

MARVEL



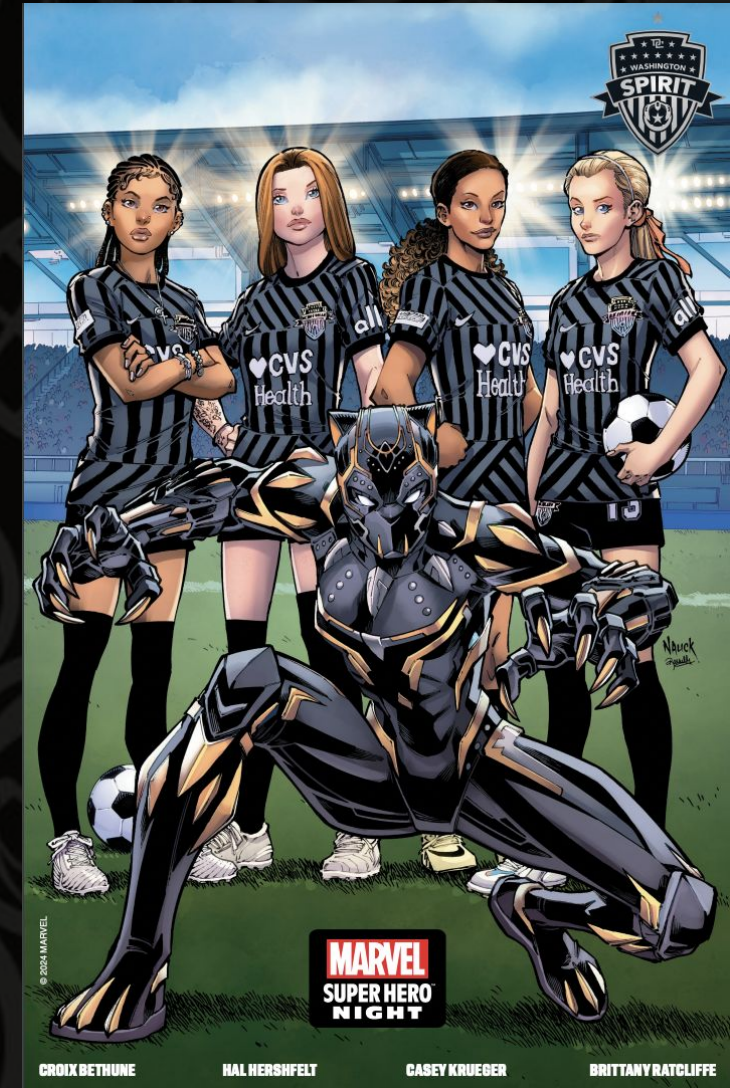
Washington Spirit
Marvel Super Hero™ Night
Case Study
2024

WASHINGTON SPIRIT MARVEL SUPER HERO™ NIGHT

On April 26th 2024, the Washington Spirit hosted the first ever Marvel Super Hero™ Night in the NWSL. This fully immersive program featured:

- An all fan poster giveaway featuring Spirit players and Black Panther upon egress.

As part of the game-day experience fans were treated to special in-game scoreboard activations and games, along with photo opportunities.



*ALL executions/activations are pending Marvel approval, and are subject to change

WASHINGTON SPIRIT MSHD ATTENDANCE STATS

The Marvel Super Hero™ Night activation drew 11,636 fans vs rival Orlando Pride.

The event was the highest attended Friday game game of the season at the time, and was the 3rd highest attended game of season overall at the time.

In comparison to other Spirit theme/giveaway nights, Marvel Super Hero™ Night was the second highest attended game with a theme night/giveaway (highest Kicking Women's Cancer/Mini Scarf Giveaway Saturday 4/20/24, att. 15,004).

The game was 65% higher than comparable 2023 April home game (Sat 4/22/23, att. 7,073).
The game was also 146% higher than first Friday home game of 2023 (7/28/23, att. 4,732).

The background is a dark gray field filled with a repeating pattern of various superhero icons in a lighter gray tone. The icons include the Iron Man helmet, the Hulk's fist, the Thor hammer, the Ant-Man helmet, the Black Panther mask, the X-Men 'X' logo, the Avengers 'A' logo, the Star Wars Rebel Alliance symbol, the Star Wars Death Star, the Star Wars Stormtrooper helmet, the Star Wars Mandalorian helmet, the Star Wars Jedi Order symbol, the Star Wars Sith Order symbol, the Star Wars Stormtrooper helmet, the Star Wars Mandalorian helmet, the Star Wars Jedi Order symbol, and the Star Wars Sith Order symbol. The icons are arranged in a dense, overlapping pattern.

SOCIAL MEDIA

SOCIAL MEDIA GRAPHICS



MATCHUP GRAPHICS

MARVEL SUPER HERO NIGHT



VS



FRIDAY, APRIL 26
7:30 PM



◀ CASEY KRUEGER



MARTA ▶

© 2024 MARVEL

MARVEL SUPER HERO NIGHT



VS



FRIDAY, APRIL 26
7:30 PM



TRINITY RODMAN ▶

© 2024 MARVEL

SOCIAL MEDIA POSTS



Washington Spirit @WashSpirit · 2h

You can't have a Marvel Super Hero™ Night without an EPIC poster!

Our players react to our very special gate giveaway 🎨

Get your tickets to make sure you snag one!



From ticketmaster.com

3 16 67 6.3K



Washington Spirit @WashSpirit · 5h

⚽ + 🦹 = BEST THEME NIGHT

The Spirit is teaming up with @Marvel for the first-ever Marvel Super Hero™ Night against the Orlando Pride at Audi Field this Friday!



From washingtonspirit.com

5 20 123 9.9K

SOCIAL MEDIA POSTS

washingtonspirit Audi Field

MARVEL SUPER HERO NIGHT

VS

FRIDAY, APRIL 26
7:30 PM



TRINITY FLOODMAN

108 likes

washingtonspirit Gearing up for Marvel Super Hero™ Night this Friday!

Fans are encouraged to come dressed as their favorite Marvel character for a chance to win prizes throughout the match 🎁

Washington Spirit @WashSpirit · 51s

Repost for a chance to win this autographed @Marvel Super Hero™ Night Poster featuring your Spirits!

Rules: bit.ly/3Uh2c7y



Croix Bethune and 3 others

1 11 7 8

washingtonspirit

MARVEL SUPER HERO NIGHT



HEATHER STAINBROOK

268 likes

washingtonspirit Spirit players and their favorite Marvel Super Hero™

PLAYER ENTRANCE CUTOUTS



PLAYER REACTION VIDEO



[CLICK HERE TO PLAY](#)

ASK THE PLAYERS VIDEO

QUESTION OF THE DAY



[CLICK HERE TO PLAY](#)

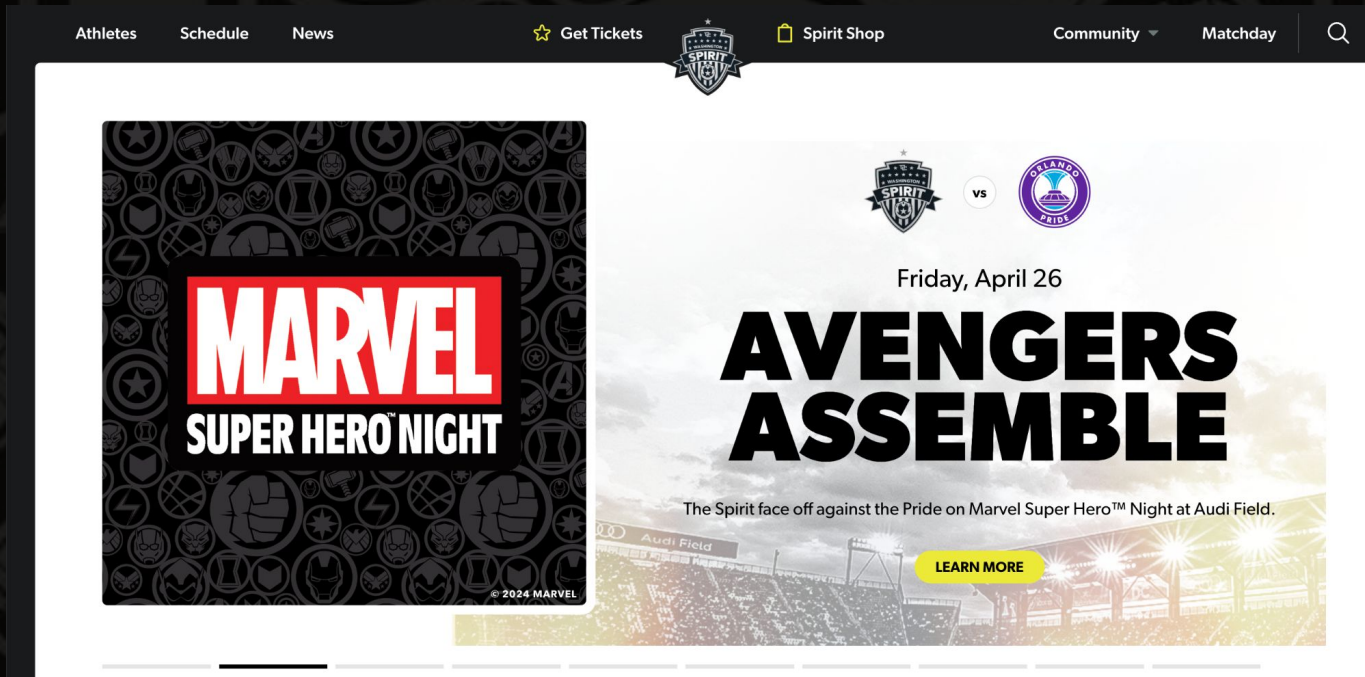
TEAM PHOTO





WEBSITE / EMAIL MARKETING

WEBSITE GRAPHICS



MARVEL SUPER HERO NIGHT

Washington Spirit vs Orlando Pride

April 26 | Audi Field | 7:30 p.m.



Don't miss Casey Krueger and the Spirit take on Brazilian legend Marta and the Orlando Pride.

From pre-match to post, fans will be treated to the full super hero experience as the Spirit hosts its first ever Marvel Super Hero™ Night! Friday's matchday experience will include:

- An exclusive Spirit and Marvel-themed souvenir poster for every fan

MATCHDAY GUIDE TICKET HOLDER EMAIL

WASHINGTON ★ SPIRIT

MARVEL SUPER HERO NIGHT

Your Matchday Guide

Gates open at 6:00 p.m. • Kick off at 7:30 p.m.



Before Arriving

📄 DOWNLOAD YOUR TICKETS. Audi Field is a mobile-only venue. Log into your [Ticketmaster account](#) or [Account Manager](#) and add your tickets to your Apple or Google Pay Wallet. [Learn more >](#)

🌟 COSTUMES ENCOURAGED. Fans should dress as their favorite Marvel characters for a chance to

Off the Pitch

📁 FAN GIVEAWAY. All fans will receive an exclusive Spirit and Marvel-themed [souvenir poster](#) featuring [Croix Bethune](#), [Hal Hershfelt](#), [Casey Krueger](#) and [Brittany Ratcliffe](#) upon exit.

🌟 MARVEL-THEMED SPIRITVILLE. Head to the East Concourse for face painting, caricature artists, temporary tattoos, photo ops, and more!

🏆 TROPHIES ON TOUR. Snap a photo with the W Gold Cup and Concacaf Nations League trophies on the East Concourse behind the team benches and learn more about the [upcoming U.S. Soccer matches](#) at Audi Field.

🎧 SPIRIT STAGE. DJ Fili will perform near Gate A starting at 6:00 p.m.

🛍️ MERCH. Merch shops will be located in Spiritville on the East Concourse, along the north side of the stadium, in the southwest corner, and in the Premium Club. Due to overwhelming demand, limited sizes remain from the new Blackout collection. Fans will still be able to shop the core collection and Cherry Blossom capsule.

🌐 COMMUNITY ZONE. Visit each organization in the Community Zone located on the north end of the stadium to learn more about their work promoting



CONCOURSE ACTIVATIONS

PHOTO BACKDROPS



FACE PAINTING / CARICATURE ARTIST



PROGRAM / MARVEL-THEMED MASK HANDOUT





PRE-GAME ACTIVATIONS

PRE-GAME MIXER

washingtonspirit and thatsquad
Washington D. C.
Geek Music · Marvel Studios Fanfare

MARVEL MEETUP PREGAME MIXER
SPOTS ARE LIMITED - CLAIM YOUR TICKETS NOW!

FRIDAY, APRIL 26 | 7:30 PM



MARVEL SUPER HERO NIGHT

Liked by [brett_collas](#) and others


[thatsquad](#) 🌟 Hi Squad! If you are interested in attending and dressing up. Check out this event below 📌

🌟 Marvel Super Hero Pregame Mixer hosted by [@washingtonspirit](#)

Tomorrow, Friday, April 26th at Audi Field

MARVEL MEETUP PREGAME MIXER
SPOTS ARE LIMITED
CLAIM YOUR TICKETS NOW!

FRIDAY, APRIL 26 | 7:30 PM



MARVEL SUPER HERO NIGHT

Marvel Super Hero™ Night Pregame Mixer

Join us for an electrifying Marvel Superhero Night at Audi Field. Experience the thrill of our Washington Spirit as we take on the Orlando Pride while embracing your inner superhero. The match will be tailored to everything Marvel however, all cosplay costumes are welcomed in a family friendly

Washington Spirit vs. Orlando Pride **\$24.00 - \$38.00**

Washington Spirit @WashSpirit · 16h

🌟 🧑🏻‍🦱 Calling all superheroes and soccer fans! Friday's match will be tailored to everything @Marvel!

Join us for a special pregame mixer and hang out with fellow Marvel fans (SPOTS ARE LIMITED)!



MARVEL MEETUP PREGAME MIXER
SPOTS ARE LIMITED - CLAIM YOUR TICKETS NOW!

FRIDAY, APRIL 26 | 7:30 PM

MARVEL SUPER HERO NIGHT
4/26 Pregame Mixer Tickets

From fevo-enterprise.com

1 1 37 4.1K

GAME HOST PROMO



[CLICK HERE TO PLAY](#)

COMIC TRIVIA GAME



[CLICK HERE TO PLAY](#)



COMIC TRIVIA GAME



GUESS THE CHARACTER GAME



[CLICK HERE TO PLAY](#)



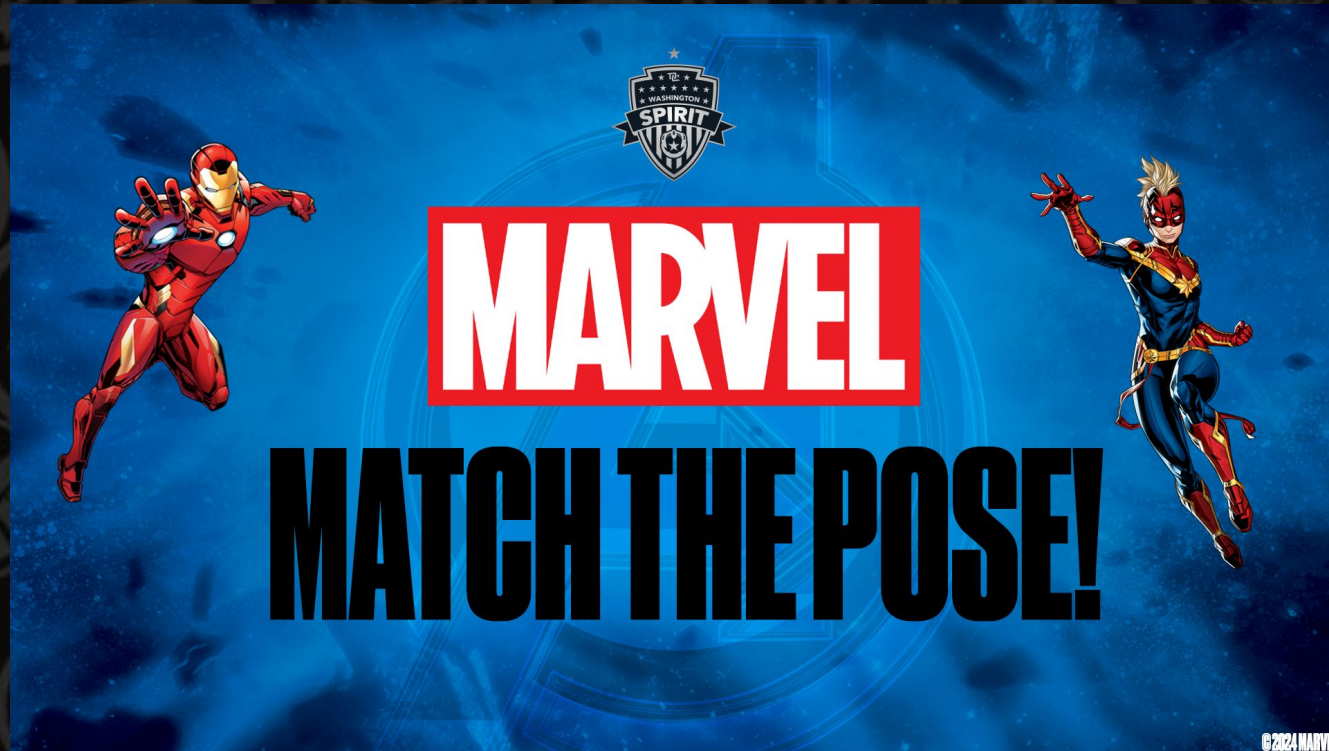


IN-GAME ACTIVATIONS

SCOREBOARD GRAPHICS



HERO POSE CAM



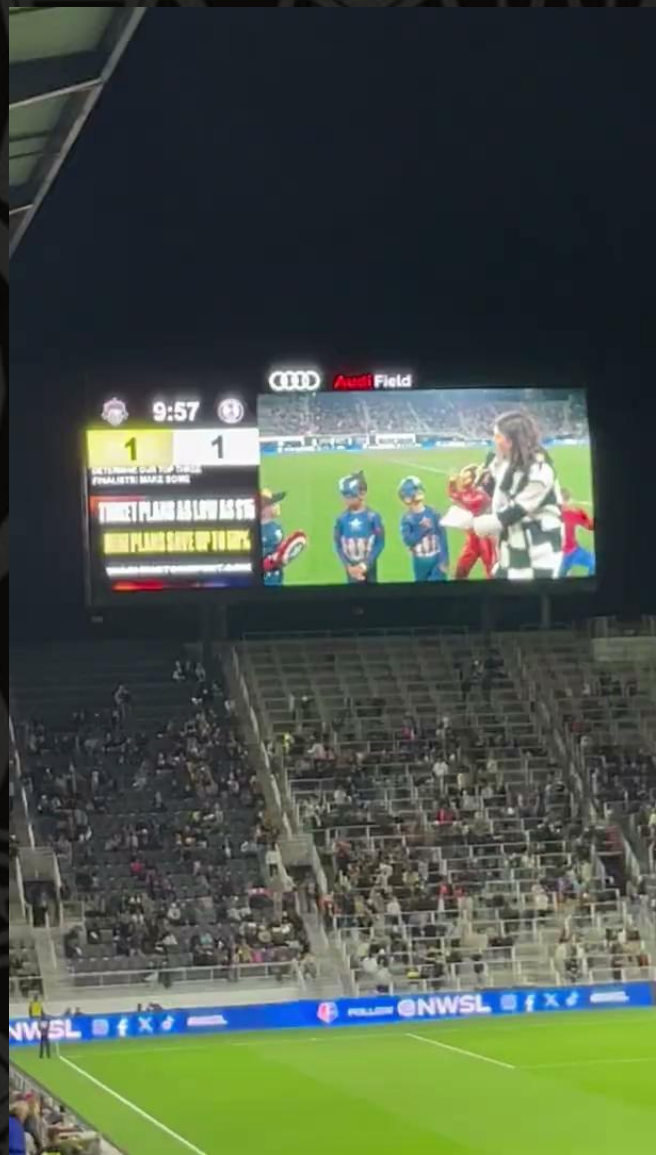
[CLICK HERE TO PLAY](#)

HERO POSE CAM



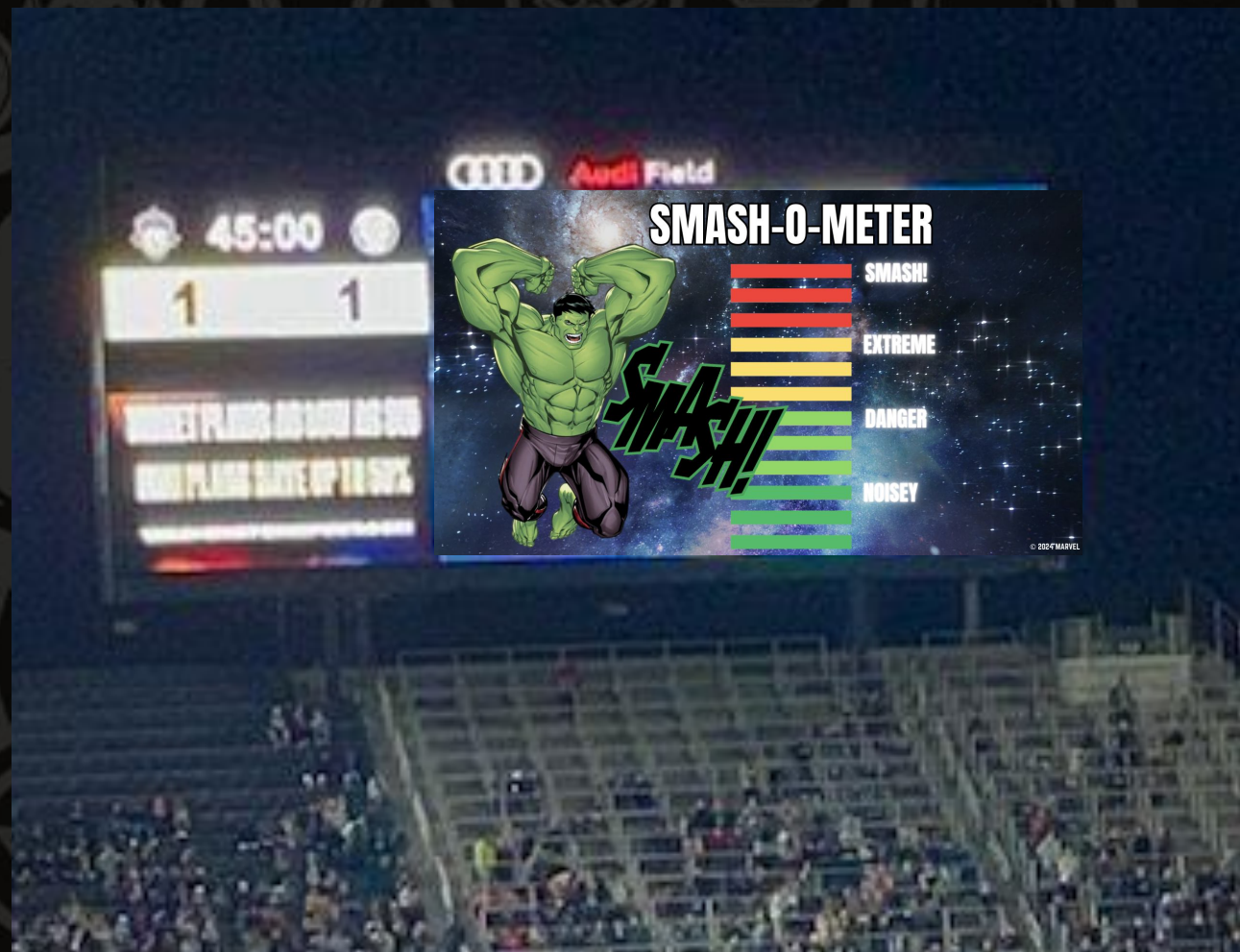
[CLICK HERE TO PLAY](#)

HALFTIME MARVEL COSTUME CONTEST



[CLICK HERE TO PLAY](#)

HULK SMASH METER



ATHLIFE

MARVEL

Since 2009, AthLife Unlimited has worked to bring together
Marvel Entertainment and the world of sports.

Your key points of contact:

Chris DiGeronimo

chris@athlife.com

718.687.0937