

MARVEL

**MARVEL SUPER
HERO DAYS**





2024-25 OVERALL ATTENDANCE STATS

NLL Marvel Super Hero Day Average Attendance (14 games): **7,739**

5%

**Combined increase in
attendance over average**

2024-25 NLL Marvel Super Hero Day program drew **108,340** fans through the gates



2024-25 ATTENDANCE HIGHLIGHTS

- **Philadelphia Wings (2/8/25) - Reported Attendance: 7,199** . MSHD game produced a 17% increase in attendance over average (avg. 6,178). The game was their highest attended game at the time, and their highest attended Saturday game at the time. The game produced a 12% increase for a Saturday game (avg. 6,448).
- **Saskatchewan Rush (3/1/25)- Reported Attendance: 7,029.** MSHD game produced a 17% increase in attendance over average (avg. 6,006). The game was the highest attended game at the time, and the highest attended Saturday game at the time.
- **Albany FireWolves (3/15/25)- Reported Attendance: 6,405.** MSHD game produced a 36% increase in attendance over average (avg. 4,714). It was reported to be the highest attended game in team history.
- **Georgia Swarm (4/5/25)- Reported Attendance: 5,938.** MSHD game produced an 18% increase in attendance over average (avg. 5,024). The game was their 2nd highest attended game of the season at the time and their 2nd highest Saturday game at the time. The game produced a 14% increase for a Saturday game (avg. 5,229)



YEAR OVER YEAR DATA





YEAR OVER YEAR HIGHLIGHTS

ALBANY FIREWOLVES

45%

Increase over 2023-24
Marvel game (Saturday
3/2/24, att. 4,409)

HALIFAX THUNDERBIRDS

13%

Increase over 2023-24
Marvel game (Friday
2/16/24, att. 7,824)

BUFFALO BANDITS

10%

Increase over 2023-24
Marvel game (3/8/24, att.
16,596)



JEFFREY VEREGGE

INDIGENOUS ART-INSPIRED

JERSEYS

MARVEL

MARVEL INDIGENOUS ART INSPIRED JERSEYS



MARVEL

JERSEY REVEAL VIDEO



[CLICK HERE TO PLAY](#)

MARVEL

MARVEL INDIGENOUS ART INSPIRED HELMETS





SOCIAL CONTENT & PROMOTION

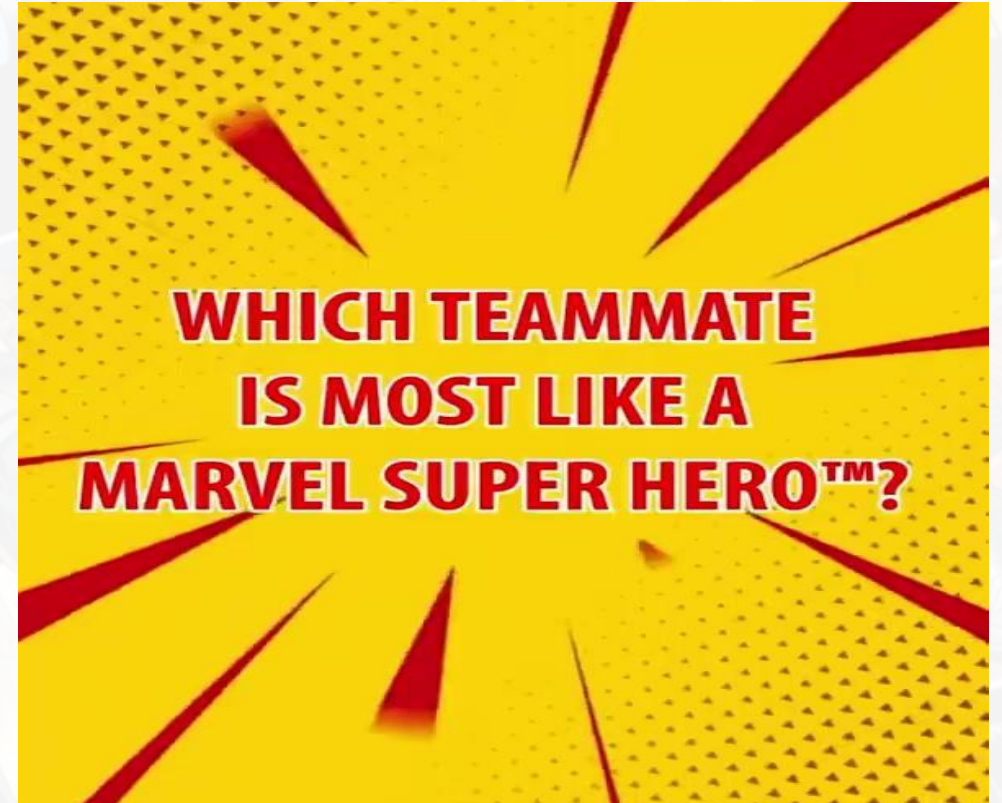


ASK THE PLAYERS VIDEO



[CLICK HERE TO PLAY](#)

Halifax Thunderbirds Promo Video



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

Albany FireWolves Promo Video



ASK THE PLAYERS VIDEO



[CLICK HERE TO PLAY](#)

[CLICK HERE TO PLAY](#)

Toronto Rock



JERSEY REVEAL VIDEOS



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San Diego Seals



[CLICK HERE TO PLAY](#)

Calgary Roughnecks



SOCIAL GRAPHICS

BUFFALO BANDITS

MARVEL
SUPER HERO
NIGHT

SIGNED JERSEY
SWEEPSTAKES

SENECA
BUFFALO CREEK
CASINO

© 2025 MARVEL

ROCK
LACROSSE

MARVEL
SUPER HERO
NIGHT
MARCH 22, 2025 | 7PM

© 2025 MARVEL

OTTAWA
BLACK BEARS

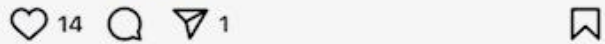
MARVEL
SUPER HERO
NIGHT

FRI. FEB. 21 - 7:30PM

[GET YOUR TICKETS TODAY!](#)

NEXT MATCH | CANADIAN TIRE CENTRE

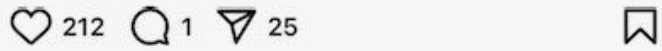
HALIFAX THUNDERBIRDS **OTTAWA BLACK BEARS**



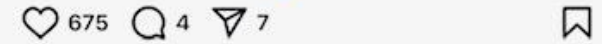
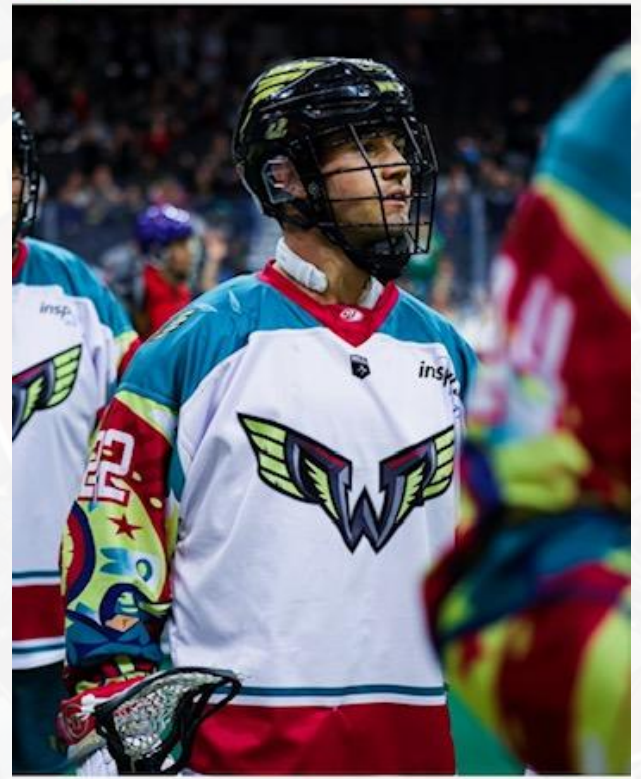
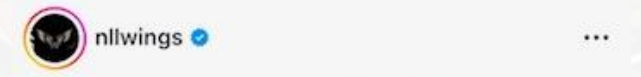
vanwarriors Whatever it takes! 🧡🔥

Get tickets for Marvel Superhero Night this Friday starting from \$25.

Click the link in our bio to secure yours now.



coloradomammoth Back HOME. #TuskUp



nllwings A moment for these jerseys...

Bid now on these game worn jerseys! Auction closes at 6PM on Thursday through the link in our bio!



Ottawa Black Bears @ottblackbea... · 4h ...

The first 2,000 fans through the doors this Friday get an exclusive @MarvelStudios x @NLL comic book! 📖🔥

Plus, the guys will be rocking Iron Man jerseys, and Marvel characters will be around for epic photo ops! Don't miss it! shorturl.at/clpH8
[#ottawablackbears](#)



NLL and Marvel Studios

3 6 12 2.5K



Toronto Rock @TorontoRockLax · 1h ...

The MARVEL Super Hero™ Night jerseys are here!

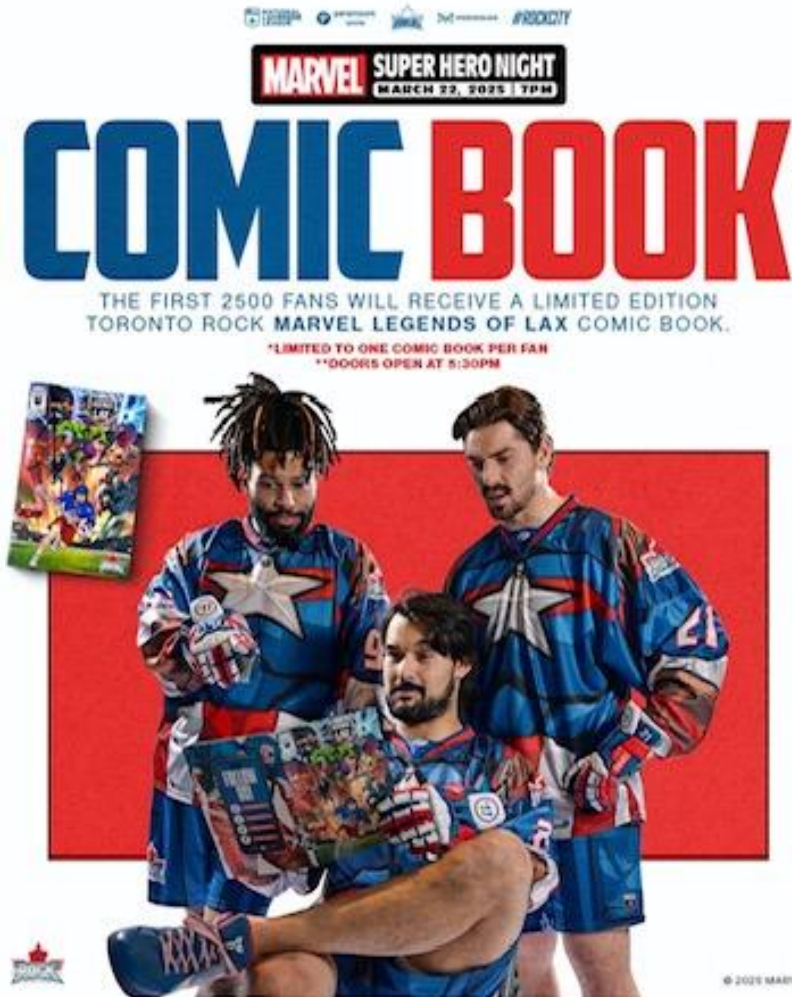
[#RockCity](#) | [#CaptainAmerica](#)



1 4 23 888



COMIC BOOK PROMOTION





COMIC BOOK PROMOTION



 nllroughnecks 



FREE COMIC BOOK
FOR THE FIRST 3,000 FANS

SAT • JAN 18 • 7:00 PM

MARVEL
SUPER HERO NIGHT

PRESENTED BY
Fox-Previews

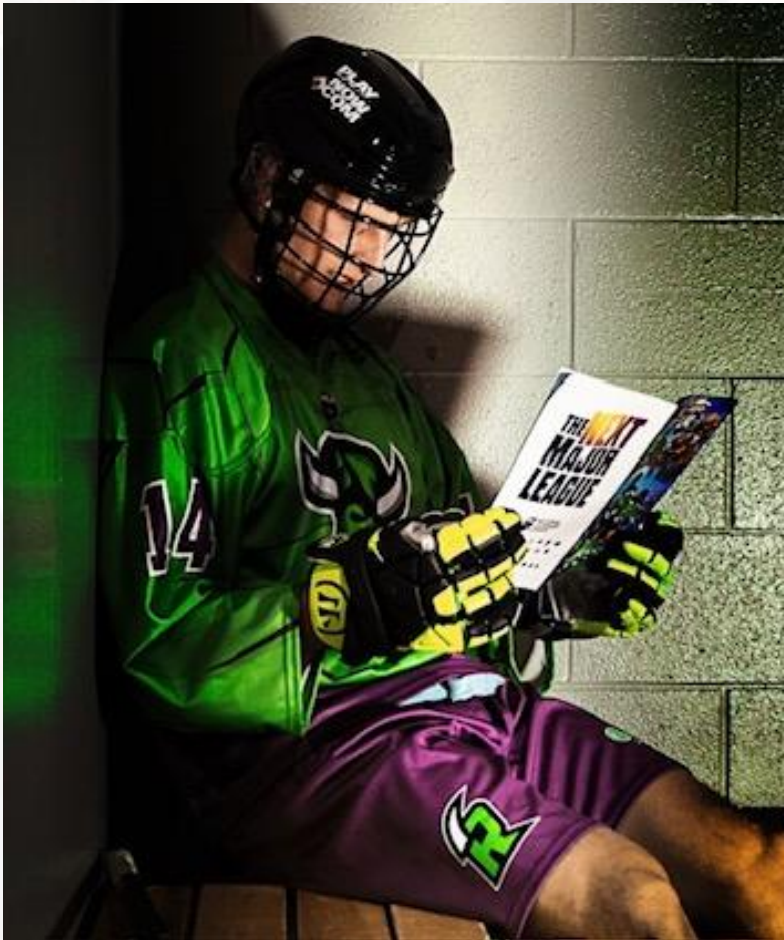
    

63 likes

nllroughnecks Party from 90 minutes before the game to well after the final horn on Saturday! We've got a great night planned for you... more



COMIC BOOK PROMOTIONAL GRAPHICS



MARVEL

COMIC BOOK PROMO VIDEO



[CLICK HERE TO PLAY](#)

MARVEL

COMIC BOOK REVEAL VIDEO

Colorado
Mammoth



[CLICK HERE TO PLAY](#)



STP SOCIAL GRAPHICS

MARVEL SUPER HERO NIGHT

TICKET PACK

Saturday, March 23 | 7pm

2 Tickets
Starting at \$80

4 Tickets
Starting at \$160

Each pair of tickets comes with a numbered Legends of Lax
Comic book signed by Captain Challen Rogers!
[EXTREMELY LIMITED QUANTITY OF 250 COMIC BOOKS]

ON SALE NOW



\$5 per ticket goes towards
Smilezone Foundation

© 2024 MARVEL

Proudly Sponsored by:



MARVEL SUPER HERO NIGHT
PRESENTED BY 

STARTING 6

18  MATSUOKA	13  SALAMA	21  SMITH
55  MAYEA	30  INACIO	34  MacLEOD - G

ALTERNATES: LASTNAME1, LASTNAME2, LASTNAME3

© 2015 MARVEL

MARVEL SUPER HERO NIGHT
PRESENTED BY 

 **FORWARD**
Tanner Cook
Curtis Dickson
Jesse King
Brayden Mayea
Dane Dobbie
Tyler Papp
Haideen Dickson

DEFENCE
Reece Gallies
Griffin Hall
Et Salama
Harrison Matsuoka
Bennett Smith
Robert Hudson
Justin Inacio
Kieran McKay
Ethan Ticehurst
John Lintz

GOAL 
Colby Bowman
Tom Rowland

TONIGHT'S LINEUP



© 2015 MARVEL

MARVEL

IN-GAME SCORE GRAPHICS



MARVEL

IN-GAME SCORE GRAPHICS





IN-GAME ACTIVATIONS





INFINITY GAUNTLET NOISE METER

UPPER HALO



VIDEO BOARD



LOWER HALO




[CLICK HERE TO PLAY](#)




INFINITY GAUNTLET NOISE METER


FULL TAKEOVER



TOTAL IMPACT



360



[CLICK HERE TO PLAY](#)

MARVEL

HERO POSE CAM



HERO POSE CAM

© 2024 MARVEL



HERO POSE CAM

© 2024 MARVEL



SCOREBOARD GRAPHICS

UPPER HALO



VIDEO BOARD



LOWER HALO



[CLICK HERE TO PLAY](#)



SCOREBOARD GRAPHICS

FULL TAKEOVER

TOTAL IMPACT

360 RIBBON

[CLICK HERE TO PLAY](#)

MARVEL

SCOREBOARD GRAPHICS



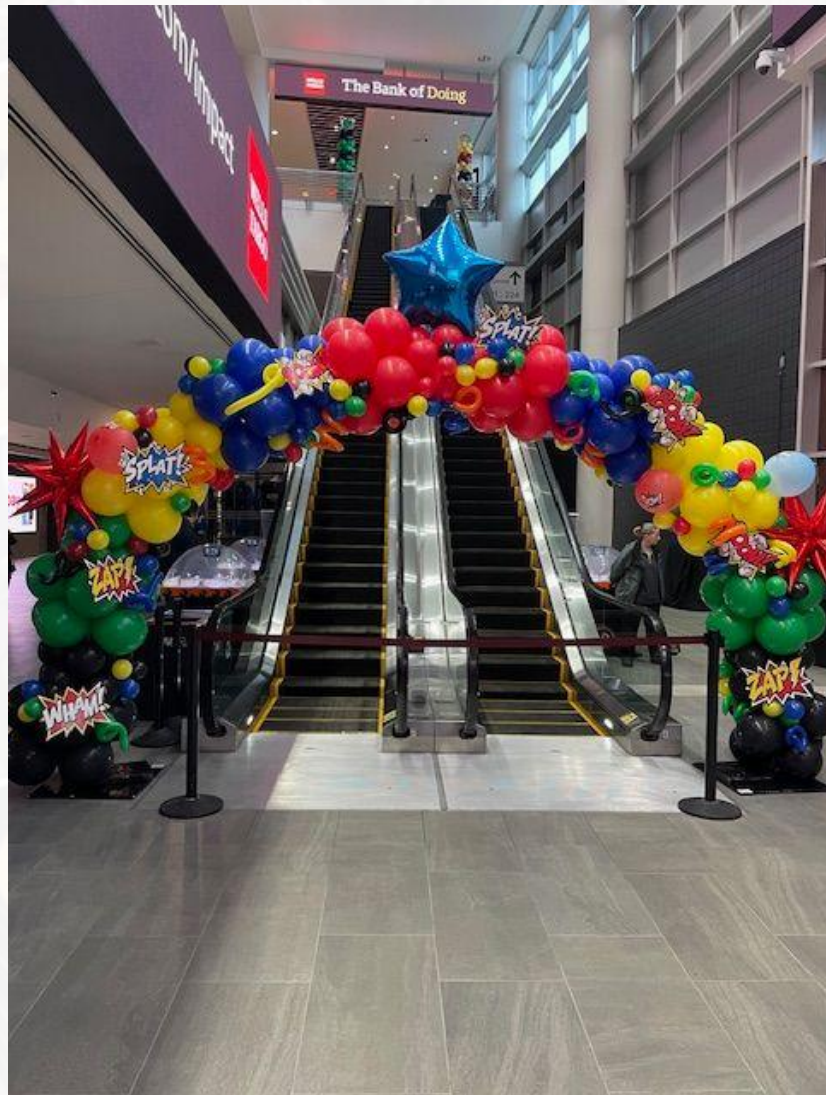


PLAYER HEADSHOTS



MARVEL

CONCOURSE DECORATIONS



MARVEL

JERSEY AUCTION

MARVEL SUPER HERO NIGHT
JERSEY AUCTION



ALBANY FIREWOLVES

© 2025 MARVEL

© 2025 MARVEL



MARVEL SUPER HERO NIGHT
GAME-WORN
JERSEY AUCTION

BID ON LIMITED EDITION MARVEL JERSEYS
PROCEEDS GO TO THUNDERBIRDS CHARITABLE FOUNDATION
VISIT [HALIFAXTHUNDERBIRDS.COM/AUCTION](https://www.halifaxthunderbirds.com/auction) TO PLACE YOUR BID
AUCTION ENDS ON FEBRUARY 16 AT 9:00 PM AT



SPECIAL TICKET PACKAGES

A graphic for the Marvel Super Hero Day Ticket Package. It features a black t-shirt with the word "WINGS" printed on it. Below the t-shirt is a black box with the "MARVEL" logo in white, followed by "SUPER HERO DAY" and "FEBRUARY 8 | 1PM" in white text. At the bottom of the graphic, there is a "TICKET PACKAGE" label with icons for a ticket and a t-shirt. The background is a colorful, comic-style pattern with stars and a rainbow.

WINGS

MARVEL
SUPER HERO DAY
FEBRUARY 8 | 1PM
© 2025 MARVEL

TICKET PACKAGE

A graphic for the Colorado Mammoth Lacrosse vs. Denver Nuggets Ticket Package. It features a black t-shirt with a circular logo that says "COLORADO MAMMOTH LACROSSE" and a small illustration of a player. To the right of the t-shirt is a large black box with the "MARVEL" logo in white, followed by "SUPER HERO NIGHT" in white text. Below this, there are the logos for the Colorado Mammoth and the Denver Nuggets, separated by "VS". The date and time "FRIDAY - FEB. 21 • 7:00 PM" are printed in large white letters. At the bottom, the website "COLORADOMAMMOTH.COM" and "© 2025 MARVEL" are visible. The background is a grey, textured wall with a comic-style illustration of superheroes.

MARVEL
SUPER HERO NIGHT

FRIDAY - FEB. 21 • 7:00 PM

COLORADOMAMMOTH.COM © 2025 MARVEL

SHIRT + TICKET

The background of the slide is a collage of comic book panels, tilted at an angle. It features various characters and action scenes, including Iron Man, Spider-Man, and others. Speech bubbles with sound effects like "I AM GROOT!", "ARGH!", "WABO!", "YEEE-HAH!", and "WAA" are scattered throughout the panels.

RETAIL

MARVEL

RETAIL



MARVEL

RETAIL



item of the GAME

MISSISSAUGA, ON #2 822 2nd FL. 4553rd W. #1000A #ROCKY 2224-26 TORONTO LACROSSE

ROCK X MARVEL COLLECTION

A - \$26.99	A - \$139.99	A - \$64.99
Y - \$23.99	Y - \$129.99	Y - \$59.99
CAPTAIN AMERICA T-SHIRT	REPLICA JERSEY	CAPTAIN AMERICA HOODIE



Halifax Thunderbirds
@HFXThunderbirds



Check out our new items in the Team Store, including Thunderbirds x @Marvel Superhero™ Night merchandise, as well as capes and tonight's replica jerseys ⚡





Albany FireWolves Lacrosse Club · 1d

Calling all Marvel and FireWolves fans alike!

These limited supply Marvel-FireWolves branded t-shirts will be available at the Official Team Store at [@TheMVPArena](#) from 12pm-5pm!

Hurry in and get yours before Marvel Super Hero™ Night this Saturday 🦱



2 2 15 2.4K



MARVEL

RETAIL



ITEM OF THE GAME

TORONTO ROCK / **MARVEL**
COLLECTION

THOR
REPLICA JERSEY | \$129.99

THOR
HOODIE | \$64.99

THOR
T-SHIRT | \$29.99

© 2024 MARVEL

MARVEL

RETAIL





CONTACT

THANK YOU!

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