

MARVEL



United Soccer League

**CASE STUDY
2024**



2024 PARTICIPATING TEAMS





2024 OVERALL ATTENDANCE STATS

USL Championship Marvel Super Hero
Day Average Attendance (13 games): **5,914**

14%

Increase over league-wide
average (avg. 5,191)

2024 USL Championship Marvel Super Hero Day program drew **76,876** fans through the gates



2024 OVERALL ATTENDANCE STATS

USL League One Marvel Super Hero Day
Average Attendance (2 games):

1,550

2024 USL League One Marvel Super Hero Day program
drew

3,099 fans through the gates



2024 ATTENDANCE HIGHLIGHTS

- **Hartford Athletic (5/11/24) - Announced Attendance: 5,500** . MSHD game produced a 31% increase in attendance over average (avg. 4,186). The game was their highest attended game at the time, and highest attended Saturday game at the time. MSHD was also their highest attended game with a theme night at the time.
- **Orange County FC (6/29/24)- Announced Attendance: 5,000.** MSHD game produced a 16% increase in attendance over average (avg. 4,320). The game was tied for their highest attended game of the season at the time, and tied for their highest Saturday game at the time.
- **Sacramento Republic FC (9/29/24)- Announced Attendance: 11,569.** MSHD game produced a 14% increase in attendance over average (avg. 10,083). The game was tied for their highest attended game of the season at the time and was their highest attended Sunday game at the time.
- **Indy Eleven (10/5/24)- Announced Attendance: 10,780.** MSHD game produced an 11% increase in attendance over average (avg. 9,749). The game was the highest attended game at the time, and produced a 9% increase for a Saturday game (avg. 9,848). The game was also performed 26% higher than their Star Wars Night on Saturday 4/13/24, att. 8,556.



MONTHLY ATTENDANCE STATS





MARVEL GAMES PLAYED IN ...

MAY

8%

Increase over all May
Championship games
league-wide (avg. 5,500 vs.
avg. 5,093)

August

4%

Increase over all August
Championship games
league-wide (avg. 5,492
vs. avg. 5,305)

September

17%

Increase over all
September Championship
games league-wide (avg.
6,176 vs. avg. 5,284)

October

104%

Increase over all October
Championship games
league-wide (avg. 10,780
vs. avg. 5,280)



OTHER THEME NIGHTS & GIVEAWAY STATS



MARVEL GAMES VS ...

Star Wars

16%

**Increase over Star Wars
Championship games league-wide
(avg. 5,914 vs. avg. 5,104)**



MARVEL GAMES VS ...

**ALL OTHER THEME
NIGHTS**

11%

**Increase over all other theme night
Championship games league-wide
(avg. 5,914 vs. avg. 5,328)**

The background of the entire page is a collage of comic book panels. The panels are tilted and feature various Marvel characters in action, along with yellow speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HAH!".

PRE-GAME ACTIVATIONS



FACE PAINTING / MASCOT COSPLAY



oaklandroots



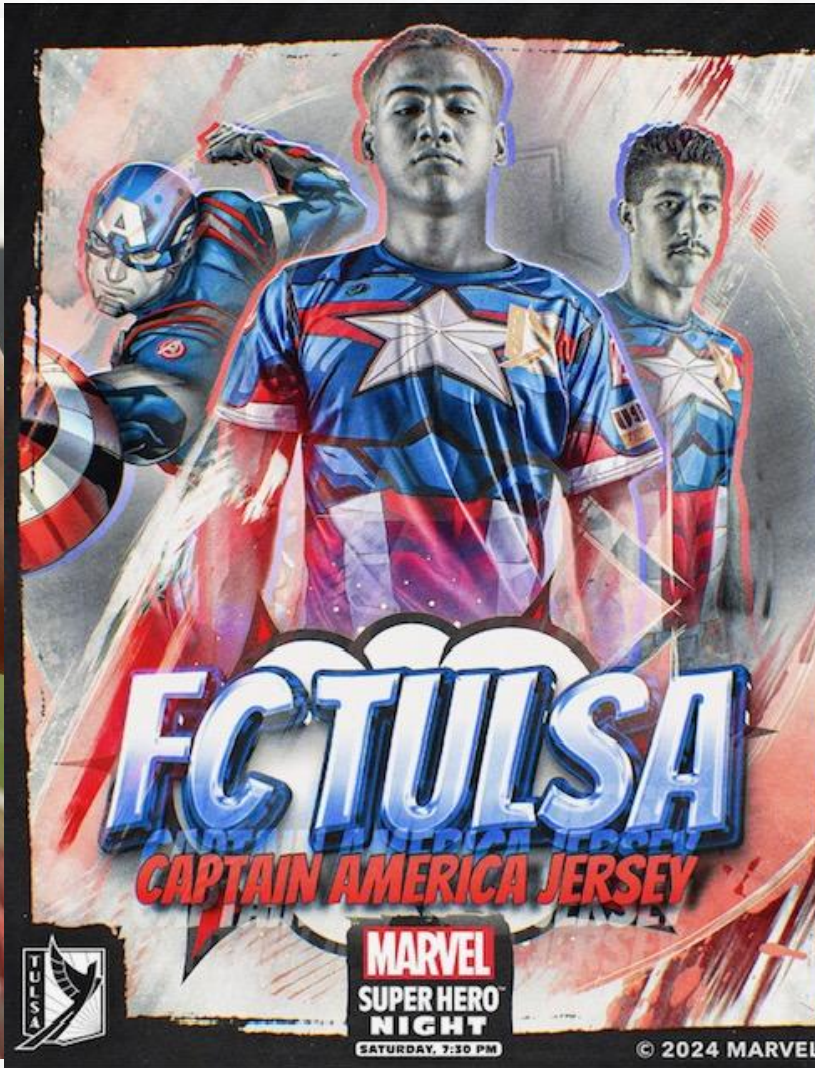
Liked by divamola and others
oaklandroots The superheroes have arrived! 🍌

Upload your photos in the link below to enter our costume contest for a chance to win an Oakland Roots SC jersey.

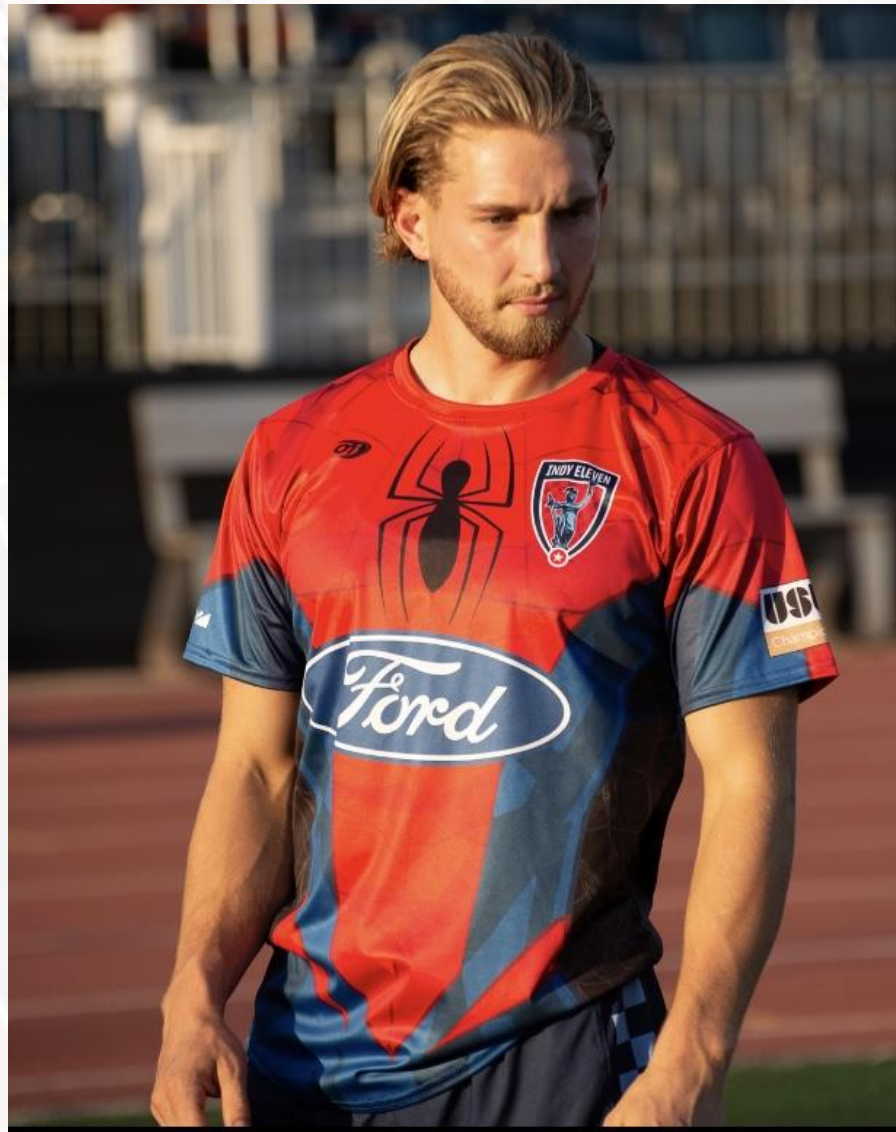


MARVEL

WARM-UP KITS

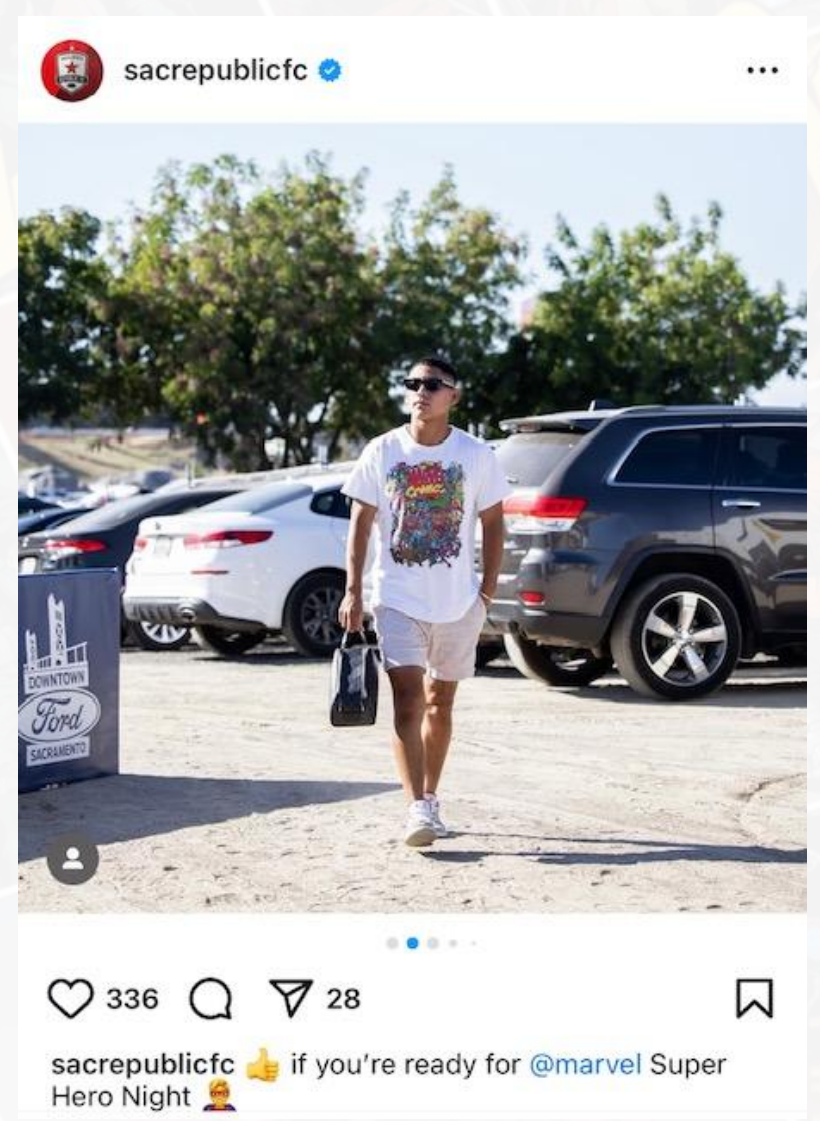


MARVEL WARM-UP KITS





PLAYER COSPLAY / ENTRANCE PHOTOS



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 speech bubbles containing sound effects like "GROO!", "IRGH!", "WAO!", and "YEEE-HAHI!".

SOCIAL MEDIA & PROMOTION



APPROVED SOCIAL GRAPHICS

CENTRAL VALLEY FUEGO FC

MARVEL SUPER HERO NIGHT
JULY 27, 2024

DRESS AS YOUR FAVORITE MARVEL SUPER HERO AND GET FREE ENTRY!





 

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MARVEL SUPER HERO NIGHT

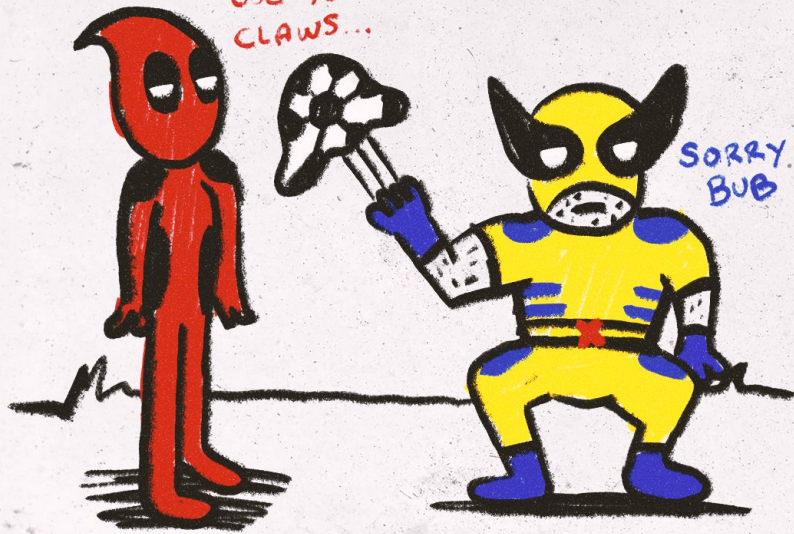
MATCH DAY


001
SATURDAY
AUGUST 31ST
@ 8PM

YOU CAN'T USE YOUR CLAWS...

SORRY, BUB





© 2024 MARVEL

© 2024 MARVEL



MARVEL SUPER HERO NIGHT

FALCK

AUG. 10
7:00 PM PT
PIONEER STADIUM
HAYWARD, CA

BUY TICKETS NOW → [OAKLANDROOTSSC.COM/TICKETS](https://oaklandrootssc.com/tickets)

*ALL executions/activations/graphics must be routed to Marvel for Marvel approval



SOCIAL MEDIA POSTS

 chattredwolves



8 likes

chattredwolves The Chattanooga Red Wolves are back in action this Saturday for Marvel Super Hero Night !!

- Poster giveaway for the first 1,000 fans
- New Marvel x Red Wolves merch 🤩
- Live music pre and post match
- + MORE


 oaklandroots



Liked by sanpablo.lobitas and others

oaklandroots Roots fam, we are ONE DAY OUT!

Arrive early to grab exclusive Marvel posters... more


 Loudoun United FC @LoudounUni... · 1d

POSTER GIVEAWAY

Head to Segra Field on August 31 for Loudoun's match against Phoenix Rising to collect a limited edition LUFC x Marvel poster - FREE for the first 1000 fans!

Arrive early to meet your favorite heroes on the concourse!

Gates - 6:15PM
Kickoff - 7:15PM



2 8 582

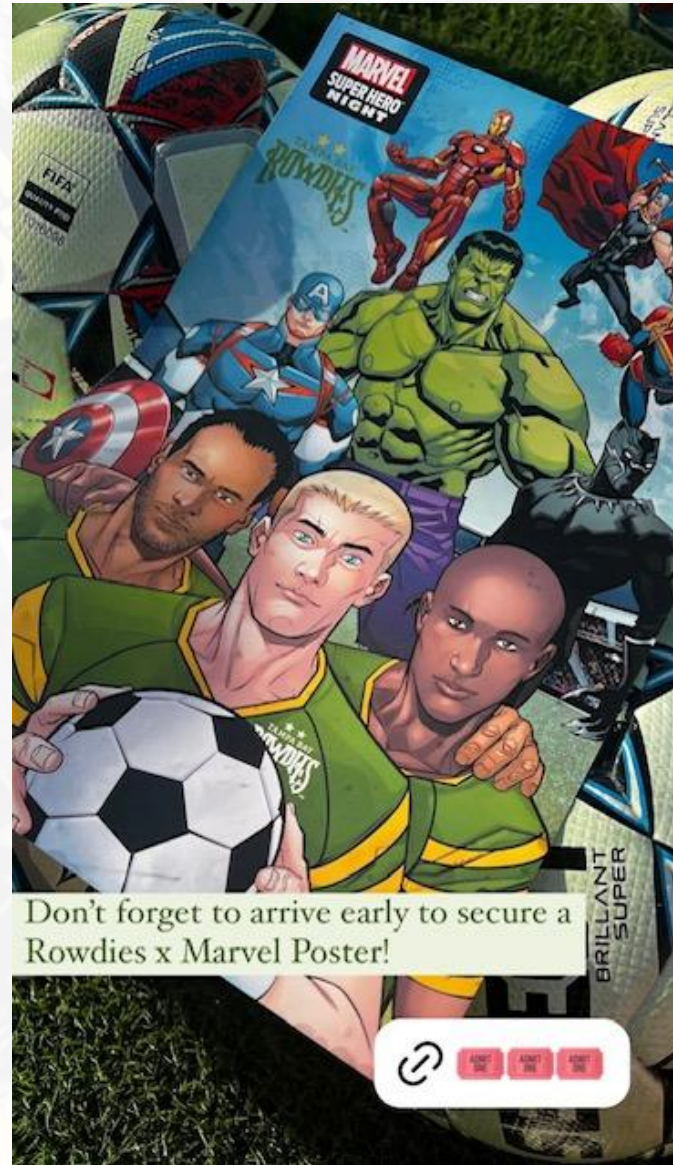


POSTER PROMOTION



montereybayfc Get here early tomorrow to secure your limited edition @Marvel x MBFC poster!

Presented by @MontageHealth





IN-GAME GRAPHICS

MATCH 11

3

2

37' MARIONA
48' YAYA
73' BENSON

FULL TIME

FUEGO

© 2024 MARVEL

HALFTIME

MARVEL SUPER HERO NIGHT

© 2024 MARVEL

© 2024 MARVEL

4 **0**

MARVEL SUPER HERO NIGHT

FINAL

JESSUP WARRIORS



IN-GAME GRAPHICS



MARVEL

BILLBOARD GRAPHICS

© 2024 MARVEL



JULY 27 | 7:30 PM
FRESNO STATE SOCCER STADIUM

MARVEL
SUPER HERO NIGHT™



VS





STARTING XII GRAPHICS

MARVEL SUPER HERO NIGHT
© 2024 MARVEL

STARTING XI

- 1 Vitiello
- 4 Desmond
- 24 Donovan
- 5 Timmer
- 2 Gurr
- 40 Sanchez
- 9 Herrera
- 19 Ross
- 96 Luis Felipe
- 43 Portillo
- 11 Cicerone

SUBS 99 Mazzola, 3 Viader, 7 Amann
18 Neville, 23 Phillips, 15 Jauregui,
20 Willey, 10 Parano, 14 Kimbrough

STARTING XI

- 23 AVILEZ (C)
- 25 YAYA
- 3 APOLLON
- 24 BUSTAMANTE
- 17 LEMUS
- 8 HECKENBERG
- 10 CARRERA-GARCIA
- 20 MIDENCE
- 32 MARIONA
- 7 BROWN
- 9 BENSON

SUBS.
ZULUAGA, KAGAMBA, MUBARAK OPEYEMI, MENDIOLA,
DABO, WILLIAMS, VAZQUEZ, CHALMERS

STARTING XI | 7PM | 2024 SEASON

- C TAMBAKIS 1
- GLOSTER 3
- HERBERT 4
- MICALETTO 10
- MAPLES 12
- HURST 17
- BAILEY 19
- BRUCE 25
- MOHAMED 26
- FLANAGAN 27
- HOUSSOU 91

MARVEL SUPER HERO NIGHT

SUBS: SHAKES, HERNANDEZ, ASTORGA, RIVAS, RYDEN, HARRIS, AKALE

SAT 3 / AUG 2024



IN-ACTIVE REPORT GRAPHICS



INACTIVE REPORT



© 2024 MARVEL

Jonathan Ricketts - Lower Body

Shane Wiedt - Upper Body

Chibi Ukaegbu - 1 Game Disciplinary

Rodrigo Lopez - Lower Body



ASK THE PLAYERS VIDEO

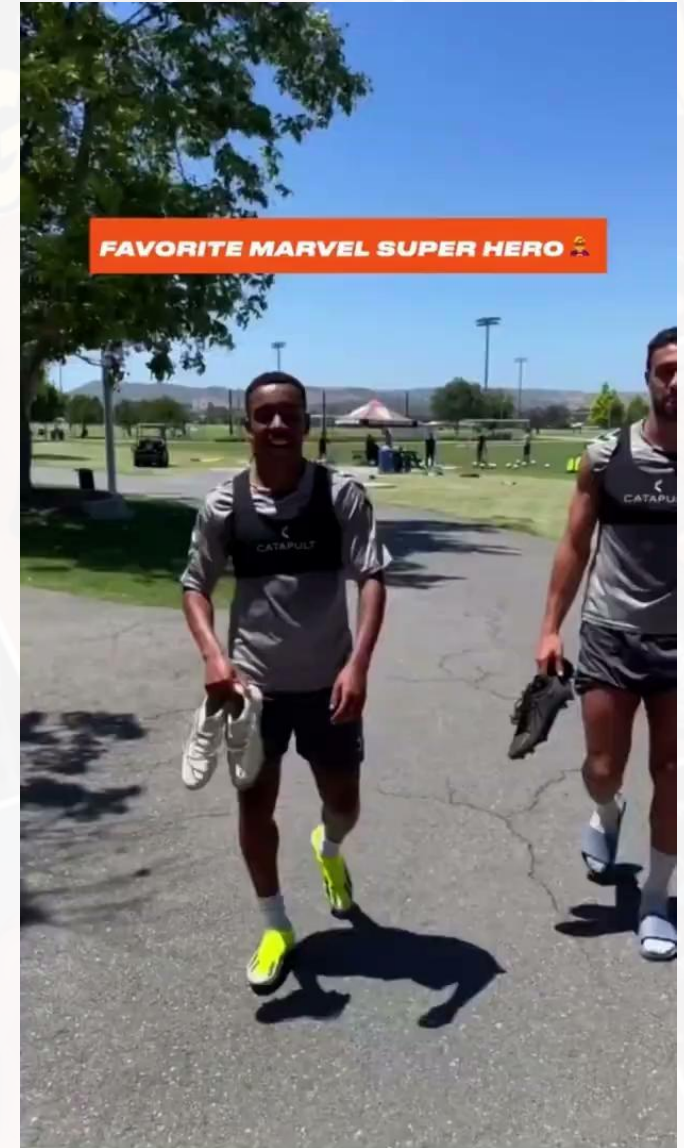
[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



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 yellow speech bubbles containing sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HAH!".

IN-GAME ACTIVATIONS



sacrepublicfc

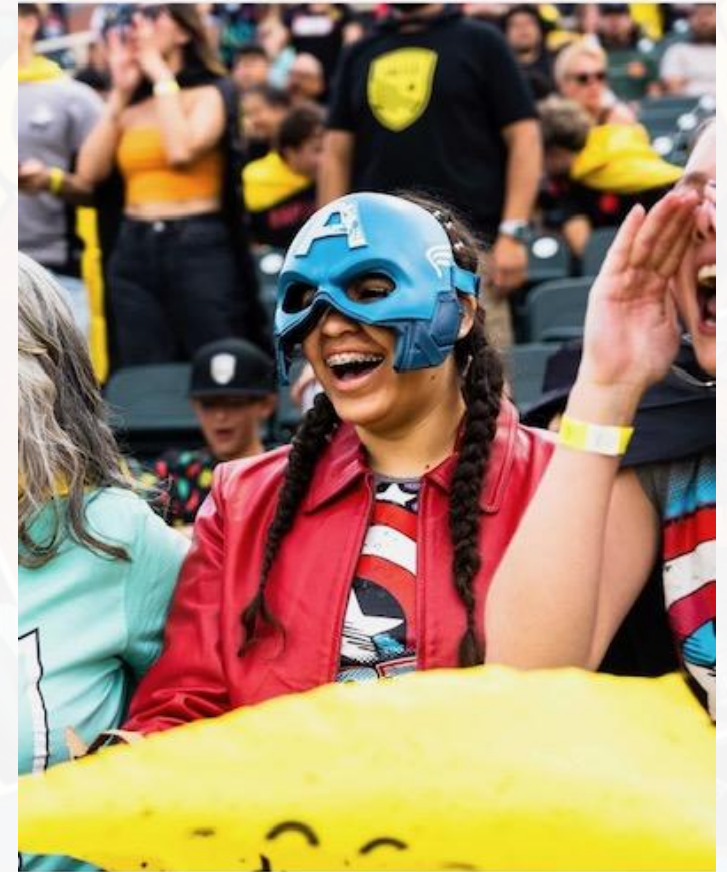


140 1 9

sacrepublicfc The littlest heroes are all out for @marvel Super Hero Night 🦸



newmexicoutd



191 likes

newmexicoutd We asked La Familia to dress up, and y'all didn't disappoint 🤗 #SomosUnidos

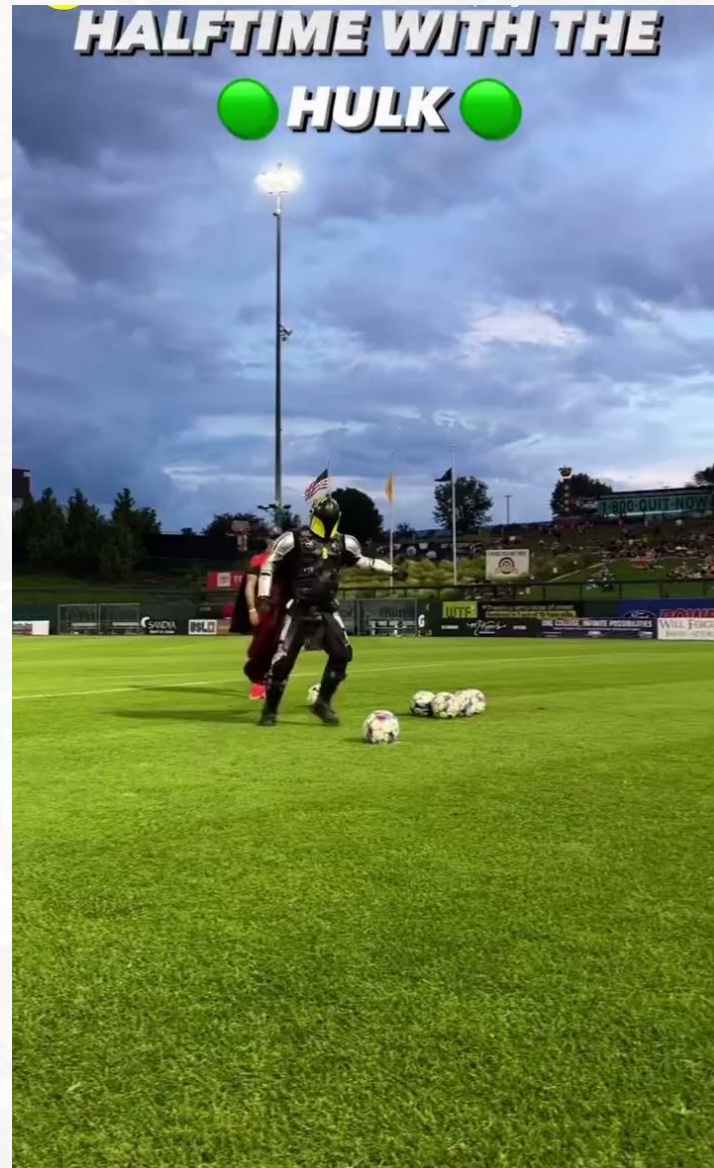


COSTUME CONTEST



MARVEL

ON-FIELD GAMES



[CLICK HERE TO PLAY](#)

The background of the entire image is a collage of comic book panels. The panels are tilted and feature various characters and action scenes. Prominent yellow speech bubbles with black text are scattered throughout, including "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HAH!". The overall color palette is a mix of muted greens, yellows, and greys.

POST-GAME ACTIVATIONS

MARVEL

THEMED-FRIDGE GIVEAWAY

CENTRAL VALLEY FUEGO FC

MARVEL SUPER HERO NIGHT
JULY 27, 2024

GIVEAWAY

FUEGO FC **MARVEL**

FUEGO FC

MARVEL

© 2024 MARVEL

FUEGO FC

MARVEL

© 2024 MARVEL

The background of the entire image is a collage of comic book panels, rendered in a light, faded yellow and white color scheme. The panels are tilted at various angles and contain various characters and action scenes. Some panels include speech bubbles with text like "I AM GROOT!", "ARGH!", "YEE-HAH!", and "WABO!".

RETAIL

MARVEL

RETAIL

OC



MARVEL NIGHT

Marvel themed activations + a dress up party for all!
Also limited edition Marvel x OCSC t-shirt.
These won't be reprinted so, don't sleep!



**MATCH
EXCLUSIVE
MARVEL
MERCH**



MARVEL

RETAIL





CONTACT

THANK YOU!

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