

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

Team (NHL)	'22 Marvel Game Attendance	'22 Average Attendance	% Increase
Philadelphia Flyers	18,448*	16,572	11.32%
Los Angeles Kings	18,230*	14,593	24.92%
Arizona Coyotes	14,053*	11,482	22.39%
	Avg: 16,910		Total: 19.54%

*Philadelphia Flyers- Second highest attended Saturday game at the time, 5th highest attended game of the season.

*Los Angeles Kings- Tied for the highest attended game of the season at the time.

*Arizona Coyotes- Highest attended Friday game of the season at the time/5th highest attended game of the season.

Averages and attendance data gathered from [NHL.com](https://www.nhl.com)



WHY DO TEAMS INVEST? INCREASED ATTENDANCE

Team (NHL)	'23 Marvel Game Attendance	'23 Average Attendance	% Increase
Philadelphia Flyers	19,412*	17,180	12.99%
Ottawa Senators	19,158*	16,453	16.44%
New Jersey Devils	16,124*	15,021	7.34%
	Avg: 18,231		Total: 12.26%*

*Philadelphia Flyers- Second highest attended game at the time, highest attended Saturday game at the time

*Ottawa Senators- Second highest attended Thursday game at the time, 6th highest attended game at the time

*New Jersey Devils- Second highest attended Tuesday game of the season, 16th highest attended game of the season.

Averages and attendance data gathered from [NHL.com](https://www.nhl.com)



WHY DO TEAMS INVEST? INCREASED ATTENDANCE

**12% increase in average attendance
year over year**

2021-22 season: 16,910 MSHD average attendance (3 games) VS.

2022-23 season: 18,231 MSHD average attendance (3 games)



BUILD FAN AFFINITY YEAR AFTER YEAR



Marvel Game Attendance

Average Attendance

% Increase

Year 1
3/5/22

18,448

16,572

11.32%

Year 2
2/11/23

19,412

17,180

12.99%

Year 3
3/2/24

18,971

18,289

3.73%

Year 4
3/8/25

19,264

18,414

4.62%

INCREASED TICKET SALES / TICKET PRICES

“The March 2, 2024 Marvel Super Hero Game was the highest selling weekend evening game of the season in tickets sold and ticket revenue.”

- Ben Dicandilo, Philadelphia Flyers





NHL PROMOTIONAL

GIVEAWAYS BEST PRACTICES

MARVEL

BOBBLEHEADS



MARVEL

BOBBLEHEADS



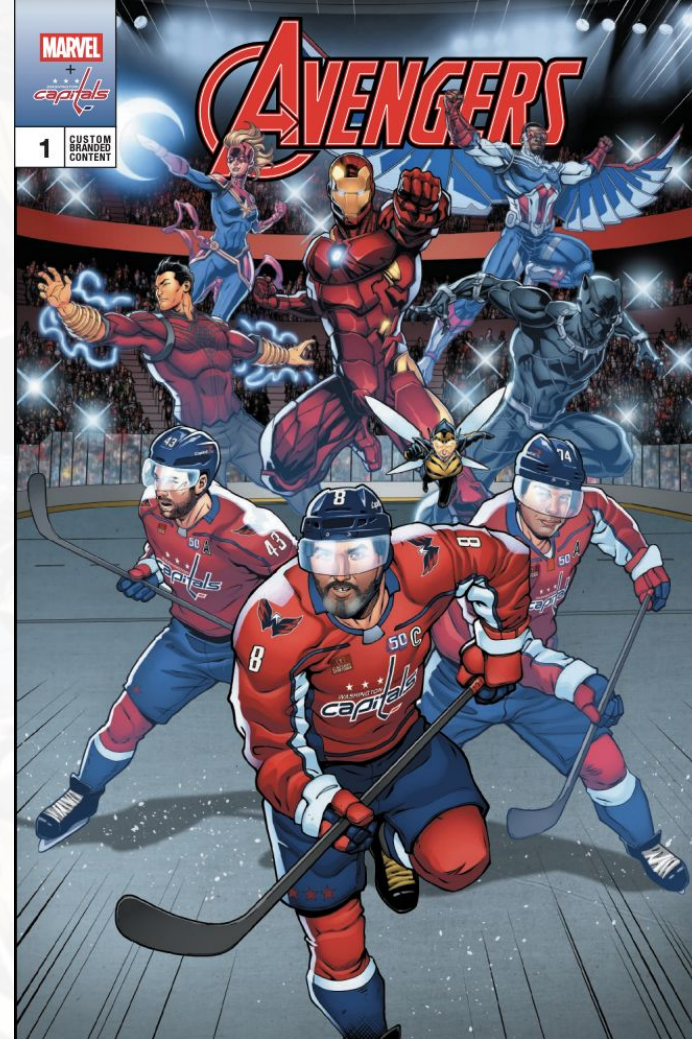
MARVEL

EXCLUSIVE VARIANT COMIC BOOKS



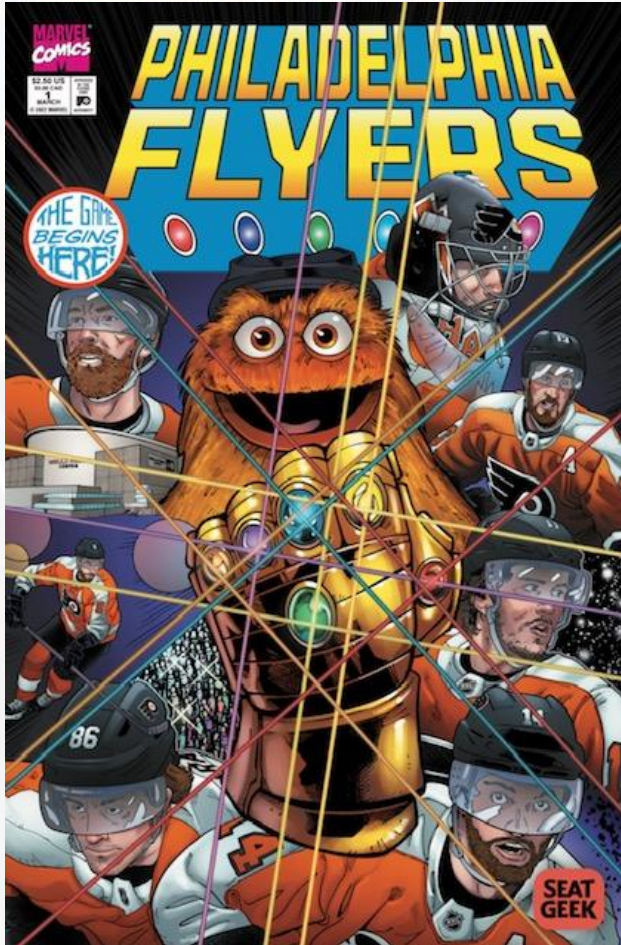


EXCLUSIVE CUSTOM COMIC BOOKS



MARVEL

CUSTOM POSTERS





ONE-PAGE COMIC



MARVEL T-SHIRTS



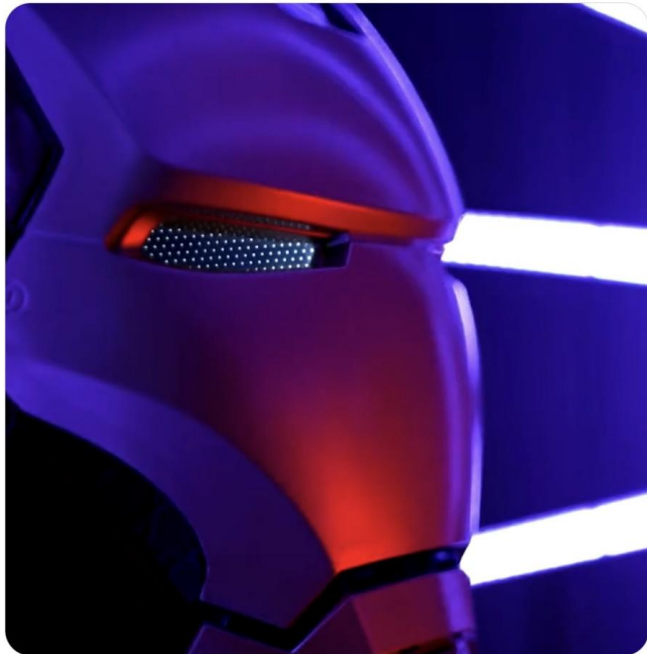
The background of the slide is a collage of comic book panels, rendered in a light, faded yellow and white color scheme. The panels depict various action scenes and characters, with prominent yellow speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEEE-HAHI!".

CONTENT BEST PRACTICES



Philadelphia Flyers @NHLFlyers · 1m
Philly, assemble!

The Flyers welcome kids and fans of all ages to @Marvel Super Hero Day presented by @SeatGeek on March 5 at 3PM as we take on the Blackhawks. bit.ly/34X5hE3



0 views



LA Kings @LAKings

THIS SATURDAY. 🦹‍♂️ 🦹‍♀️

It's @Marvel Super Hero™ Night presented by @ChildrensLA.

@AnzeKopitar Bobblehead + : LAKings.com/Marvel



12:33 PM · 3/23/22 · [Sprout Social](#)



New Jersey Devils @NJDevils · 6m
This battle is gonna be wild. 🤪

- : @mnwild
- : 7 PM
- : MSGSN
- : Devils Hockey Network
- : NewJerseyDevils.com
- : NewJerseyDevils.com/tickets

@Marvel | @RWJBarnabas



293 views





Gritty  @GrittyNHL · 1h
super gremlin





 20  124  1,132 




LA Kings  @LAKings · 1m

Today's check-list:

- Attend the pre-game Fan Fest at @LALIVE 
- Head into @Marvel Super Hero™ Night against the Kraken 

@ChildrensLA



  4  12 



Philadelphia Flyers @NHLFlyers · 51m
Flyers Faithful, Assemble.

Join us for our @Marvel Super Hero™ Game presented by @Ticketmaster on Saturday vs. Ottawa and receive a @GrittyNHL & Spider-Man poster. bit.ly/3wEUrR2



6 28 186 19K



grittynhl



3,430 likes
grittynhl me when I find the guy who pulled up on uncle ben



grittynhl



34 likes
grittynhl who tryina upside down smooch?



Washington Capitals 🏆 @Capitals · 2h
#ALLCAPS 50 FANS ASSEMBLE!

Hang out with your friendly neighborhood Caps for @Marvel Super Hero Day this Sunday, Feb. 9 and pick up an Avengers x Capitals comic book while supplies last.

washca.ps/MarvelX

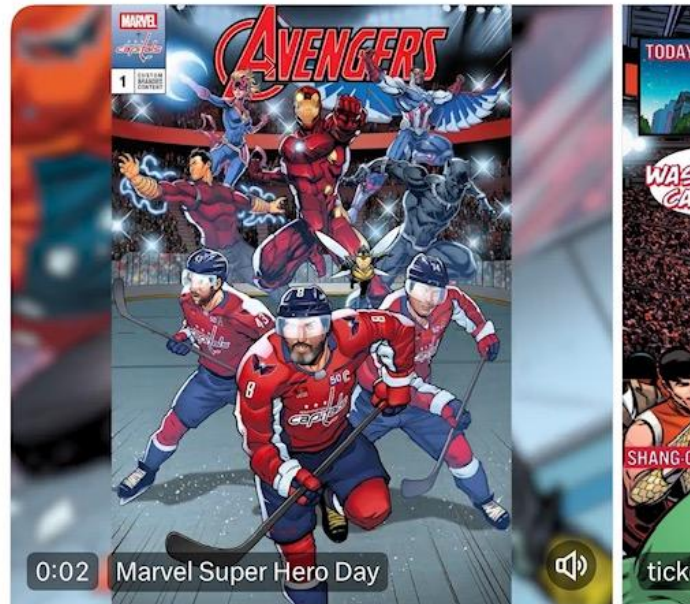


2 12 67 8.3K



Washington Capitals 🏆 @Capitals · 3h

See how Ovi, Willy and Carly come to life in an #ALLCAPS 50 crossover comic giveaway for Sunday's @Marvel Super Hero Day.



1 8 59 8.6K



Washington Capitals 🏆 @Capitals · 2h

Marveling at the amazing Avengers x Capitals comic book giveaway for @Marvel Super Hero Day!

#ALLCAPS 50



6 55 9.9K

MARVEL

SOCIAL GRAPHICS



MARVEL
SUPER HERO DAY

HOCKEY UTAH CLUB VS

SUN | FEB 9 | 12:30 PM

Avengers & Capitals
Comic Book Giveaway
While supplies last

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MARVEL
SUPER HERO DAY

HOCKEY UTAH CLUB VS

SUN | FEB 9 | 12:30 PM

Avengers & Capitals
Comic Book Giveaway
While supplies last

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vs. **SEATTLE**
MARCH 8 12:30PM

PRESENTED BY **ticketmaster**



BUY TICKET PACKAGE



vs. **SEATTLE**
MARCH 8 12:30PM

PRESENTED BY **ticketmaster**



PHILLY'S FINEST
BATTLE ON BROAD ST.

BUY TICKET PACKAGE




SOCIAL MEDIA FILTERS

© 2023 MARVEL

njdevils 3h

The Rock is all lit up!



MARVEL SUPER HERO NIGHT

PRESENTED BY RWJBarnabas HEALTH

@MARVEL @RWJBARNABAS HEALTH @PRUCENTER

njdevils 4h

MARVEL SUPER HERO NIGHT

PRESENTED BY RWJBarnabas HEALTH



Fans are excited to get today's comic books!

@RWJBARNABAS_HEALTH @MARVEL

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© 2023 MARVEL



MARVEL SUPER HERO NIGHT

PRESENTED BY RWJBarnabas HEALTH

MARVEL

SCORE OVERLAYS

njdevils • 3h

END OF 1



0 | 0
NJ | MIN

This overlay shows a New Jersey Devils player in a red jersey with the number 9, captured in a dynamic pose on the ice. The background is a dark red with a subtle pattern. The score is 0-0, with NJD on the left and MIN on the right.

njdevils • 2h

END OF 2




0 | 0
NJ | MIN

This overlay features a New Jersey Devils goalie in a red jersey with the number 41, crouching in front of the net. The background is a dark red with a subtle pattern. The score is 0-0, with NJD on the left and MIN on the right.

njdevils • 35m

FINAL | OT

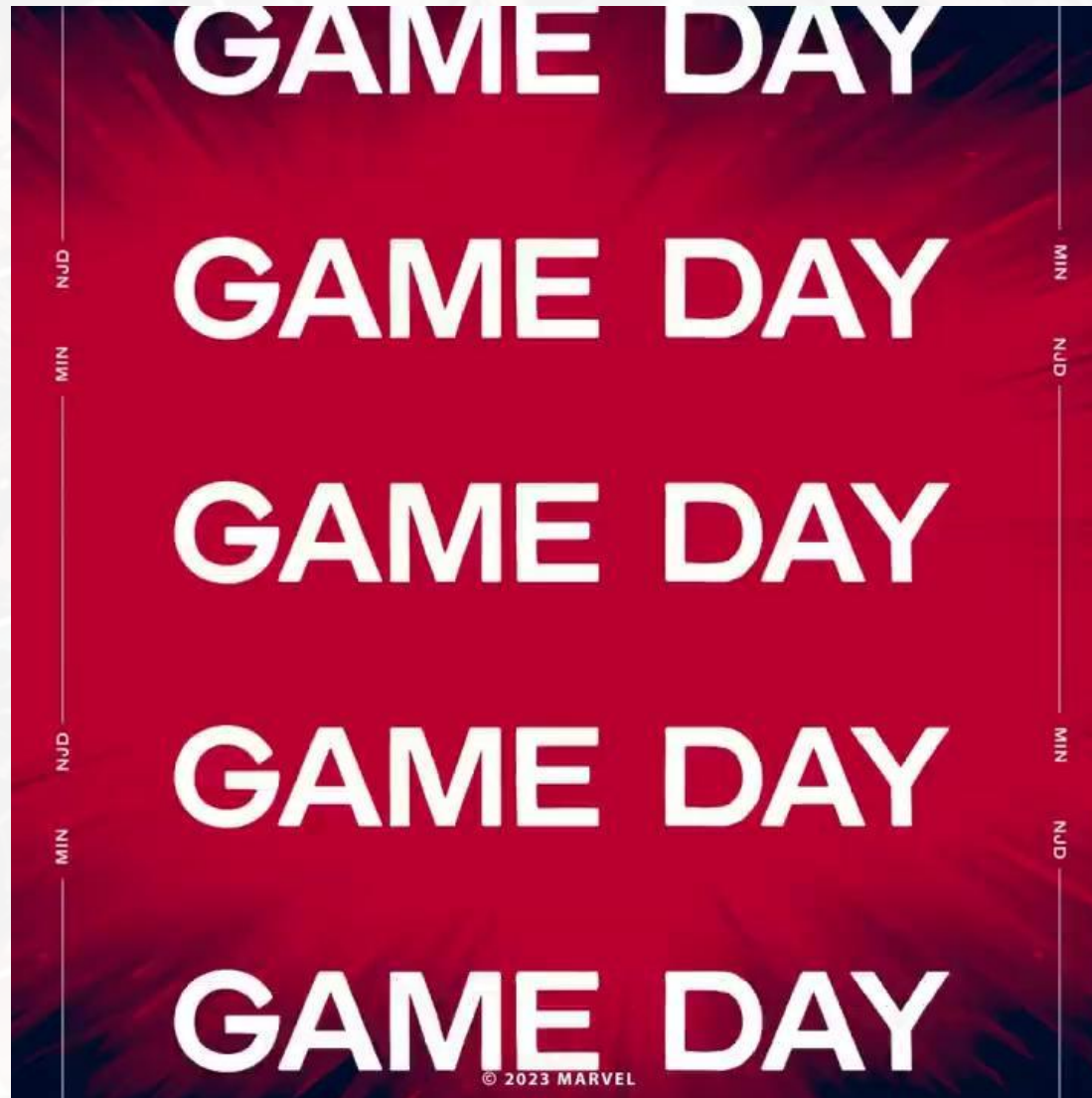


2 | 1
MIN | NJD

This overlay shows a New Jersey Devils player in a red jersey with the number 81, skating on the ice. The background is a dark red with a subtle pattern. The score is 2-1, with MIN on the left and NJD on the right.



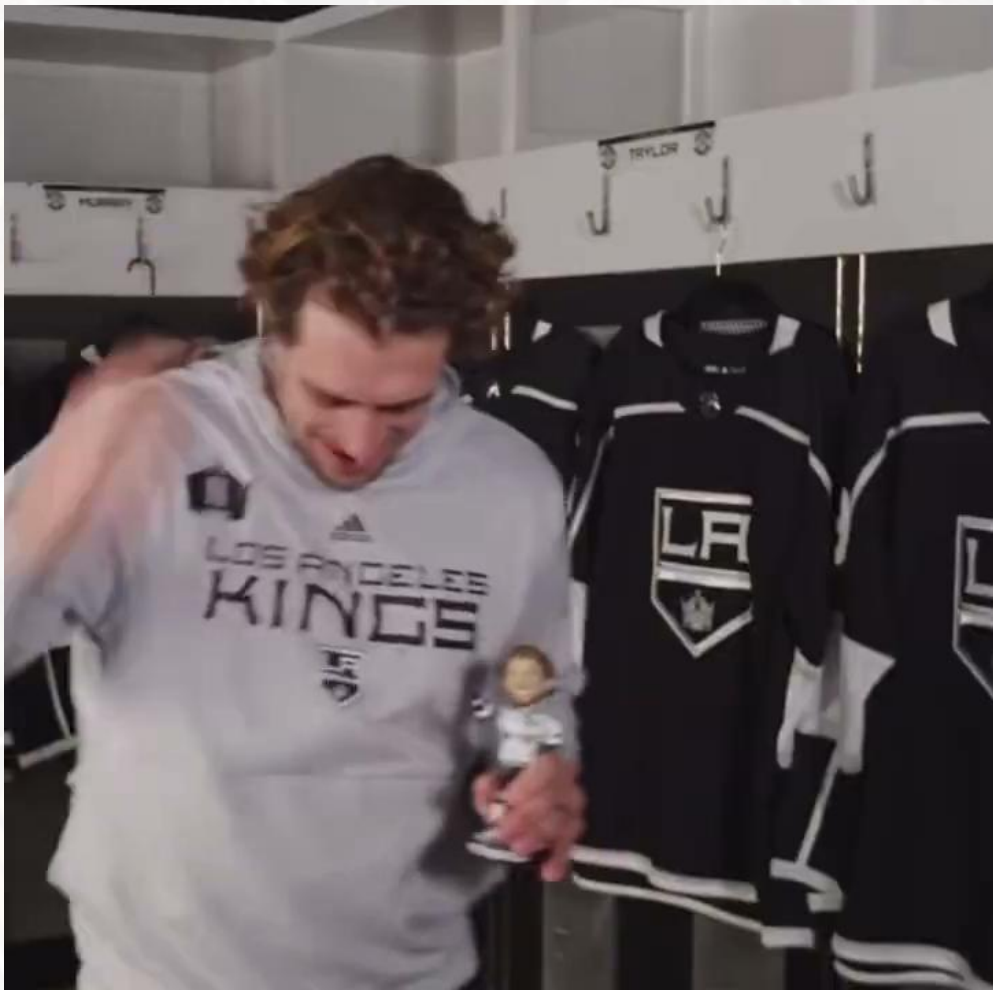
GAMEDAY SOCIAL VIDEO



[CLICK HERE TO PLAY](#)

MARVEL

SOCIAL VIDEOS



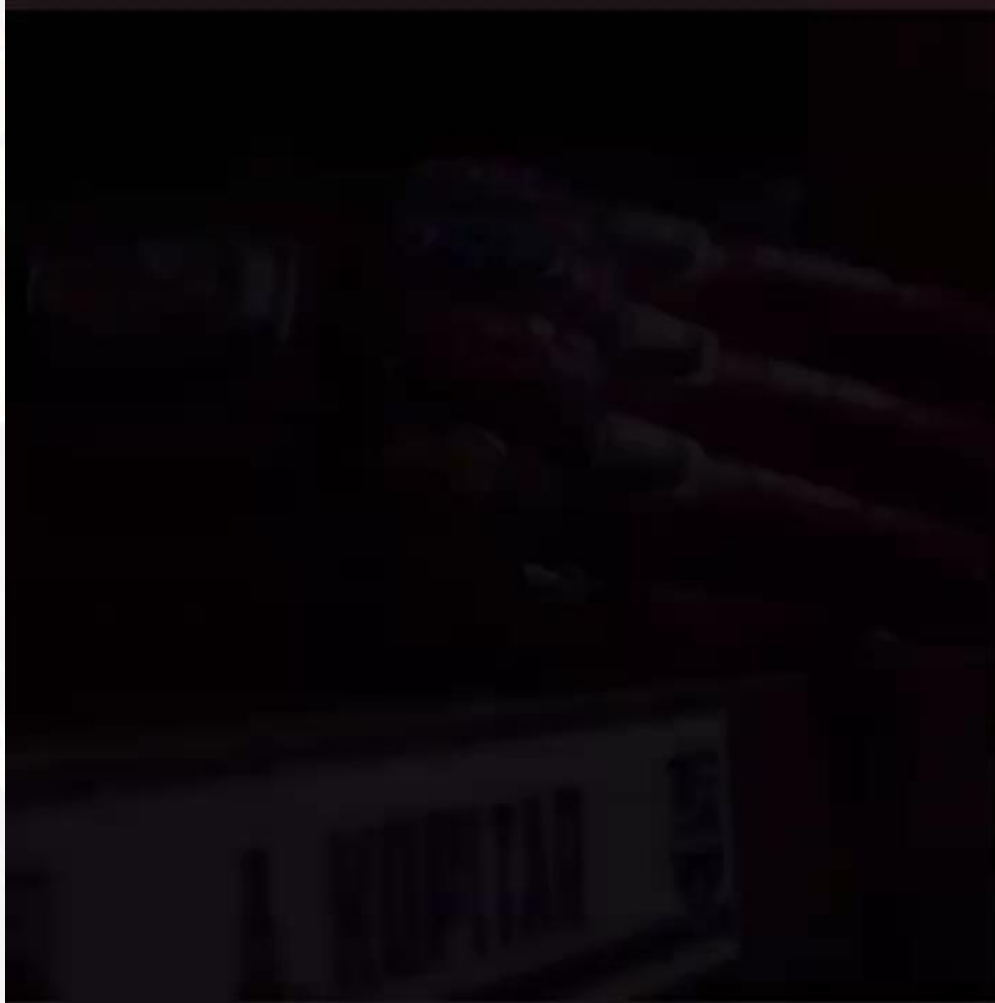
[CLICK HERE TO PLAY](#)



[SOCIAL TEASER #1](#)



SOCIAL VIDEOS



[CLICK HERE TO PLAY](#)



[SOCIAL TEASER #2](#)



GAME INTRO VIDEO



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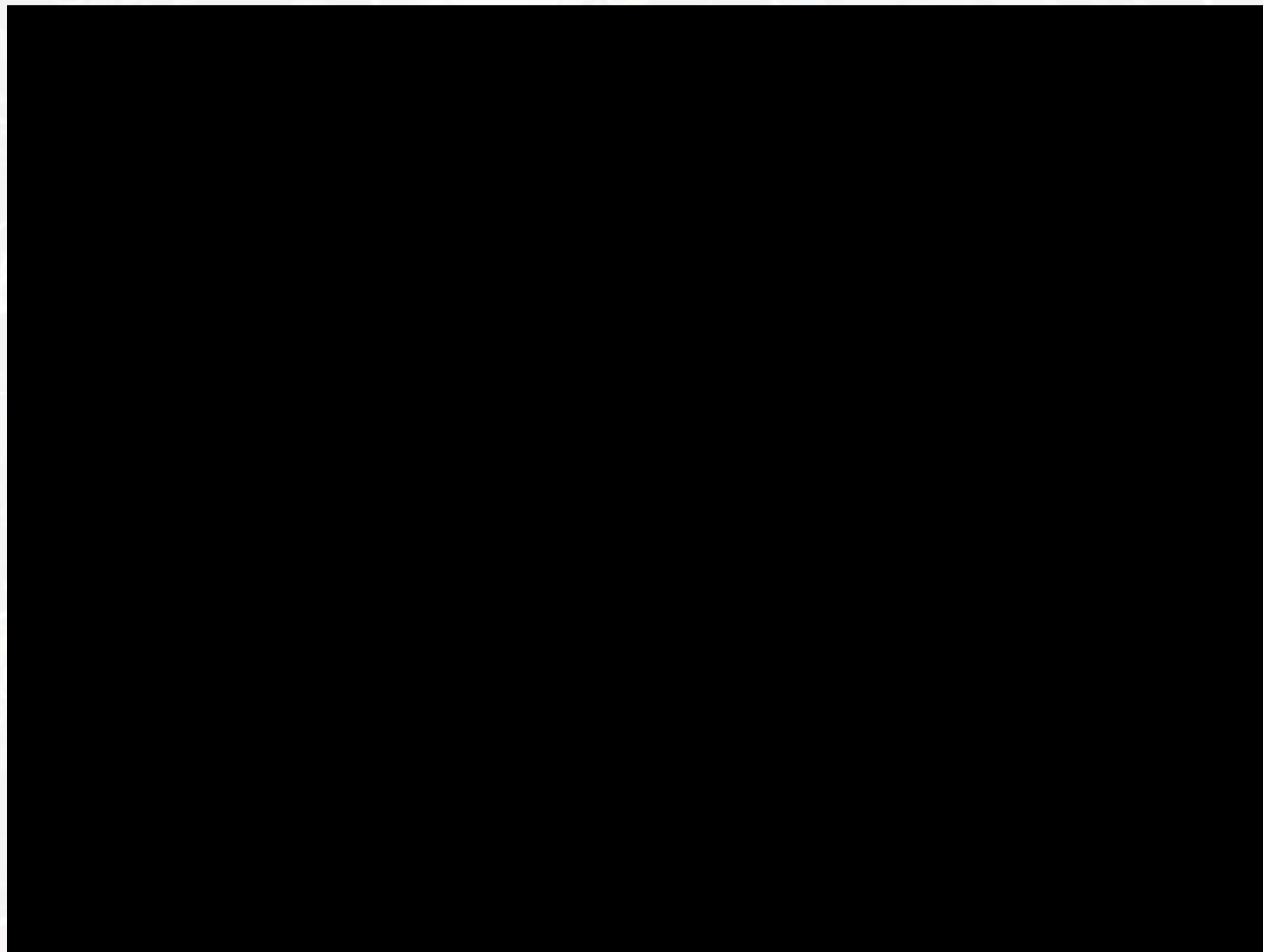
MASCOT COSPLAY REVEAL



GRITTY THANOS COSPLAY REVEAL VIDEO



MASCOT COSPLAY REVEAL



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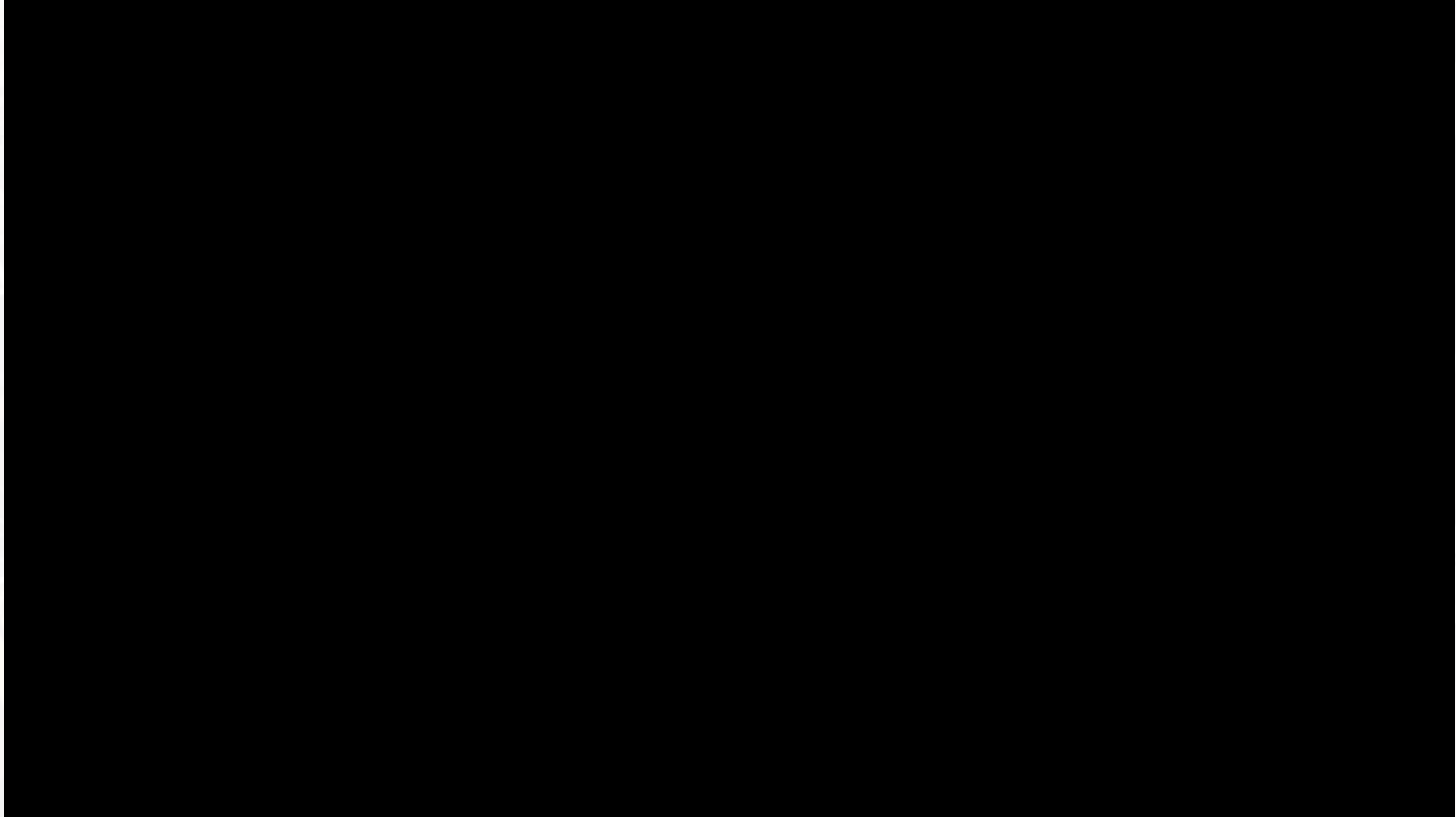
MASCOT COSPLAY REVEAL



[CLICK HERE TO PLAY](#)



MASCOT COSPLAY REVEAL



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PLAYER REVEAL VIDEO



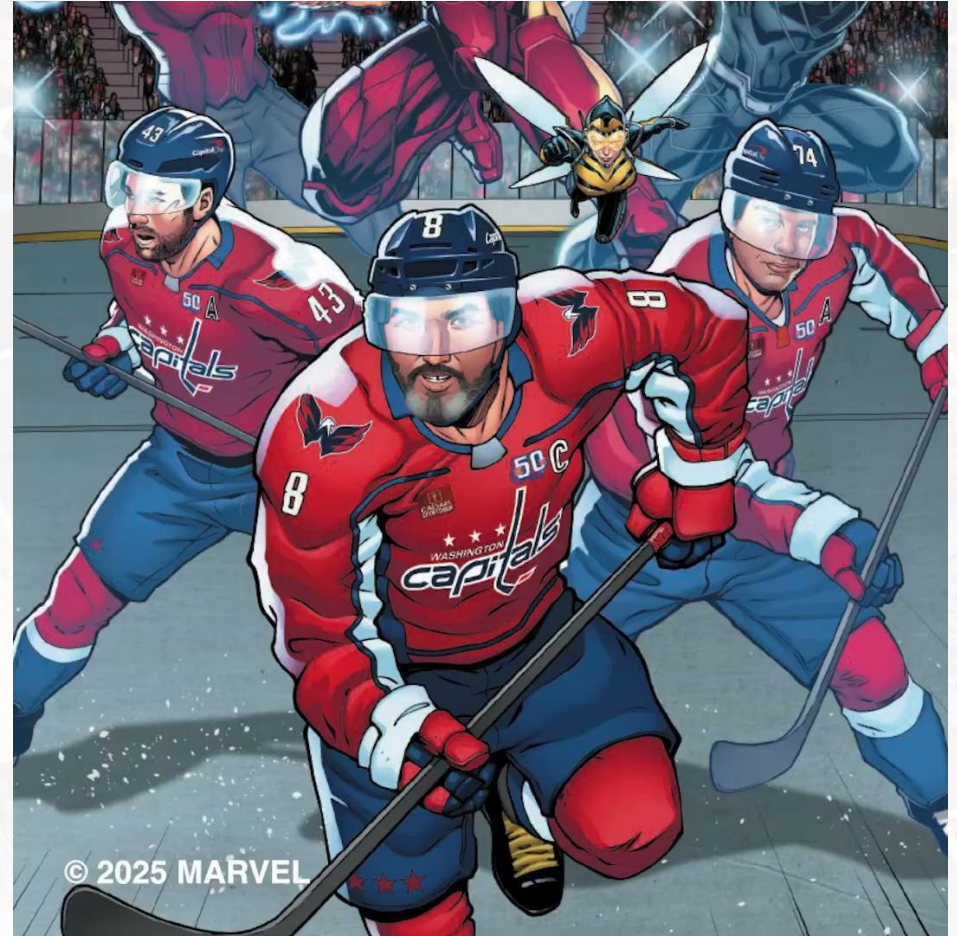
[CLICK HERE TO PLAY](#)

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PLAYER/BROADCASTER COMIC READ



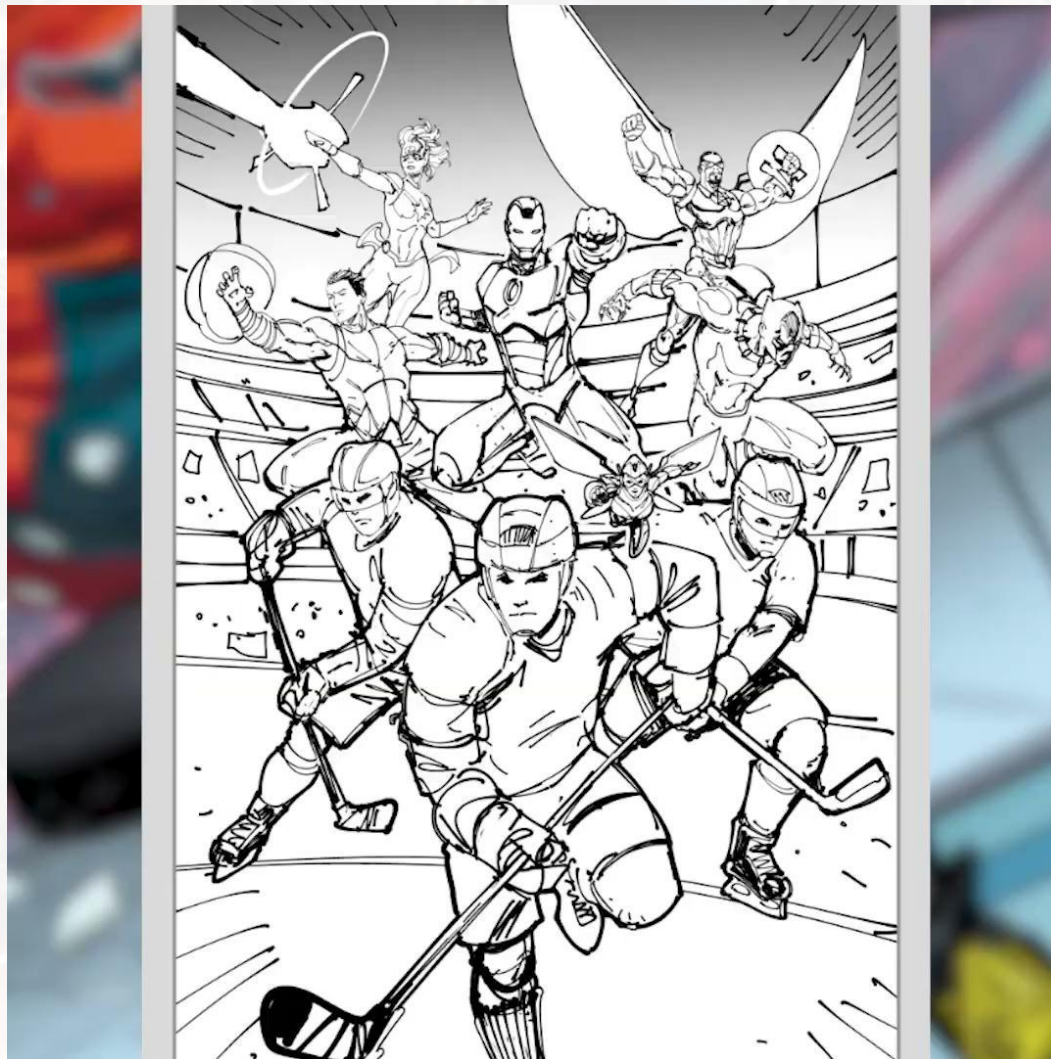
[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

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COMIC PROGRESSION ART



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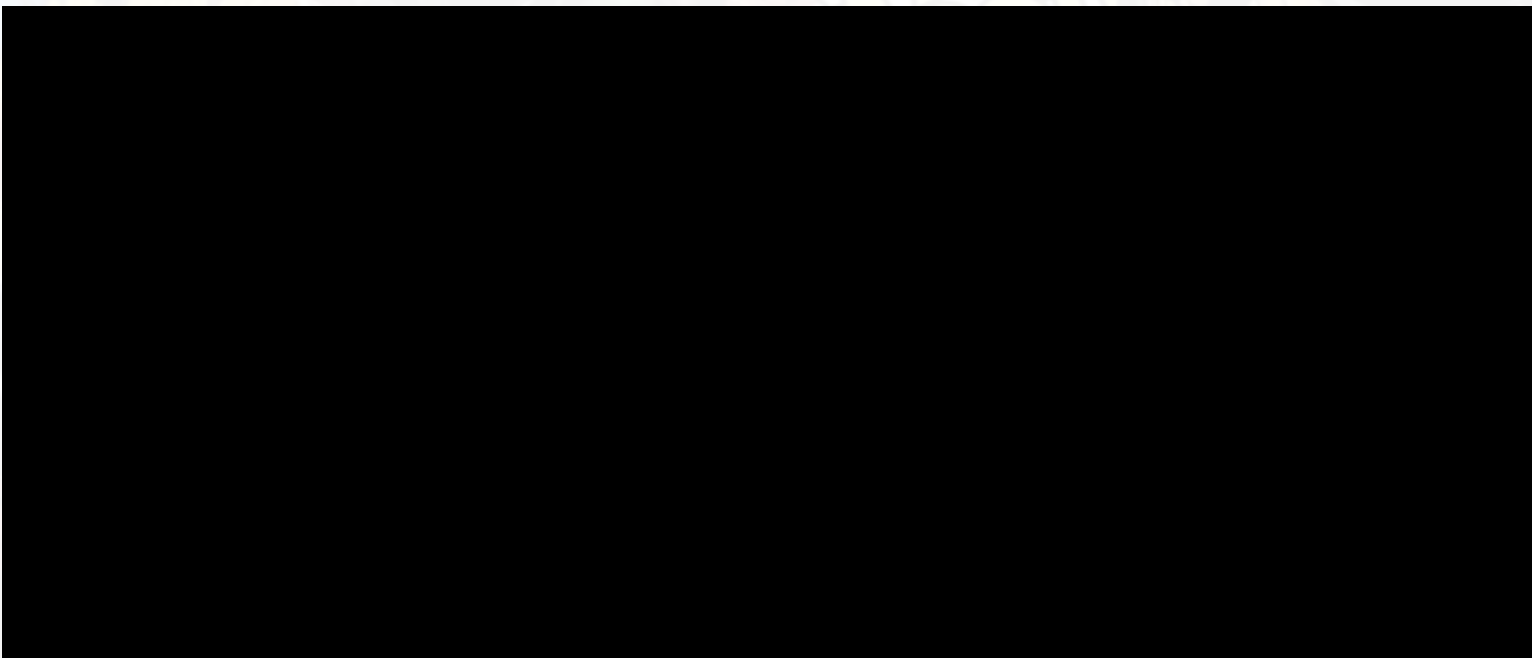


IN-GAME ACTIVATIONS

BEST PRACTICES



ON-ICE PROJECTION



[CLICK HERE TO PLAY](#)
(Skip to :53 seconds)



[CLICK HERE TO PLAY](#)



INTRO VIDEOS



[CLICK HERE TO PLAY](#)

MARVEL

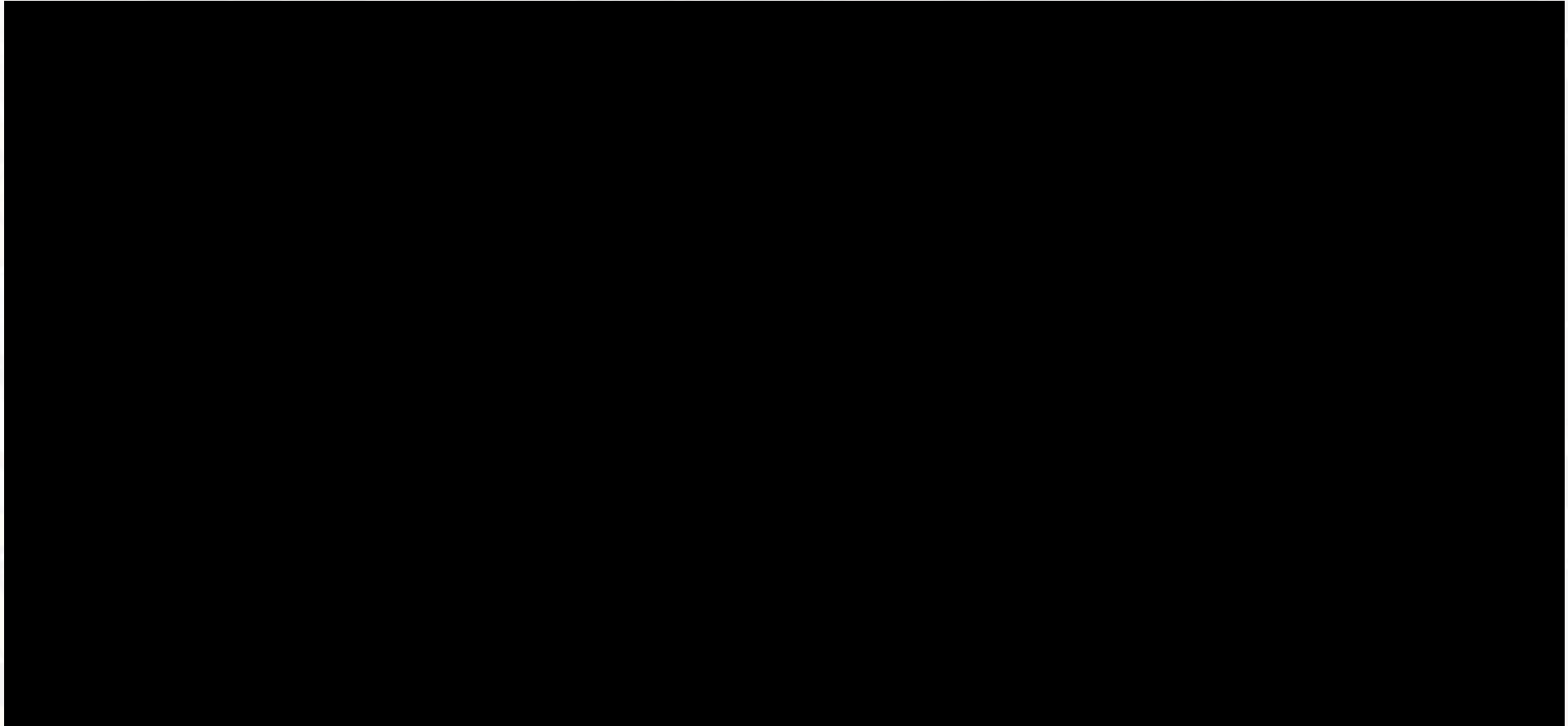
INTRO VIDEO



[CLICK HERE TO PLAY](#)



REJOIN VIDEO



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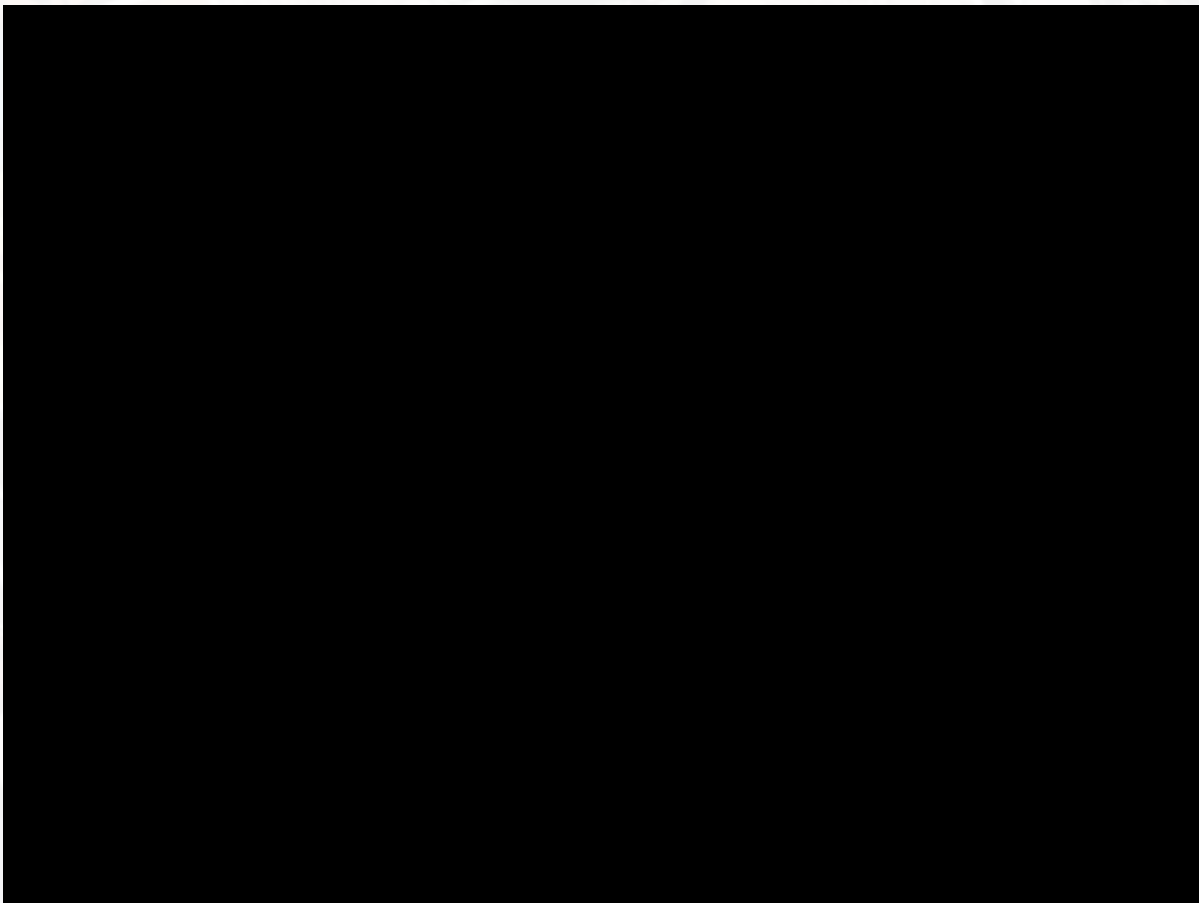
REJOIN VIDEO



[CLICK HERE TO PLAY](#)



SCOREBOARD WIPES



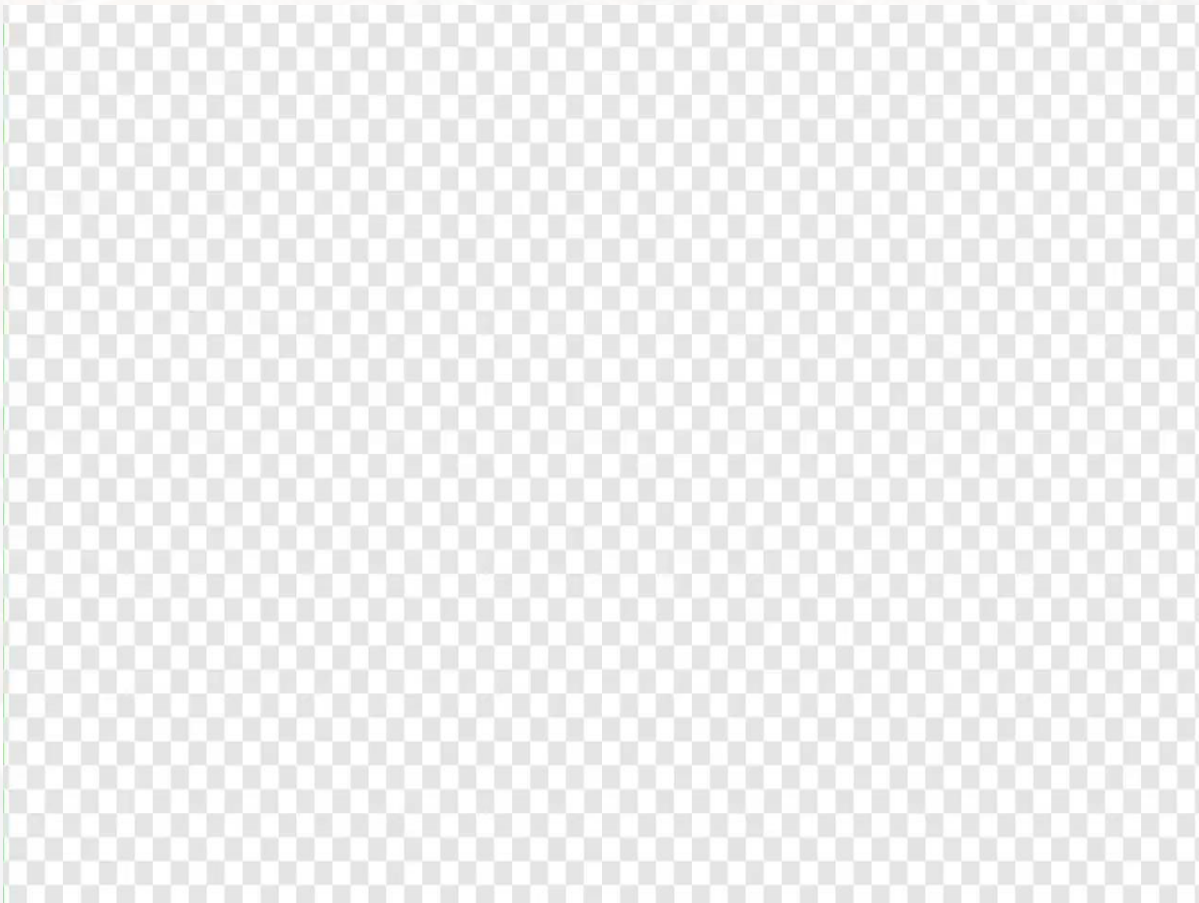
[CLICK TO PLAY](#)



[CLICK TO PLAY](#)



SPONSORED REPLAY WIPES



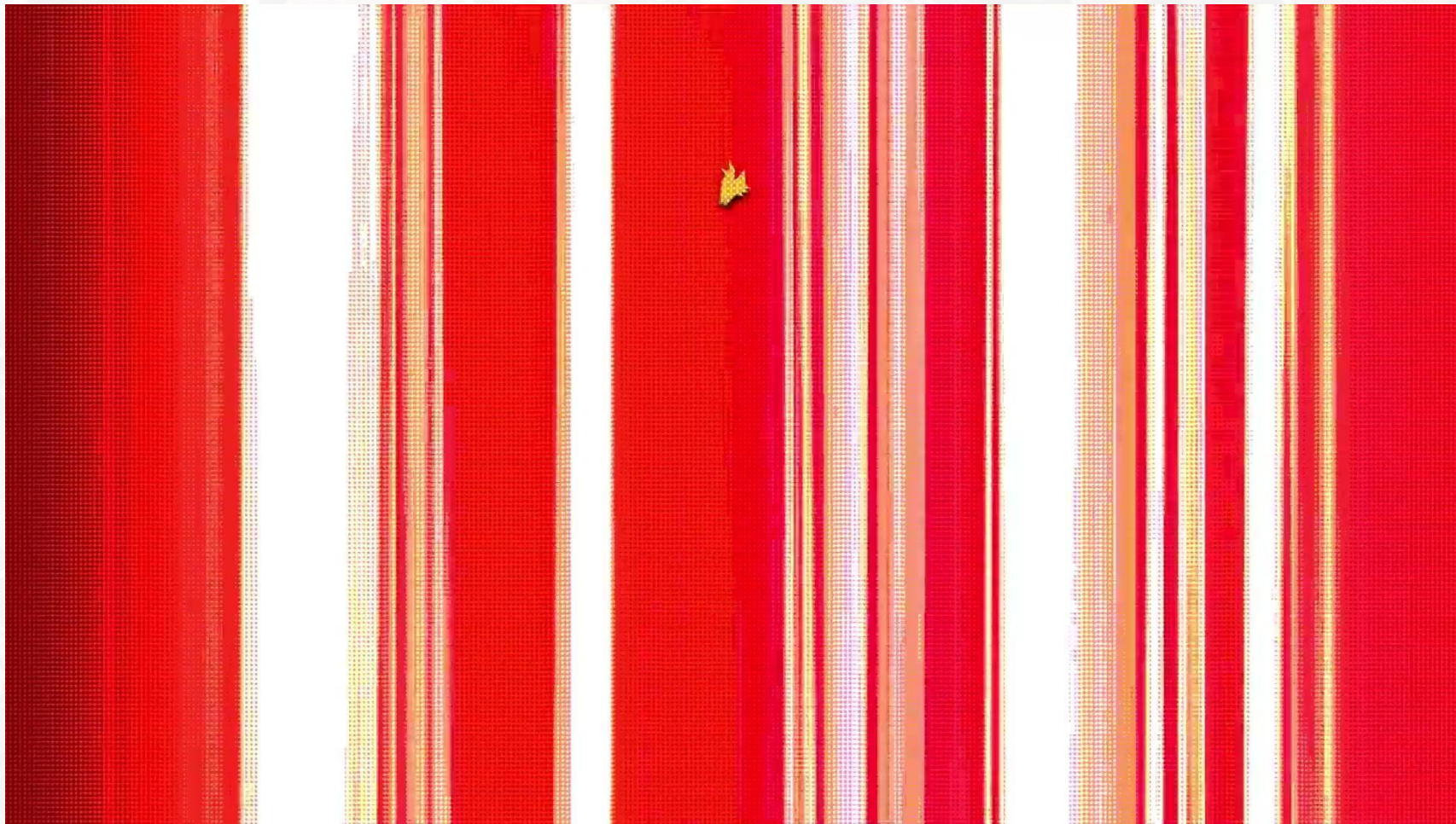
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[CLICK HERE TO PLAY](#)

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ASK THE PLAYERS



[CLICK HERE TO PLAY](#)

MARVEL

INTERACTIVE GRAPHICS



[CLICK HERE TO PLAY](#)



PLAYER HEADSHOTS



[CLICK HERE TO PLAY](#)

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PLAYER HEADSHOTS

91 **DAWSON**
MERCER

MARVEL SUPER HERO NIGHT

PRESENTED BY: **RWJBarnabas**
HEALTH

© 2023 MARVEL

[CLICK HERE TO PLAY](#)



PLAYER HEADSHOTS

ALEX OVECHKIN

8



F3

F2

F3

[CLICK HERE TO PLAY](#)

JAKOB CHYHRUN

6



F3

F2

F3

[CLICK HERE TO PLAY](#)

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ICE PRESENTATION





SCOREBOARD GRAPHICS



MARVEL

SCOREBOARD GRAPHICS



MARVEL

SCOREBOARD GRAPHICS





SCOREBOARD GRAPHICS



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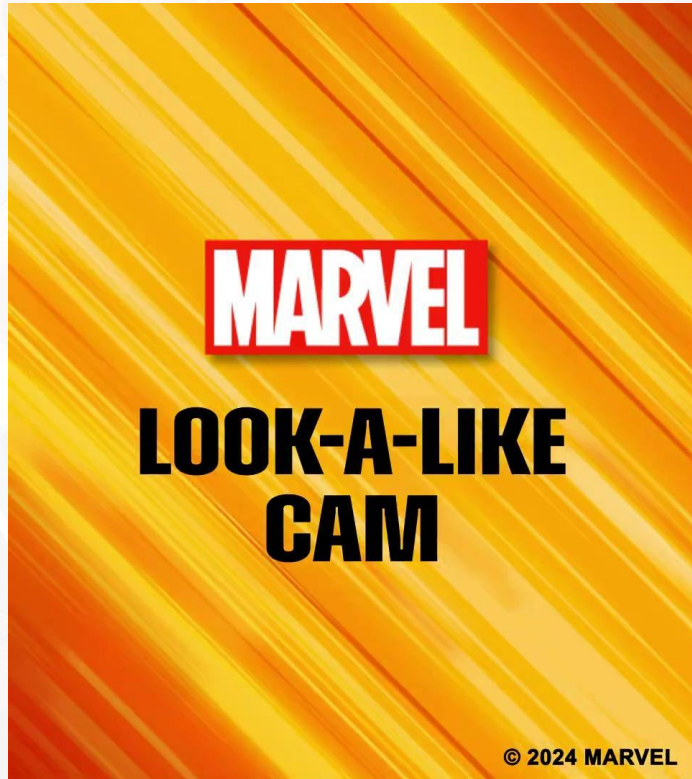
PLAYER HEADSHOTS



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IN-GAME ACTIVATIONS:

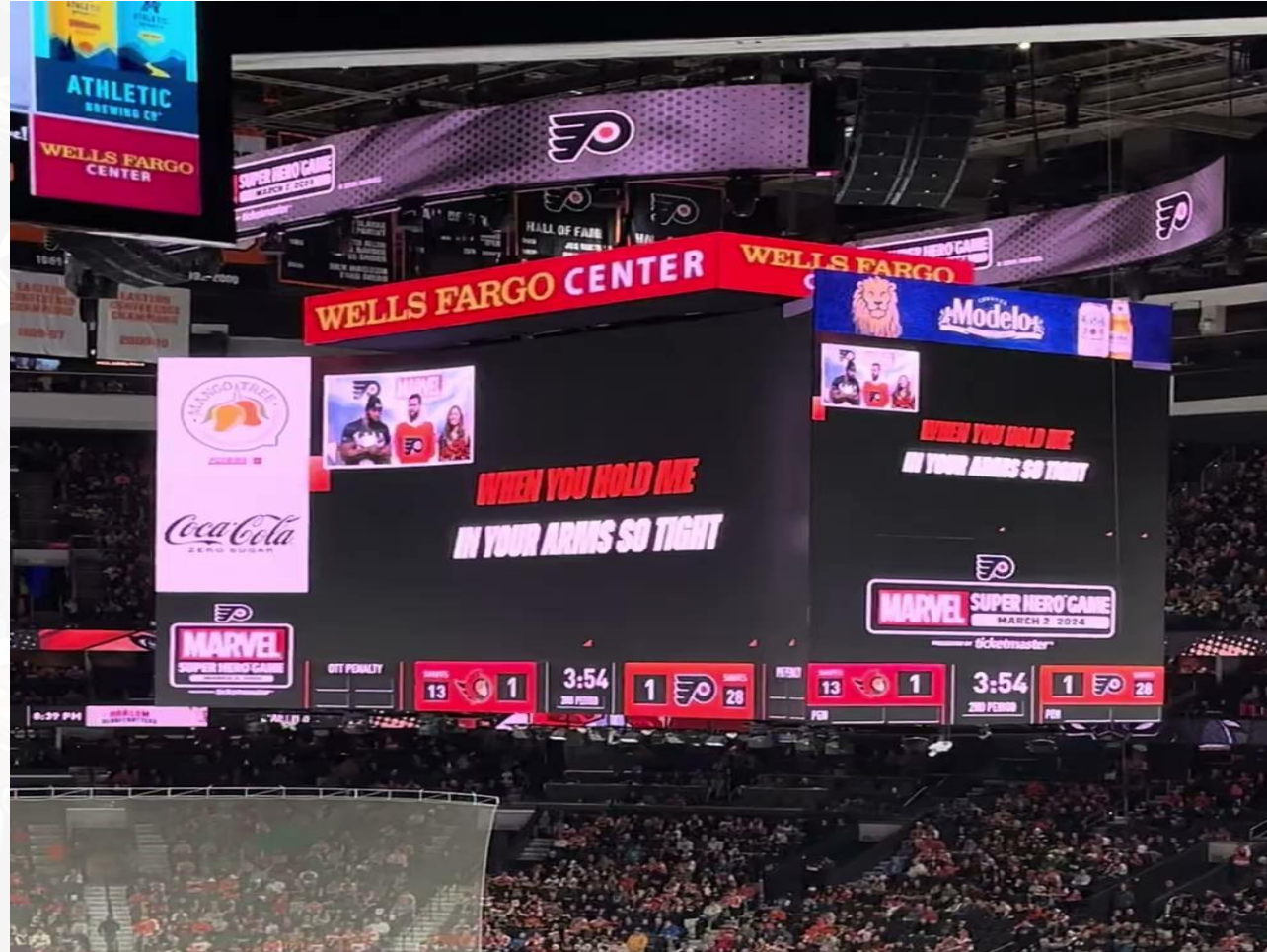
LOOK-A-LIKE CAM



[CLICK HERE TO PLAY](#)

[CLICK HERE TO PLAY](#)

MARVEL IN-GAME ACTIVATIONS: STAR LORD SING-ALONG



[CLICK HERE TO PLAY](#)

MARVEL IN-GAME ACTIVATIONS: GROOT DANCE CAM



YEEE-HAHI



CONCOURSE HOLOGRAMS



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[CLICK HERE TO PLAY](#)

MARVEL

IN-ARENA ANIMATIONS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

MASCOT COSPLAY



MARVEL

MASCOT COSPLAY



MARVEL

MASCOT COSPLAY



MARVEL

MASCOT COSPLAY



MARVEL

MASCOT COSPLAY



MARVEL

PRE-GAME FAN FEST



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PHOTO OPPORTUNITIES



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PHOTO BACKDROPS



MARVEL

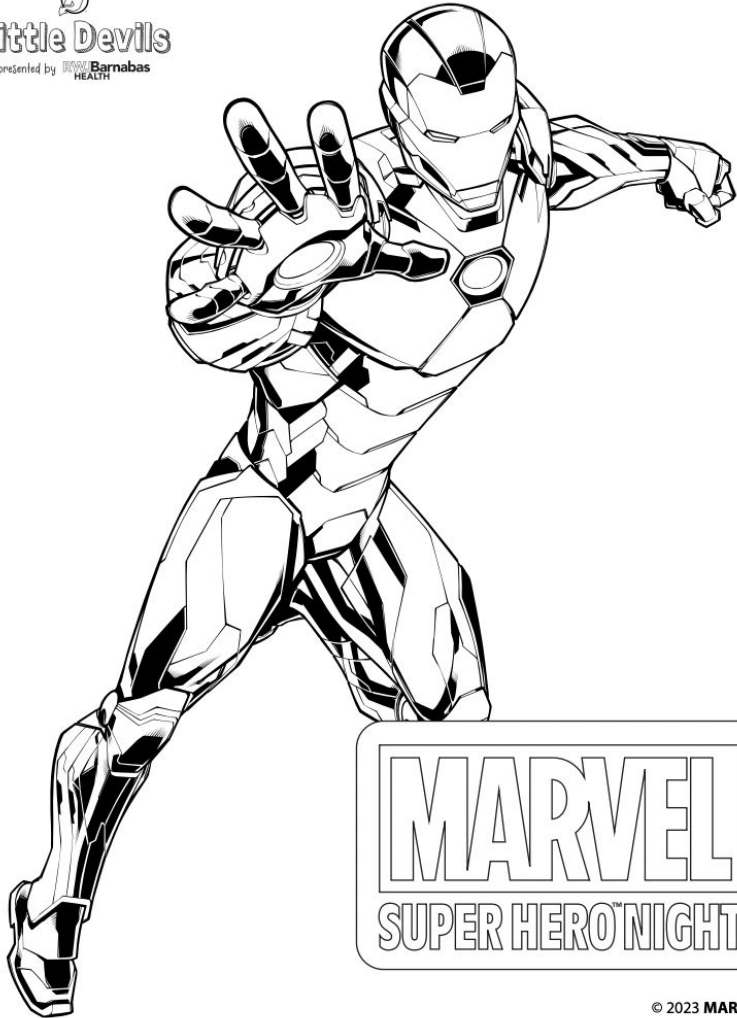
PHOTO BACKDROPS / CUTOUTS





COLORING PAGES

 Little Devils
presented by  Barnabas
HEALTH



MARVEL
SUPER HERO NIGHT

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 Little Devils
presented by  Barnabas
HEALTH



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SUPER HERO NIGHT

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 Little Devils
presented by  Barnabas
HEALTH



MARVEL
SUPER HERO NIGHT

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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 SUPER HERO DAY
MARCH 5, 2022
PRESENTED BY SEATGEEK

**EXCLUSIVE FLYERS
MARVEL TEES**

AVAILABLE ONLY AT



A black t-shirt with a graphic on the chest. The graphic consists of four horizontal orange bars, each containing a different logo: the Flyers logo, the Iron Man helmet, the Iron Man chest, and the Iron Man gauntlet. To the left of these bars is a circular logo featuring the Flyers logo and the Iron Man helmet. To the right is a small Marvel logo.

FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS


MARVEL SUPER HERO DAY
FEBRUARY 11, 2023

**EXCLUSIVE FLYERS
MARVEL TEES**

AVAILABLE AT

OUTPHITTERS 



A black t-shirt with a circular graphic on the chest. The graphic is a circular collage of various Marvel Super Hero Day characters, including Iron Man, Spider-Man, and others, arranged around a central Flyers logo. A small Marvel logo is visible at the bottom right of the circular graphic.

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