

MARVEL

**MARVEL SUPER
HERO DAYS**



NFLPA





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





NFL PROMOTIONAL GIVEAWAYS BEST PRACTICES

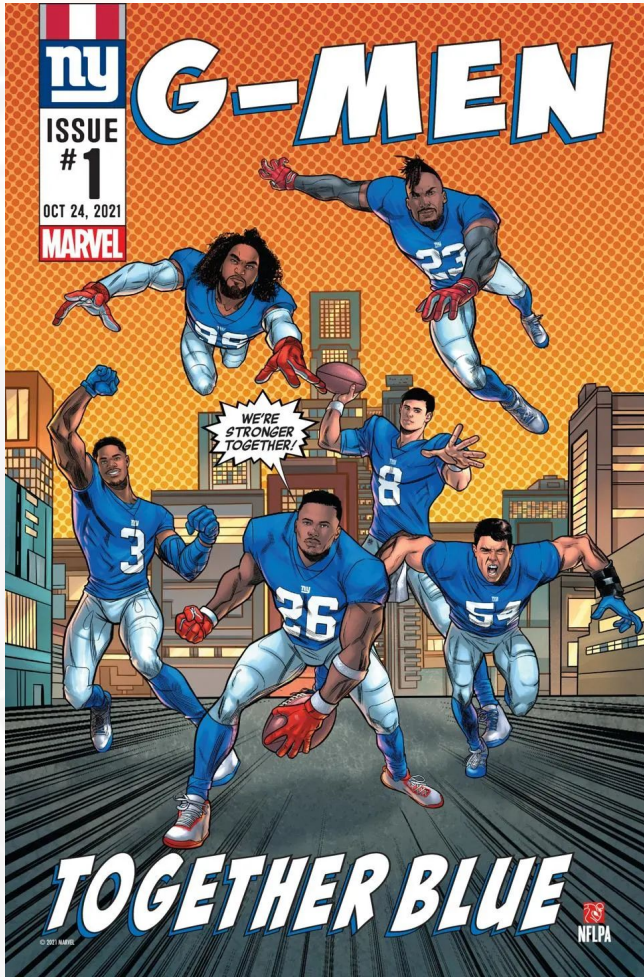
MARVEL

BOBBLEHEADS



MARVEL

EXCLUSIVE COMIC BOOKS



MARVEL

CUSTOM POSTERS



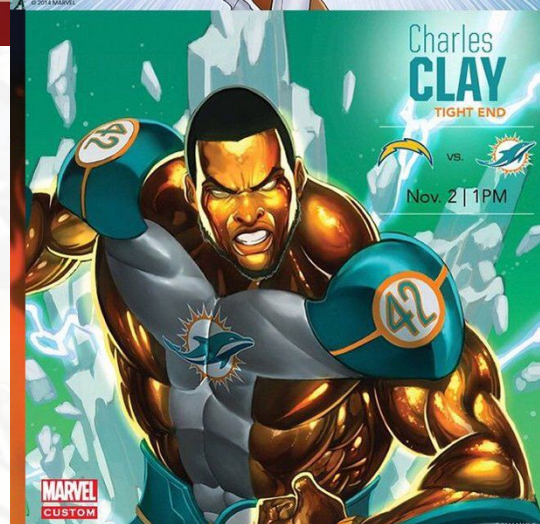
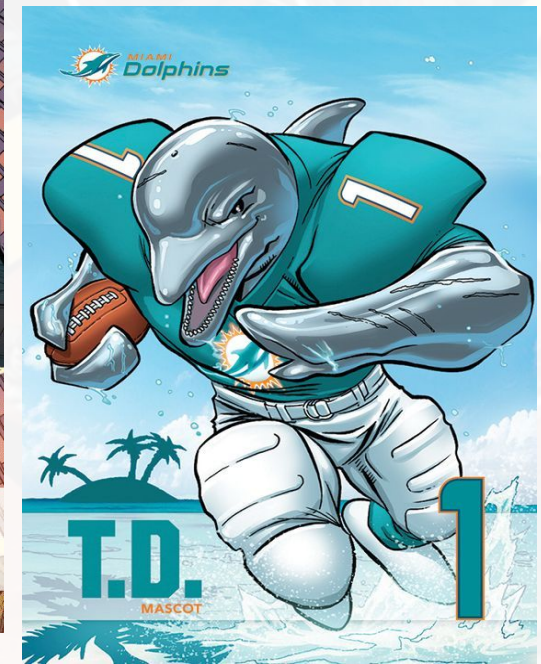


CUSTOM POSTERS



MARVEL

TRADING CARDS



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 "WAAAAH!", "GROO!", "ARGH!", and "YEEE-HAHI!" scattered throughout. The overall aesthetic is that of a classic comic book page.

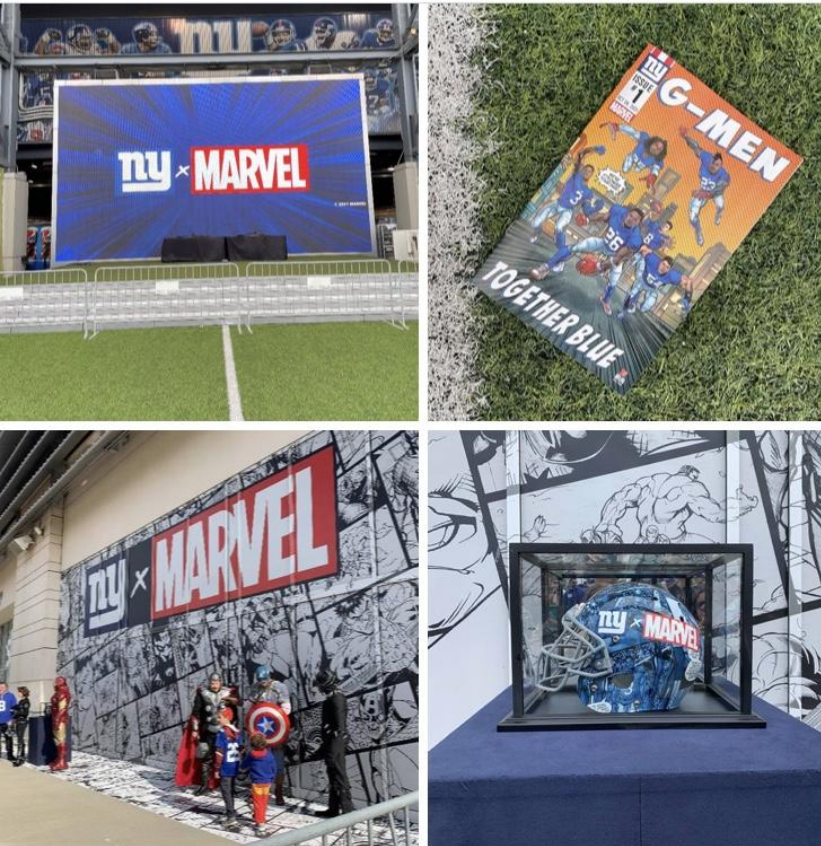
CONTENT BEST PRACTICES

MARVEL SOCIAL POSTS



Marvel Entertainment
@Marvel

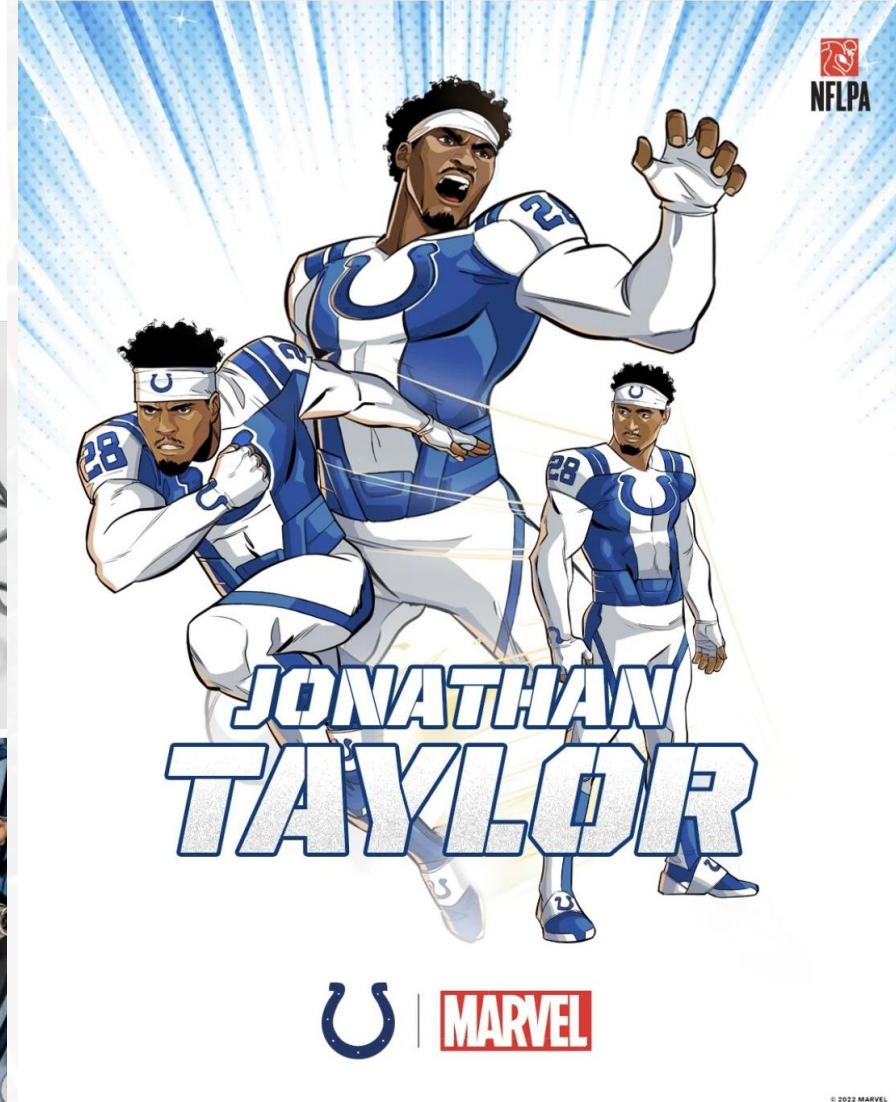
Assemble! 🏈💥 Live from @Giants
Marvel Super Hero Day:



New York Giants
@Giants · 19m

Marvel Super Hero™ Day is coming this Sunday!

Our friends at @Marvel gifted us this insane helmet to kickoff the collab 🔥



MARVEL SOCIAL POSTS



New York Giants 🏆🇺🇸 @Giants · 14m
Join us for Marvel Super Hero™ Day 🌟

Details: giants.com/gamedayguide



5 1 38 7,033



nygiants and marvel



Like Comment Share

Liked by kvandyk_10 and 10,192 others
nygiants Sunday's game = Marvel Super Hero™ Day!

The first 25,000 fans will receive this Marvel x Eli Manning collectible poster 🤩



New York Giants 🏆🇺🇸 @Giants · 4h
It's Marvel Super Hero™ Day!



12 38 427 38.8K

MARVEL

TEASER GRAPHICS

ny vs **NEW YORK JETS**

presented by **verizon**

MARVEL SUPER HERO DAY
OCT 29 • 1:00 PM

FIND TICKETS

GIANTS x MARVEL
PRESENTED BY **invisalign**

Giants Prefer **VISA**

© 2023 MARVEL

This graphic features the New York Giants logo and the New York Jets logo. It includes the text 'presented by verizon', 'MARVEL SUPER HERO DAY OCT 29 • 1:00 PM', 'FIND TICKETS' with a QR code, and 'GIANTS x MARVEL' with the 'invisalign' logo. The central illustration shows Thor, Spider-Man, and Iron Man in action. The 'VISA' logo is at the bottom right, and '© 2023 MARVEL' is at the bottom left.

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This graphic features the Indianapolis Colts logo and the 'MARVEL' logo. The central illustration shows several Colts players in their blue and white uniforms, some with glowing powers. A cartoon cow character is also present. The 'NFLPA' logo and '© 2022 MARVEL' are at the bottom right.



PROMO VIDEO



[CLICK HERE TO PLAY](#)



SOCIAL POSTS

During the week leading up to the event, Marvel gifted the Giants with a one-of-one custom designed helmet for them to put on display at their Marvel Super Hero Day game

The helmet reveal received over 350,000 likes on Instagram, **by far the Giants most liked Instagram post ever!!!**

The Instagram post was co-posted by both Marvel and the Giants





LIMITED EDITION FOOTBALLS

**JONATHAN
TAYLOR**



"JT" #28

**MICHAEL
PITTMAN JR.**



"PITT" #11

MARVEL

WALLPAPER WEDNESDAY





PLAYER SOCIAL GRAPHICS



**JONATHAN
TAYLOR**



© 2022 MARVEL



**MATT
RYAN**



© 2022 MARVEL




**MICHAEL
PITTMAN JR.**



© 2022 MARVEL



SCORE GRAPHICS



END OF REG

ny 10 | JETS 10

PRESENTED BY HCLTech

© 2023 MARVEL



HALFTIME

ny 3 | JETS 7

PRESENTED BY HCLTech

© 2023 MARVEL



END OF 3RD

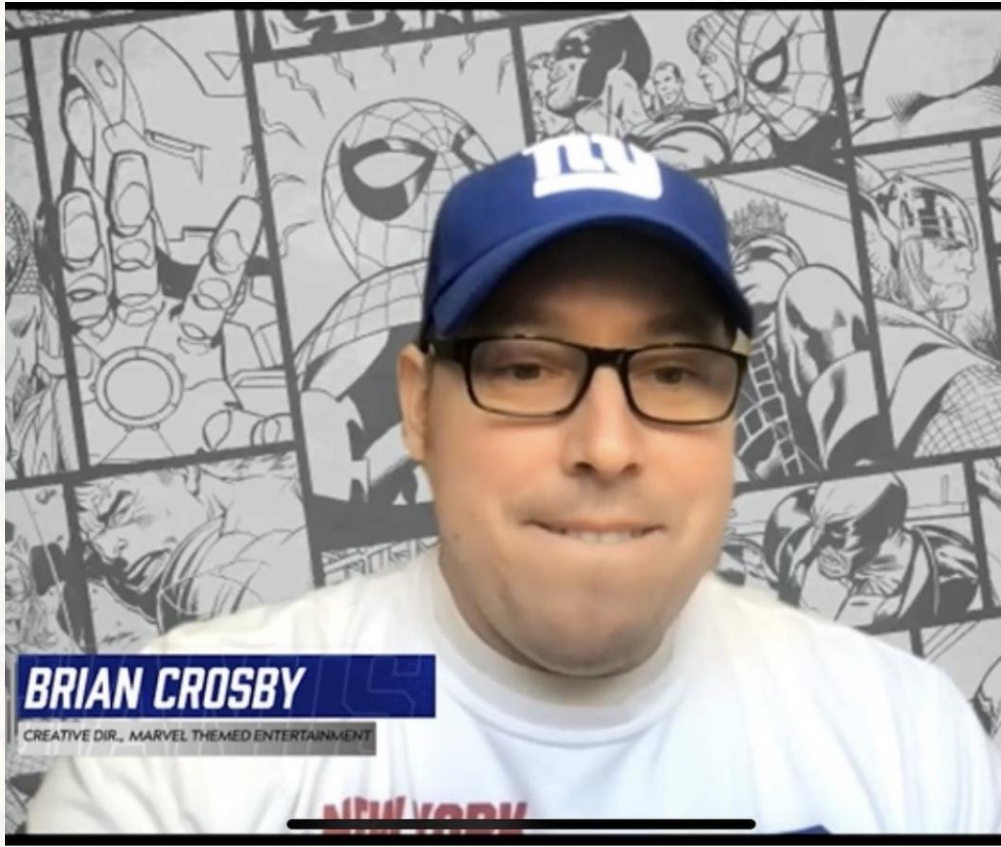
ny 10 | JETS 7

PRESENTED BY HCLTech

© 2023 MARVEL

MARVEL

VIRTUAL EVENTS



MARVEL

PLAYER PROMO



[CLICK HERE TO PLAY](#)



APP INTEGRATION

Today's Game Is Presented By
verizon

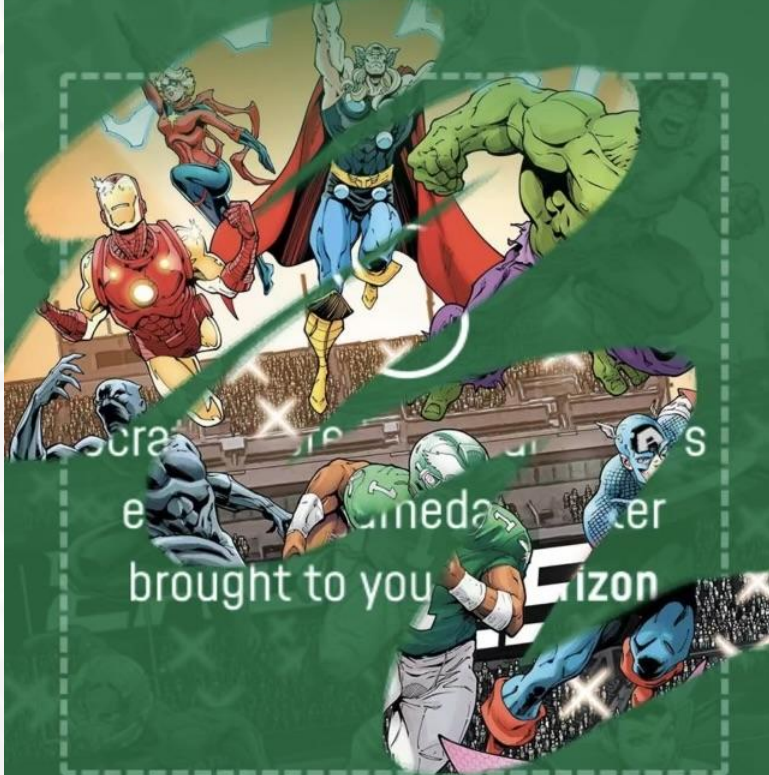


Scratch here to reveal today's
exclusive gameday poster
brought to you by Verizon

MARVEL

GAME PRESENTED BY
verizon

Today's Game Is Presented By
verizon



MARVEL

GAME PRESENTED BY
verizon

Today's Game Is Presented By
verizon



MARVEL



GAME PRESENTED BY
verizon



GAME DAY PROMO GRAPHICS



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MARVEL
SUPER HERO™
DAY

U vs 

JANUARY 7 / 8

[COLTS.COM/MARVEL](https://colts.com/marvel)



© 2022 MARVEL

MARVEL
SUPER HERO™
DAY

U vs 

OCTOBER 2

[COLTS.COM/MARVEL](https://colts.com/marvel)



PLAYER BIO GRAPHICS

COLTS CHEER

EXCEPTIONAL ACROBATIC AGILITY
SPREADS EXTRAORDINARY JOY AND SPARKLE
WORKING PROFESSIONAL BY DAY; SUPER HERO BY SUNDAY



NFLPA
© 2022 MARVEL



JONATHAN TAYLOR

JT

ALWAYS ONE STEP AHEAD OF HIS ENEMIES
RUNS THROUGH BRICK WALLS
AGILITY TO MAKE ATTACKERS MISS

NFLPA
© 2022 MARVEL

MARVEL

CUSTOM HELMET





MOVIE NIGHT



MOVIE NIGHT ON THE FIELD

SATURDAY, APRIL 26
DOORS OPEN AT 6PM
MOVIE AT 7:30PM

CAPTAIN AMERICA: THE FIRST AVENGER

RSVP BY APRIL 23

Sun Life STADIUM

[CLICK HERE TO RSVP](#)

FAMILY MEMBER MEMBER + 3 GUESTS



YEEE-HAHI!



IN-GAME ACTIVATIONS

BEST PRACTICES

MARVEL

WRAPPED VEHICLE



MARVEL

SIDELINE BANNER

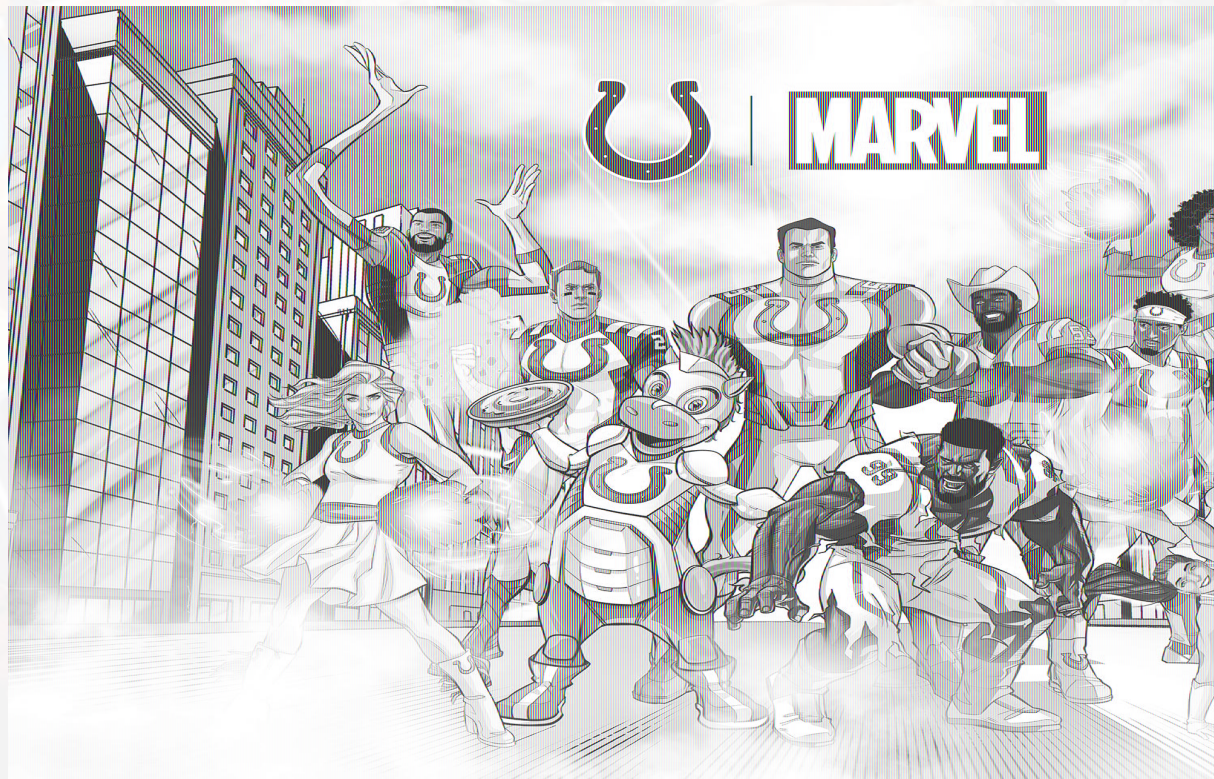


[COLTS.COM/MARVEL](https://colts.com/marvel)

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MARVEL

PHOTO BACKDROPS



MARVEL

PHOTO BACKDROPS





INTERACTIVE FAN PROMPTS



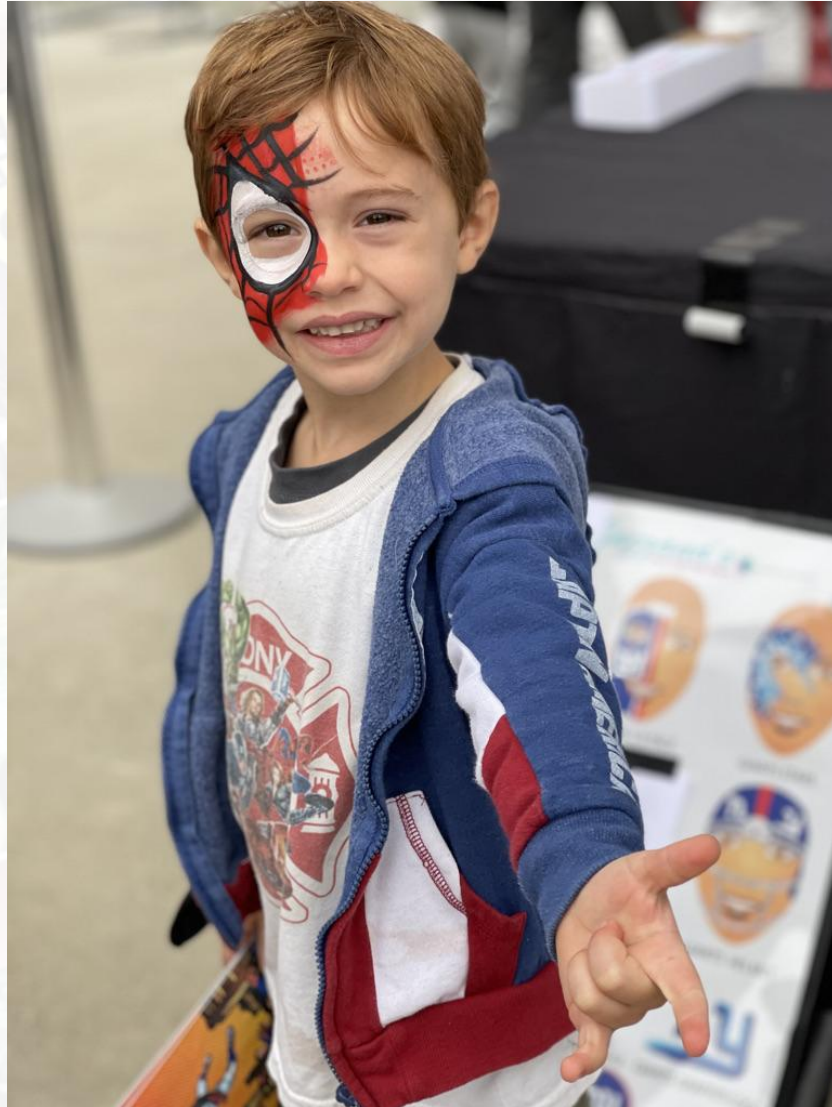


INTERACTIVE FAN PROMPTS



MARVEL

COSPLAY & FACE PAINTING





EARNED MEDIA / SOCIAL MEDIA SHOWS / EVENTS



NEW YORK COMIC CON ACTIVATION SUMMARY

Marvel worked directly with Giants legend, Eli Manning to create a one-of-a kind Super Hero, that reflected the heroic traits of the two-time Super Bowl winning quarterback.

Launching the partnership with a bang, Marvel invited Eli Manning to New York Comic Con, to film his fan-favorite show, "The Eli Manning Show". Eli donned a lifesize version of his Super Hero costume and interviewed unsuspecting fans on both their sports and comic book knowledge.

After revealing his secret identity to the fans, Eli took the Marvel booth stage with Marvel artist, Brian Crosby to reveal the poster art in front of Marvel and Giants fans alike. The announcement was also featured in collaborative posts on Marvel social channels.





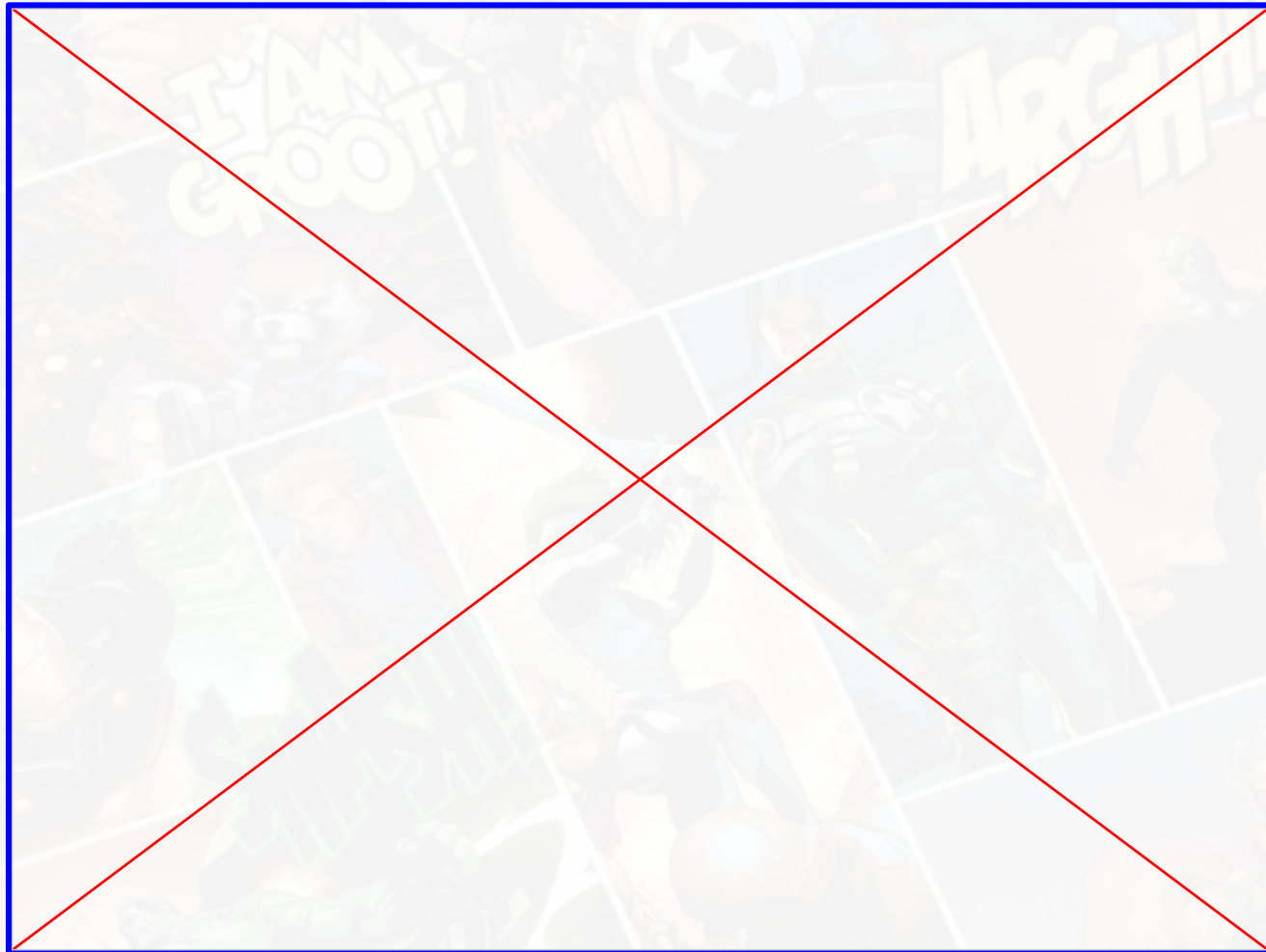
ELI MANNING SHOW



[CLICK HERE TO PLAY](#)



NFL FANTASY FOOTBALL SHOW



[CLICK HERE TO PLAY](#)

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 words like "I AM GROOT!", "ARGH!", "WAO!", and "YEEE-HAHI!".

RETAIL BEST PRACTICES

MARVEL

RETAIL



MARVEL

RETAIL





CONTACT

Chris DiGeronimo
Marketing & Creative Coordinator

chris@athlife.com

718.687.0937