IN   RADIO</p>  	 <p data-bbox="2328 1062 2372 1072">© 2022 MARVEL</p>
  		

MARVEL

DANCE TEAMS



[CLICK HERE TO PLAY](#)

MARVEL

DANCE TEAMS



[CLICK HERE TO PLAY](#)

YEEE-
HAH!

MARVEL

STARTING LINEUP VIDEO



[CLICK HERE TO PLAY](#)

MARVEL WARM UP SHIRTS



MARVEL IN-GAME JERSEYS



MARVEL

DJ & MASCOT COSPLAY



MARVEL

MASCOT COSPLAY



The background of the slide is a collage of comic book panels, rendered in a light, faded yellow and white color scheme. The panels feature various characters and action scenes, with prominent yellow speech bubbles containing words like "I AM GROOT!", "ARGH!", "WAO!", and "YEEE-HAHI!".

RETAIL BEST PRACTICES

MARVEL

RETAIL



**ITEM
OF THE
GAME**

\$28

**CHARGE BLACK
PANTHER TEE**

WOLSTEIN EXCLUSIVE. WHILE SUPPLIES LAST.

CELEBRATING
BLACK PANTHER

Three pieces of apparel are displayed against a background of purple and black geometric patterns. From left to right: a t-shirt, a jersey, and a hoodie. All three feature the word "IGNITE" and a stylized Black Panther mask graphic. The jersey has purple and black patterns. At the bottom, there are logos for "SANTA CRUZ WARRIORS" and "NBA G LEAGUE IGNITE" with a "VS" symbol between them. Text at the bottom reads "SATURDAY, NOVEMBER 12 AT 7PM PT THE DOLLAR LOAN CENTER HENDERSON, NV". A "MARVEL SUPER HERO DAY" logo is in the bottom left corner. A small "© 2022 MARVEL" is at the bottom left.

MARVEL

RETAIL



AVAILABLE TONIGHT
IN THE
TEAM SHOP



AVAILABLE TONIGHT
IN THE
TEAM SHOP

MARVEL

RETAIL



A promotional graphic for Marvel Super Hero Day. At the top, it features the Philadelphia Flyers logo, the text 'MARVEL SUPER HERO DAY MARCH 5, 2022', and 'PRESENTED BY SEATGEEK'. Below this, the text 'EXCLUSIVE FLYERS MARVEL TEES' is written in large, bold letters. Underneath, it says 'AVAILABLE ONLY AT' followed by logos for 'BROAD STREET TEAM STORE' and 'NEW ERA TEAM STORE'. At the bottom, a black t-shirt is shown with a graphic of the Philadelphia Flyers logo and four horizontal bars, each containing a different Marvel character's head.



NBA / ESPN

MARVEL ARENA OF HEROES

NBA SPECIAL EDITION PRESENTED BY



MARVEL
ARENA
OF
HEROES



VS



MONDAY, MAY 3

7:30 PM/ET ESPN2 ESPN+

© 2021 MARVEL



MARVEL ARENA OF HEROES OVERVIEW

On Monday May 3rd, 2021 ESPN and Marvel teamed up to put on the first ever Marvel-inspired alternate broadcast on ESPN2 featuring the Golden State Warriors and New Orleans Pelicans

ESPN commentators Ryan Ruocco and Richard Jefferson provided commentary in a fully customized Marvel-themed studio at ESPN's Bristol, Conn Campus. Additionally, the special presentation included commentary and analysis from Marvel expert, Angelique Roche

The telecast featured 3D virtual characters, custom graphics, and animation packages





MARVEL ARENA OF HEROES PLAYER INVOLVEMENT

The Avengers began their recruitment of the NBA elite and observed the battle between the Warriors and the Pelicans, focusing on three star players from each team. Each Avenger chose 1 player to keep an eye on

Each player competed for Hero Points, and the player with the most Hero Points at the end of the game was crowned Marvel's first Arena of Heroes Champion

Players were awarded one Hero Point for every point, rebound, assist, steal and block, while they had one Hero Point deducted for every missed field goal, free-throw and turnover.





MARVEL ARENA OF HEROES IN-GAME GRAPHICS



MARVEL

MARVEL ARENA OF HEROES EXPLAINER VIDEO



[CLICK HERE TO PLAY](#)



MARVEL ARENA OF HEROES RESULTS

24% Ratings Lift to Main Broadcast. Biggest Lift for any ESPN Second Screen Broadcasts Across All Sports - ESPN

“75% of All Social Media Messages on the Marvel-themed Warriors-Pelicans Game Running Positive.” – Sports Business Journal

“The Total Teen Audience (Ages 12 – 17; 72,000 Viewers) Largest in That Demo for a NBA Game on ESPN Since Christmas Day.” – Sports Business Journal

“This Is Incredible. I Was Excited About This Game. I’ve Got Three Kids, Two That Understand Marvel and They’re Watching. I Was Really Excited About This Game and I’m Happy I Won This.” – Draymond Green





CONTACT

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