



MARVEL

**MARVEL DAY
CAPABILITIES**





WHAT IS A MARVEL DAY?

- **Marvel 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 265 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





THE STATS

830 Marvel activations across sports, and counting!!!

With more than 270 teams, from the following organizations ...



Concacaf



SPRUCE MEADOWS



us open FORMULA e

The background of the slide is a collage of comic book panels, rendered in a light, faded yellow and grey color scheme. The panels show various characters in action, with speech bubbles containing sound effects like "BOOM!", "IRGH!", and "YEEE-HAHI!".

PROMOTIONAL GIVEAWAYS

BEST PRACTICES

MARVEL

PROMOTIONAL GIVEAWAYS:

BOBBLEHEADS



MARVEL

PROMOTIONAL GIVEAWAYS:

BOBBLEHEADS



MARVEL

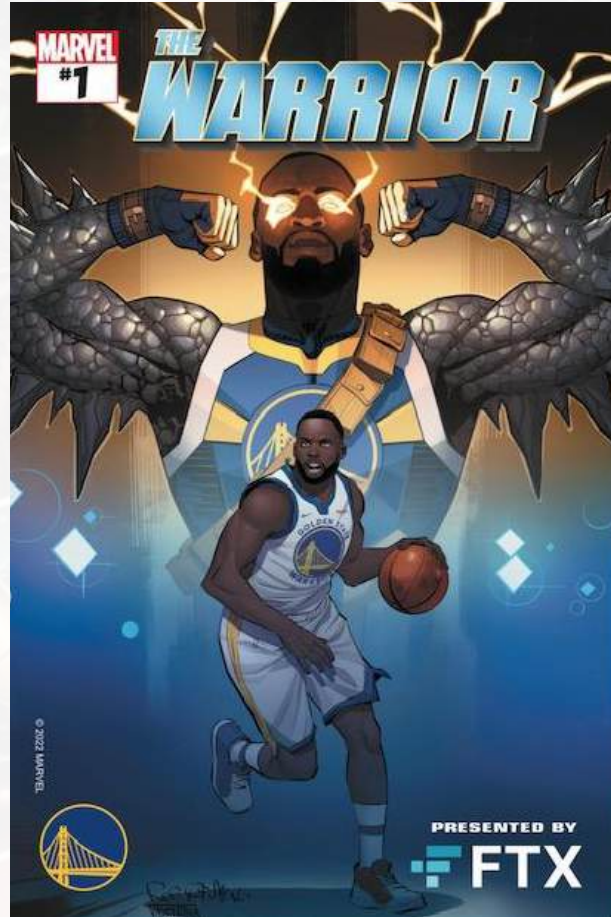
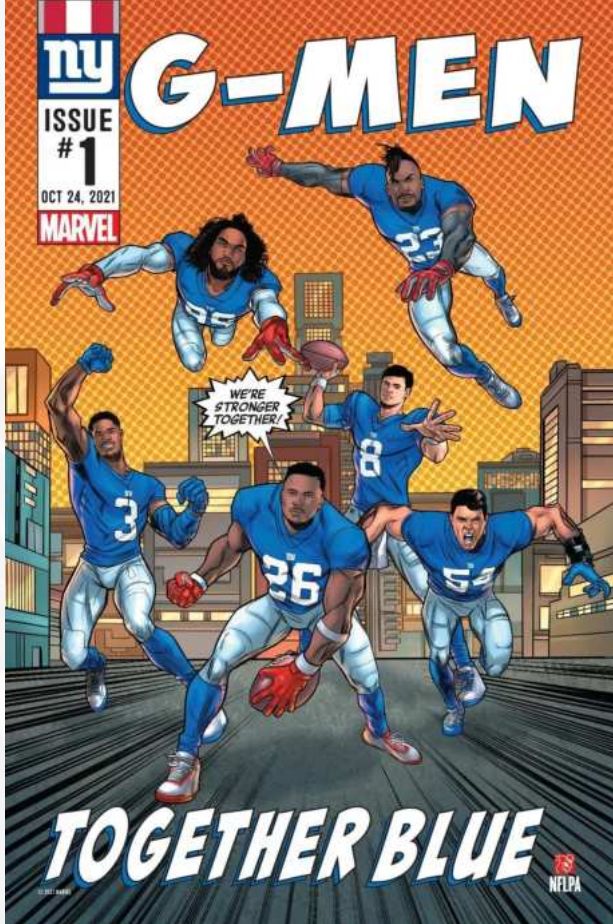
PROMOTIONAL GIVEAWAYS:

BOBBLEHEADS



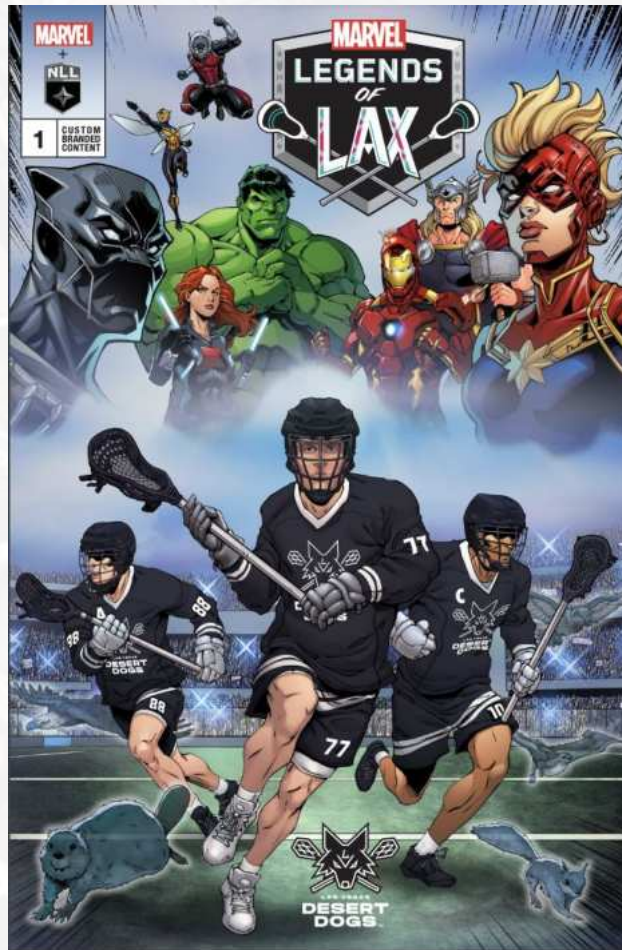
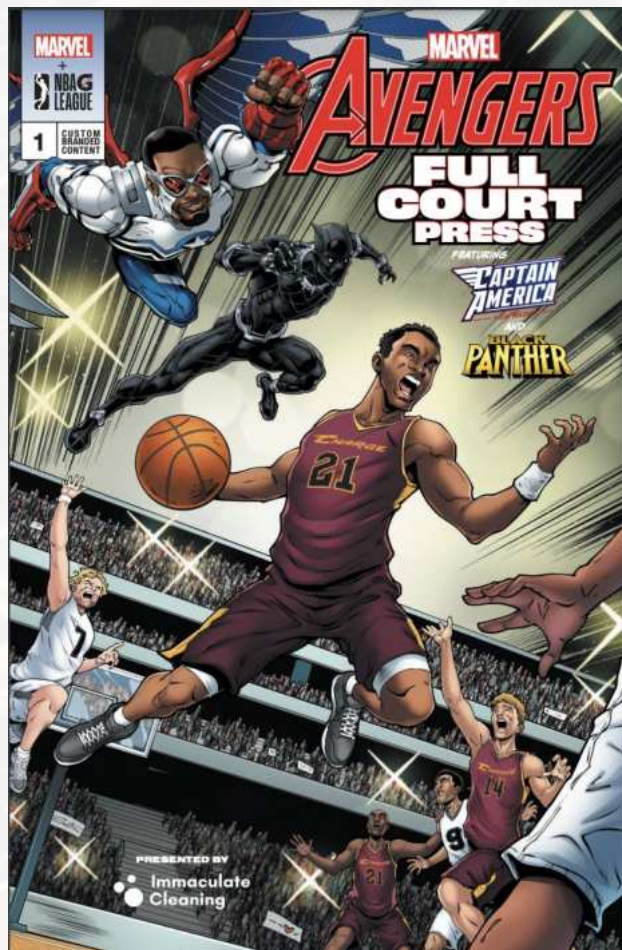
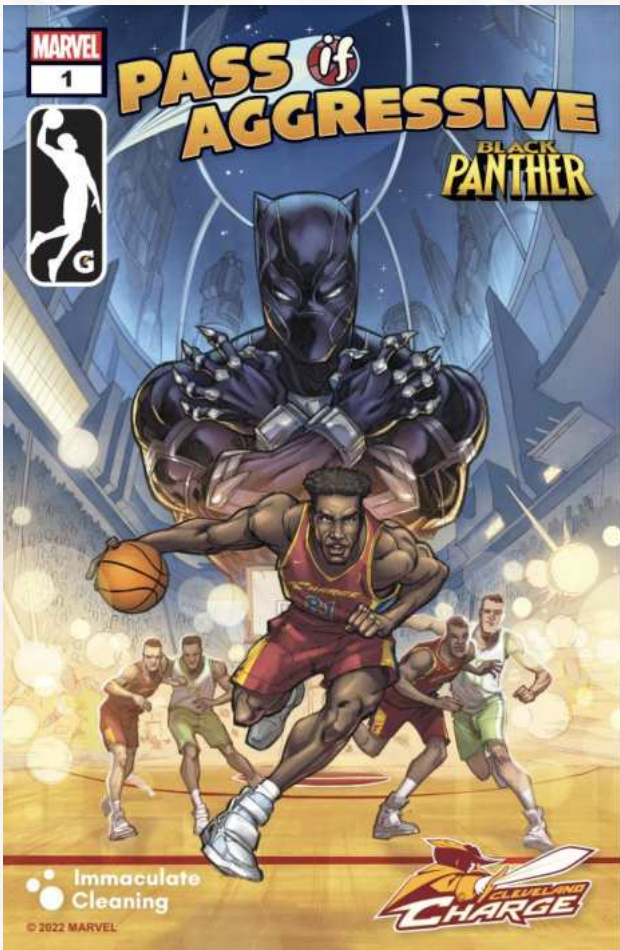


PROMOTIONAL GIVEAWAYS: EXCLUSIVE COMIC BOOKS



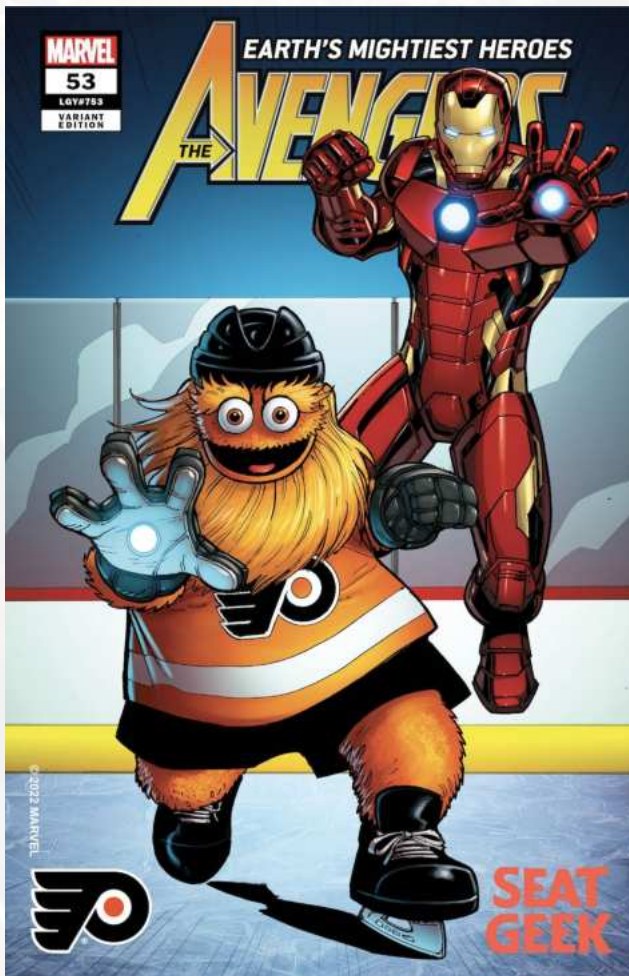
MARVEL

PROMOTIONAL GIVEAWAYS: EXCLUSIVE COMIC BOOKS



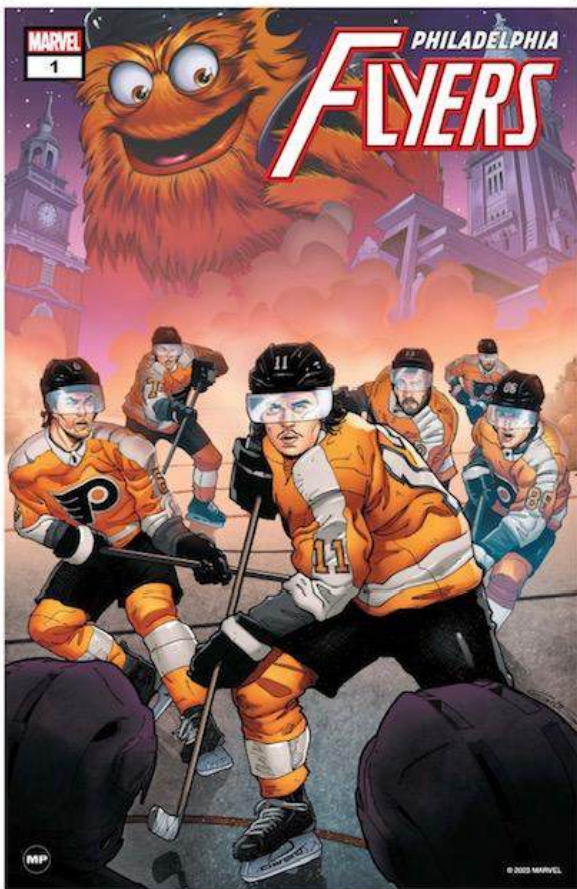
MARVEL

PROMOTIONAL GIVEAWAYS: VARIANT COMIC BOOK COVERS



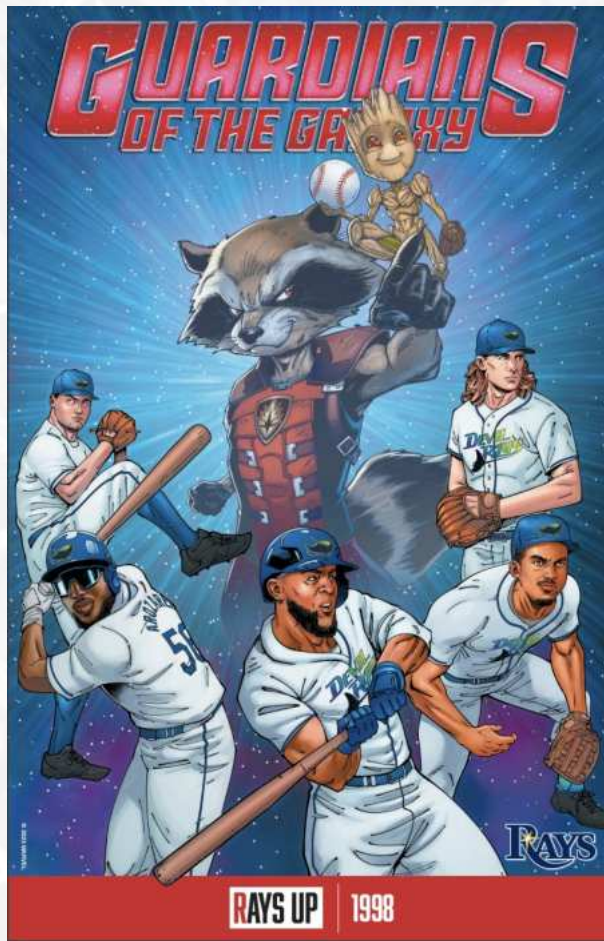
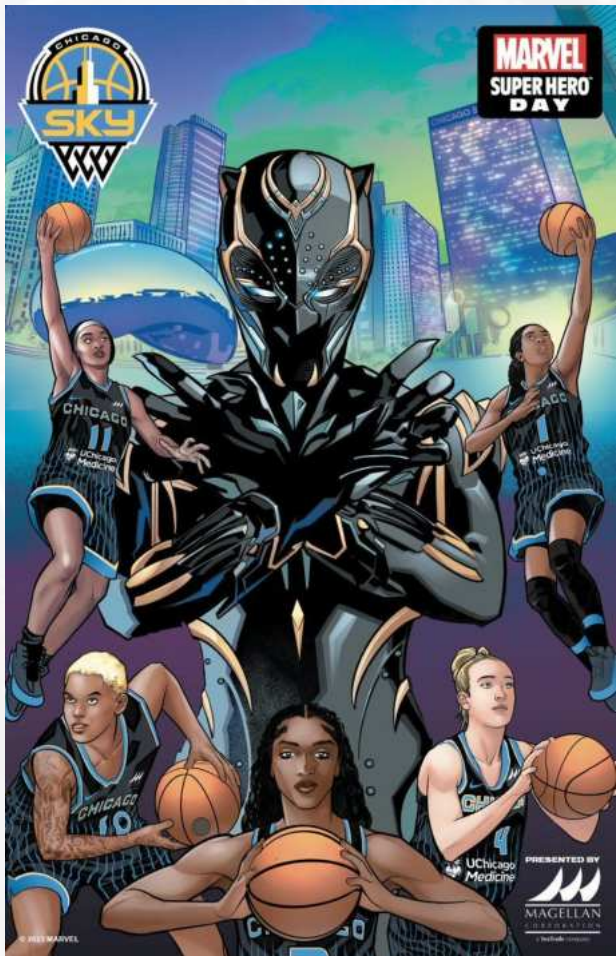
MARVEL

PROMOTIONAL GIVEAWAYS: CUSTOM POSTERS



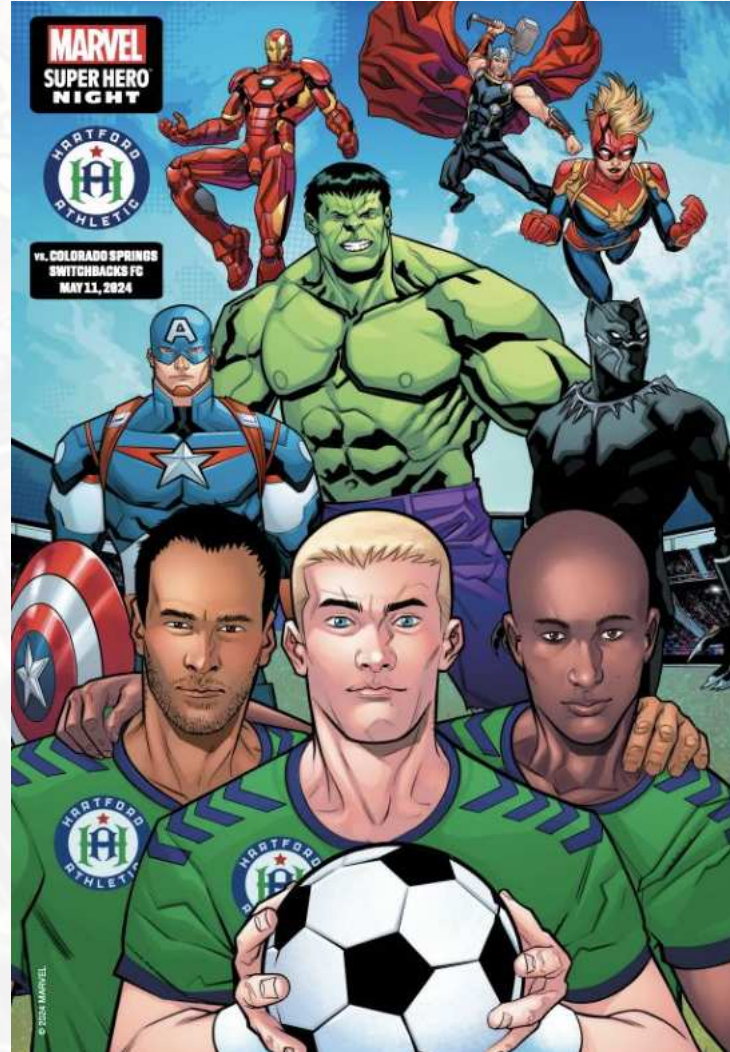
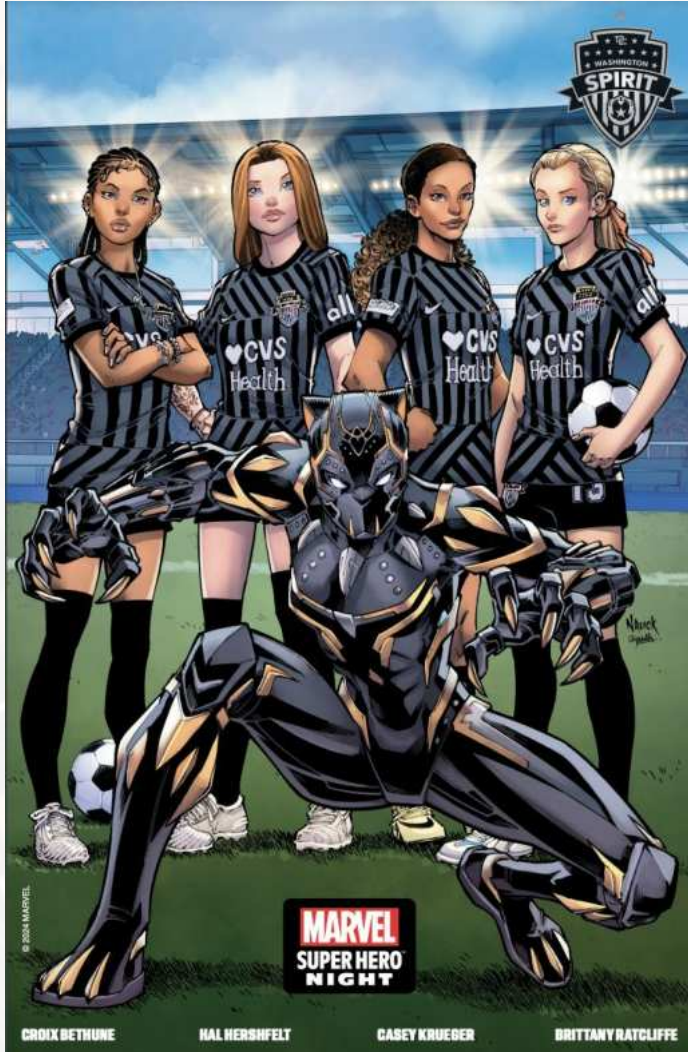
MARVEL

PROMOTIONAL GIVEAWAYS: CUSTOM POSTERS





PROMOTIONAL GIVEAWAYS: CUSTOM POSTERS



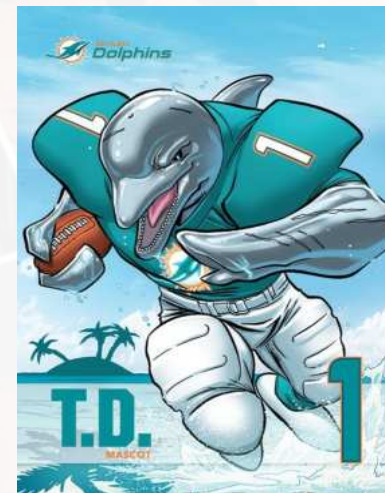
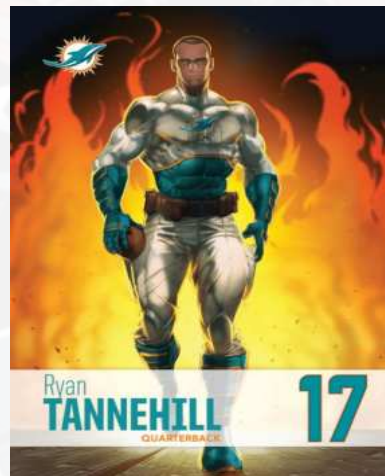


PROMOTIONAL GIVEAWAYS: ONE-PAGE COMICS



MARVEL

PROMOTIONAL GIVEAWAYS: **TRADING CARDS**



MARVEL

PROMOTIONAL GIVEAWAYS: T-SHIRTS



MARVEL

PROMOTIONAL GIVEAWAYS: T-SHIRTS



MARVEL

JERSEYS



MARVEL

PROMOTIONAL GIVEAWAYS: **HATS**



MARVEL

PROMOTIONAL GIVEAWAYS:

SCARVES



MARVEL

PROMOTIONAL GIVEAWAYS:

OTHER



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 sound effects like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HA!".

CONTENT BEST PRACTICES



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





Mr. Met @MrMet · 1h

Get someone who looks at you the way Pete looks at his Polar Bear Pete Alonso @Marvel Super Hero™ Bobblehead. 🥰

Secure your own tomorrow ➡️ [Mets.com/Tickets](https://mets.com/tickets)



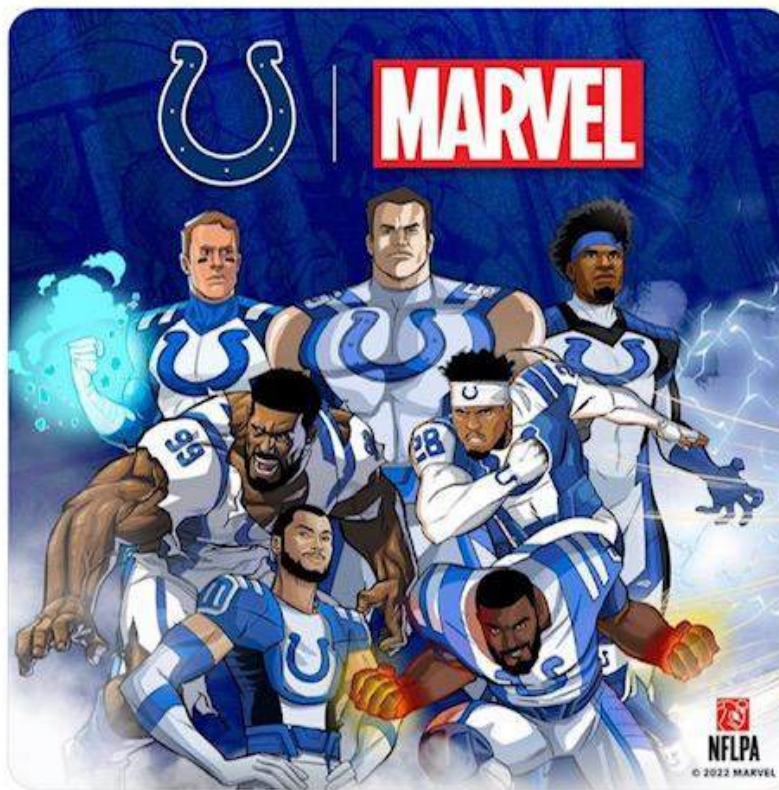
2 15 131



NFL @NFL · 7/28/22

.@Colts x @Marvel

This is awesome. 🤖



144 638 5,102



Atlanta Hawks @ATLHawks · 2d

Bobblehead alert!! 🧸

You don't wanna miss the chance to have your very own, limited edition Trae Young x Black Panther bobblehead. Secure yours now with our exclusive ticket offer to the game against the Wizards on Feb. 28!

Buy now: bit.ly/3RDrD1j



MARVEL

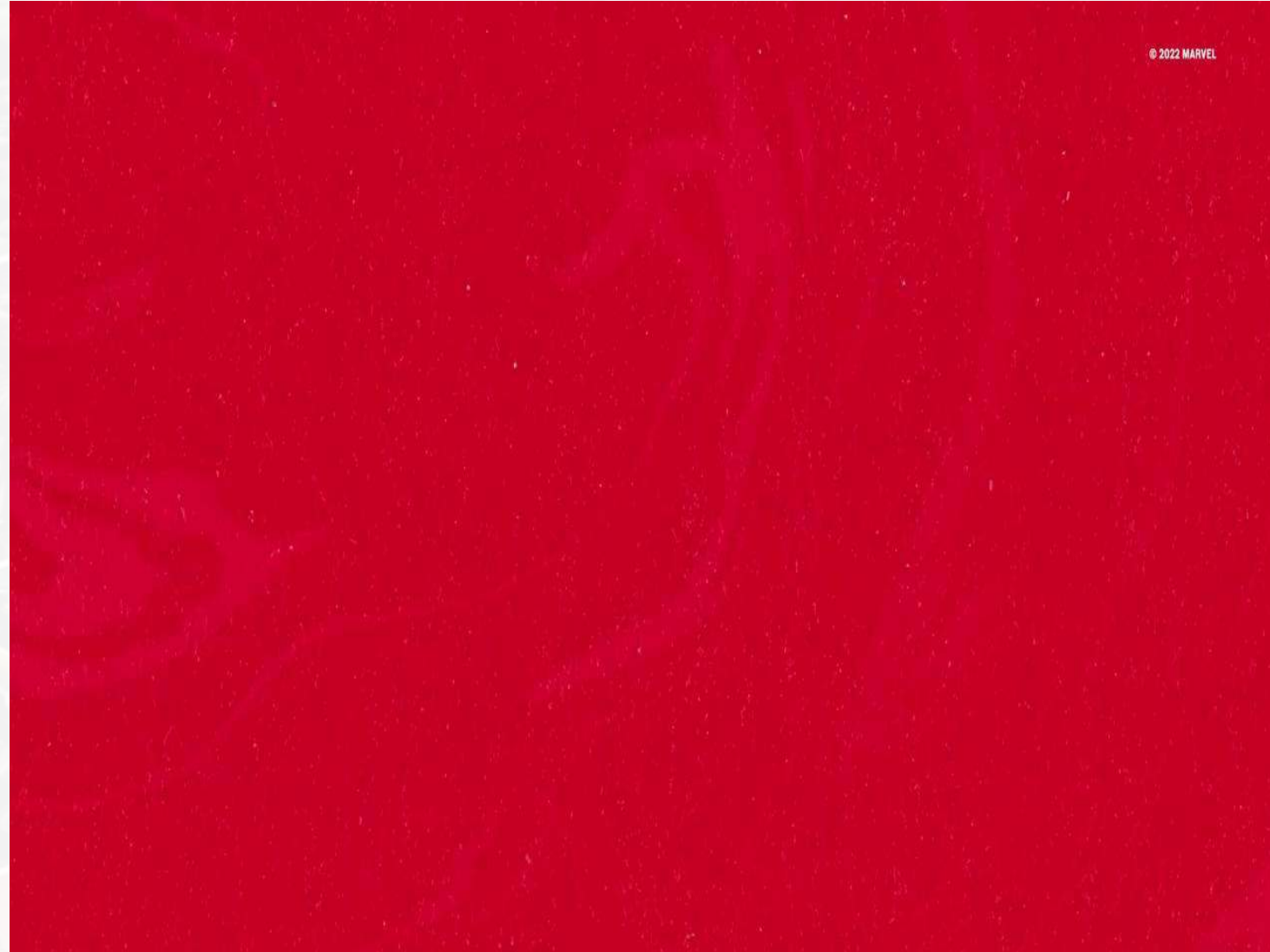
CONTENT: SOCIAL & IN-GAME VIDEOS



[CLICK HERE TO PLAY](#)



CONTENT: SOCIAL & IN-GAME VIDEOS



[CLICK HERE TO PLAY](#)

MARVEL

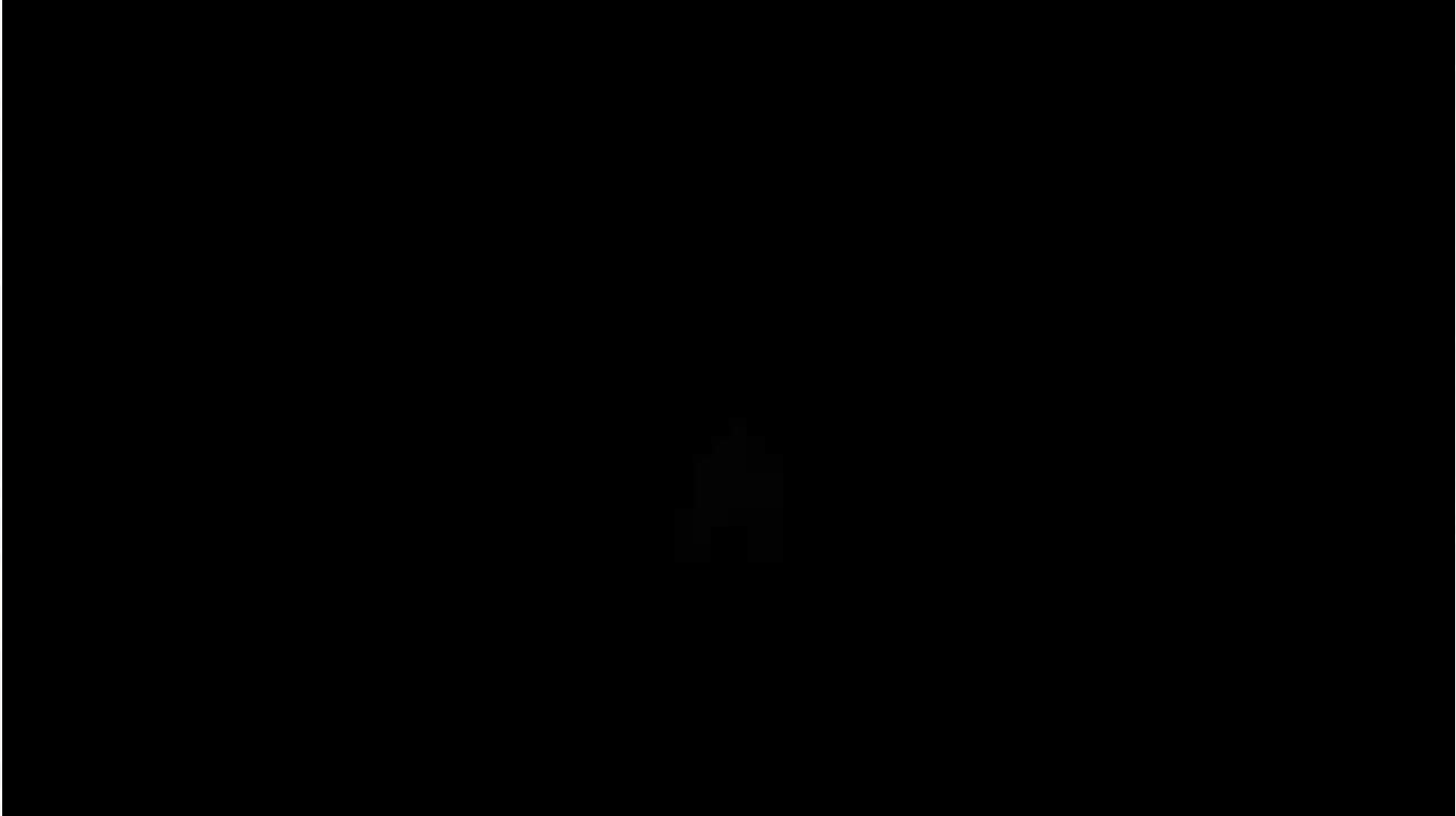
CONTENT: SOCIAL & IN-GAME VIDEOS

CHICAGO CUBS

[CLICK HERE TO PLAY](#)



CONTENT: SOCIAL & IN-GAME VIDEOS



[CLICK HERE TO PLAY](#)



CONTENT: SOCIAL & IN-GAME VIDEOS

**WHAT SUPERPOWER
WOULD YOU HAVE?**

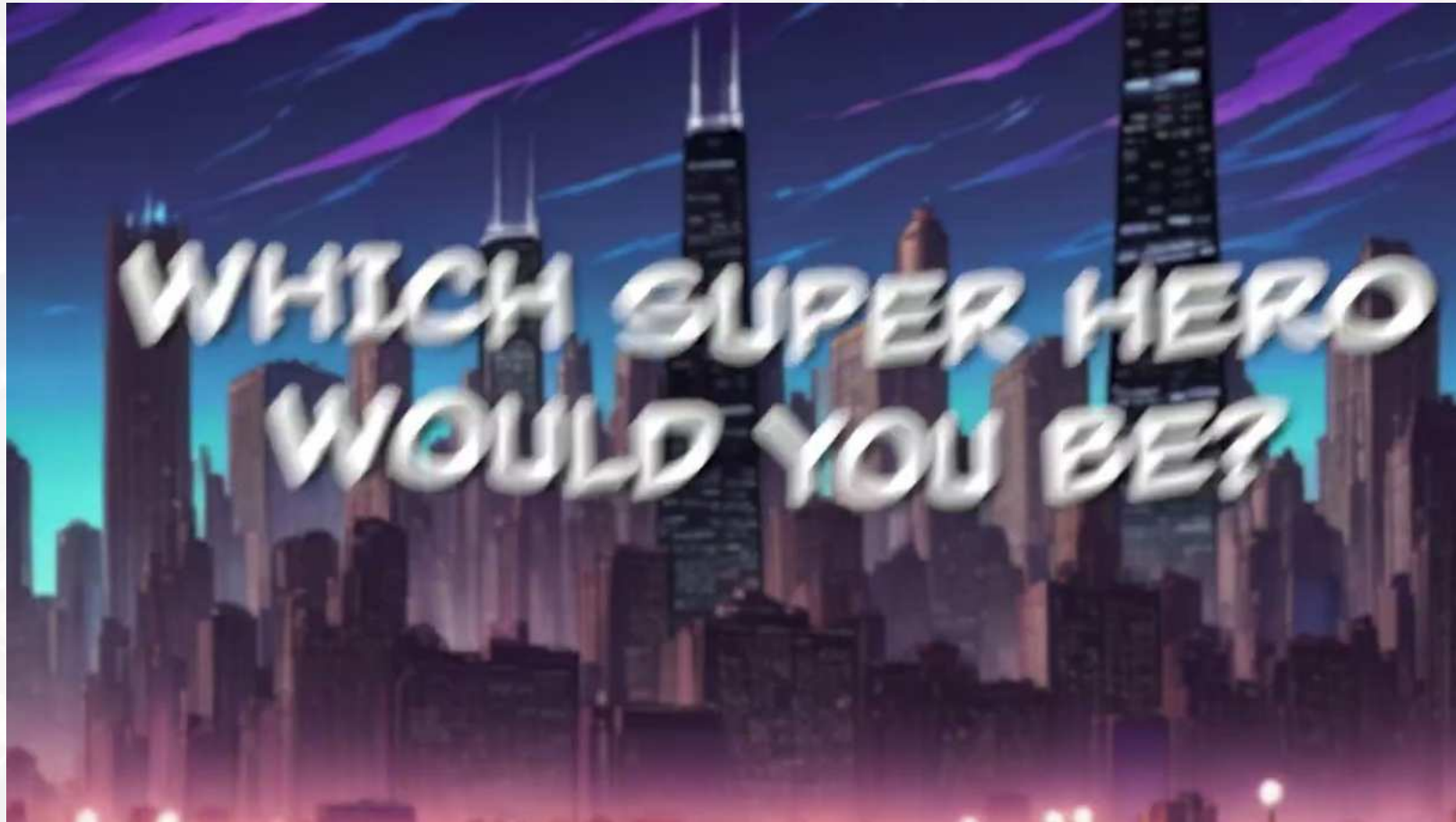
[CLICK HERE TO PLAY](#)

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

[CLICK HERE TO PLAY](#)

MARVEL

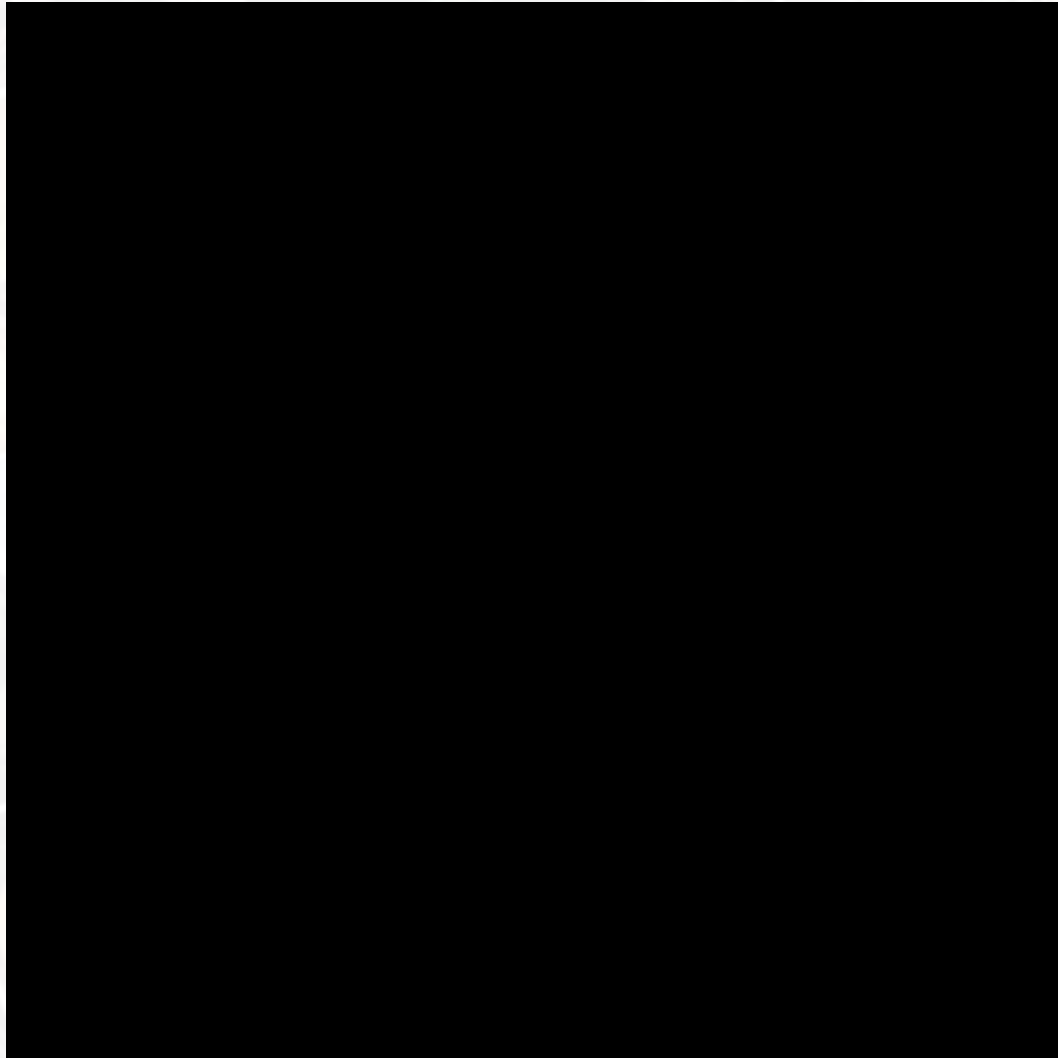
CONTENT: SOCIAL & IN-GAME VIDEOS



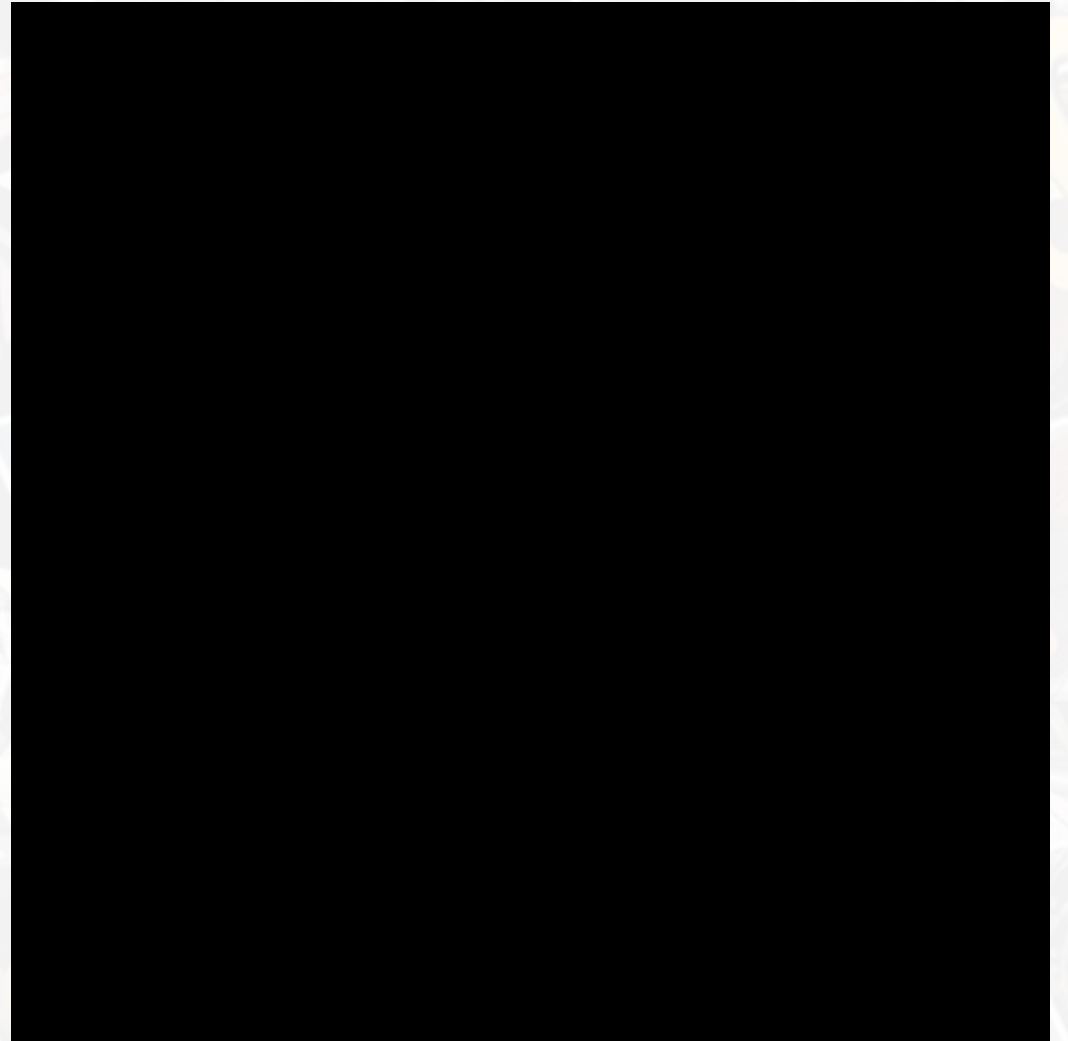
[CLICK HERE TO PLAY](#)



CONTENT: SOCIAL TEASERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

CONTENT: SOCIAL TEASERS



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

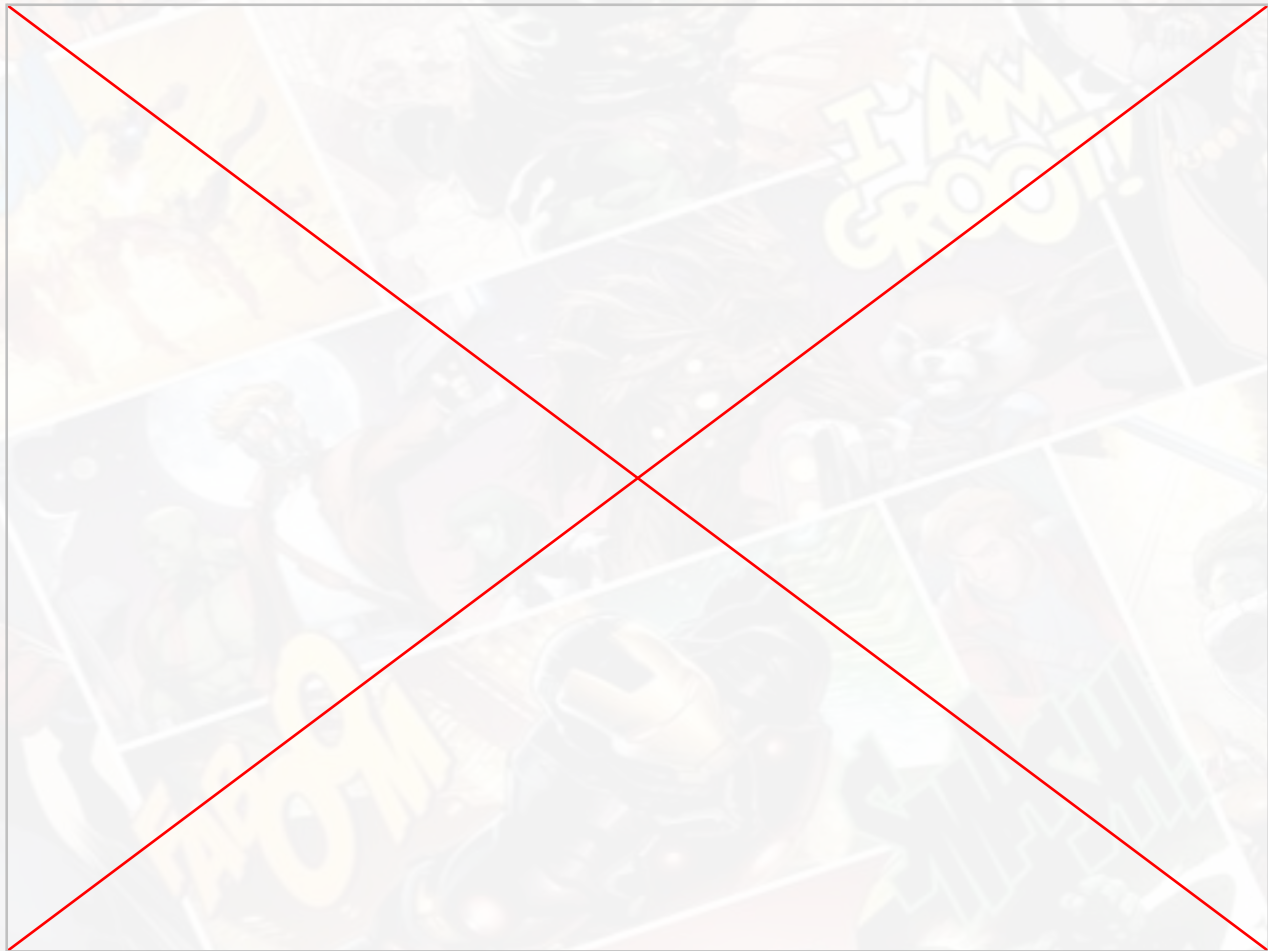
CONTENT: VIRTUAL EVENTS



[CLICK HERE TO PLAY](#)

MARVEL

CONTENT: **PLAYER REVEAL VIDEOS**



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

CONTENT: **PLAYER REVEAL VIDEOS**



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)



IN-GAME ACTIVATIONS

BEST PRACTICES

MARVEL

IN-GAME ACTIVATIONS:

IN-ARENA GRAPHICS



MARVEL

IN-GAME ACTIVATIONS: **IN-ARENA**

CRADUCE



MARVEL

IN-GAME ACTIVATIONS: **IN-ARENA** **GRAPHICS**



YEEE-HAHI!

MARVEL

IN-GAME ACTIVATIONS: HOLOGRAMS



[CLICK HERE TO PLAY](#)

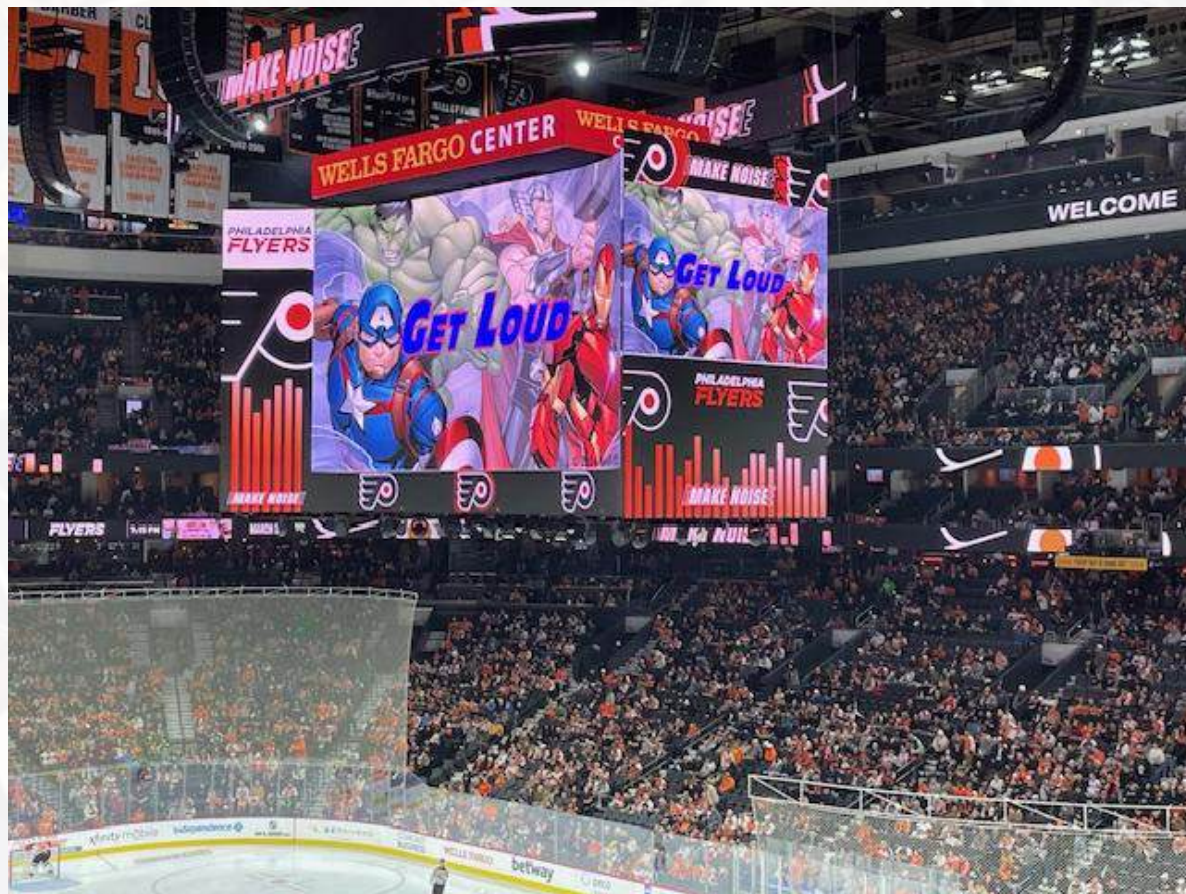
MARVEL

IN-GAME ACTIVATIONS: INTERACTIVE GRAPHICS



MARVEL

IN-GAME ACTIVATIONS: INTERACTIVE GRAPHICS





IN-GAME ACTIVATIONS: **REPLAY WIPES**

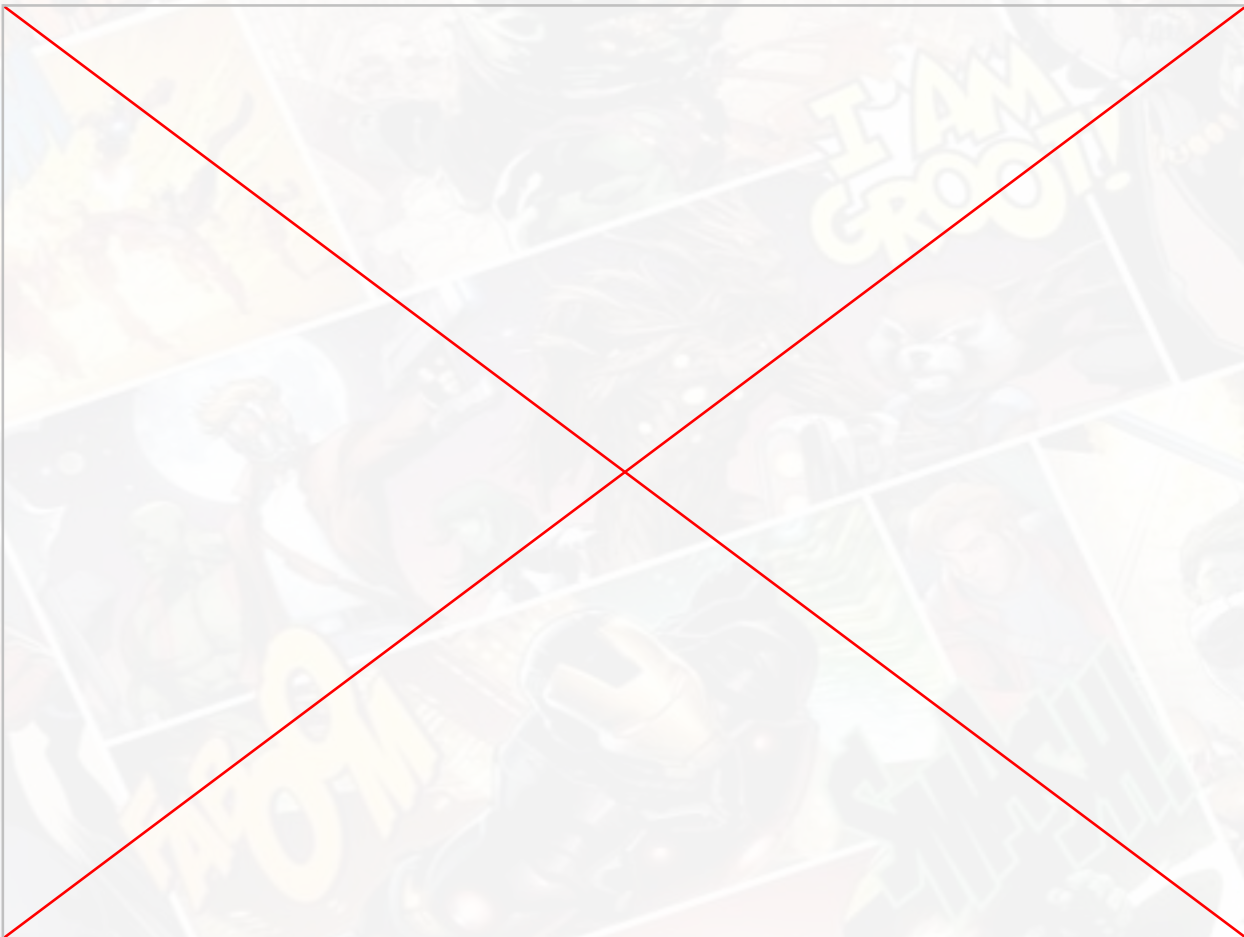
Footage A

[CLICK TO PLAY](#)

[CLICK TO PLAY](#)



IN-GAME ACTIVATIONS: **FAN PROMPTS**



[CLICK HERE TO PLAY](#)



[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS:

PLAYER GRAPHICS



BRADLEY BEAL

**AGILE LIKE
BLACK PANTHER**



**BASKETBALL IQ LIKE
IRON MAN**



**STRENGTH LIKE
THE HULK**



**LEADER LIKE
CAPTAIN AMERICA**



MARVEL SUPER HERO™ NIGHT



IN-GAME ACTIVATIONS:

PLAYER HEADSHOTS

DANIEL MONTANO

HOME TOWN:
Maracay, Venezuela

© 2022 MARVEL



MCLAUGHLIN	3B
HEARN	LF
BOUCHARD	1B
MELLENDEZ	RF
MACIVER	C
MONTES	2B
HANNAH	CF
MONTERO	SS
DENNIS	P

62

ISAAC BELLONY

MARVEL DEFENDERS OF THE DIAMOND

© 2022 MARVEL





PROFILE

BORN
HEIGHT
RESIDES

WEIGHT

STATISTICS

AVG
2B
HR
RBI
SB
RUNS

OBP
SLG

GUNNAR HENDERSON



PROFILE

BORN
HEIGHT
RESIDES

WEIGHT

STATISTICS

AVG
2B
HR
RBI
SB
RUNS

OBP
SLG
OPS
BB

DYLAN HARRIS



MARVEL

IN-GAME ACTIVATIONS:

PLAYER HEADSHOTS





IN-GAME ACTIVATIONS:

PLAYER PROFILES

© 2022 MARVEL

BRADLEY BEAL

- ***
AGILE LIKE
BLACK PANTHER
- ***
INTELLECT LIKE
IRON MAN
- ***
STRENGTH LIKE
THE HULK
- ***
LEADER LIKE
CAPTAIN AMERICA

MARVEL
SUPER HERO NIGHT

© 2022 MARVEL

DENI AVDIJA

- ***
WISDOM OF
DOCTOR STRANGE
- ***
LOYALTY OF
CAPTAIN AMERICA
- ***
ALL-AROUND SKILLSET OF
NICK FURY
- ***
STRONG WILL OF
BLACK WIDOW

MARVEL
SUPER HERO NIGHT



IN-GAME ACTIVATIONS:

LINEUP CARDS



SOM vs NH
JUNE 17 // 7:05 PM
610 WGIR | FOX SPORTS 930 WPKXP | MILB.TV

2B	R. LANTIGUA
1B	L. TALLEY
DH	S. HORWITZ
3B	O. MARTINEZ
LF	W. ROBERTSON
C	P. CLARKE
SS	L. DE LOS SANTOS
CF	C. EDEN
RF	Z. COOK
P	A. KLOFFENSTEIN



**SHUCKERS
LINE UP**

- 1 FRELICK**
- 2 WIEMER**
- 3 DILLARD**
- 4 REETZ**
- 5 LUTZ**
- 6 DEVANNEY**
- 7 HOLT**
- 8 LOPEZ**
- 9 COCA**

P ZAVOLAS



© 2022 MARVEL



IN-GAME ACTIVATIONS:

LINEUP GRAPHICS



MARVEL SUPER HERO NIGHT
JULY 18 | 7:05 PM CDT

 **VS** 

1	HOERNER	SS
2	SUZUKI	RF
3	HAPP	LF
4	BELLINGER	CF
5	GOMES	DH
6	MOREL	2B
7	MANCINI	1B
8	AMAYA	C
9	WISDOM	3B
	TAILLON	P

WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

MARVEL SUPER HERO NIGHT
JULY 18 | 7:05 PM CDT

 **VS** 

1	HOERNER	SS
2	SUZUKI	RF
3	HAPP	LF
4	BELLINGER	CF
5	GOMES	DH
6	MOREL	2B
7	MANCINI	1B
8	AMAYA	C
9	WISDOM	3B
	TAILLON	P

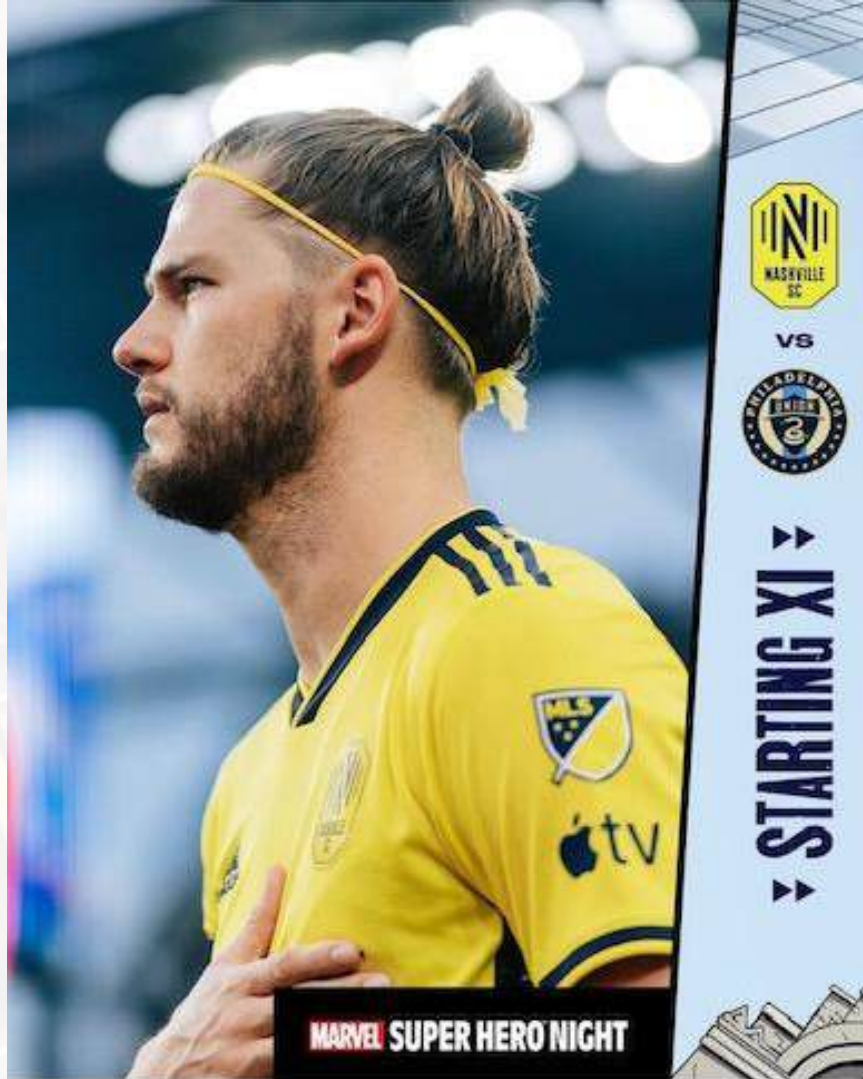
WATCH: MARQUEE SPORTS NETWORK **LISTEN:** 670 THE SCORE

[TUNE IN!](#)



IN-GAME ACTIVATIONS:

LINEUP GRAPHICS



MARVEL

IN-GAME ACTIVATIONS:

SCORE GRAPHICS





IN-GAME ACTIVATIONS: FAN INFORMATION



WHAT TO KNOW

- 1** Dress up! Don your favorite Marvel Super Hero™ costume or t-shirt and help make HODGETOWN magical. Gates open at 6:00 PM for first pitch at 7:05 PM. Marvel-themed fireworks will follow the conclusion of the game.
- 2** The Sod Poodles will wear commemorative Dr. Strange jerseys in tonight's game. While the jerseys will not be immediately available for auction, they will be auctioned off after the July 30th Marvel's Defenders of the Diamond game against the Corpus Christi Hooks.
- 3** Limited quantities of commemorative Marvel x Sod Poodles merchandise is available in the Sod Poodles team store, including t-shirts and jerseys.
- 4** Marvel-inspired specialty drinks will be available at all HODGETOWN bars. Galaxy Burgers (peanut butter & jelly burgers) will be available at Panhandle Pizza and Route 66, and Cosmic Nachos (pulled pork, chili, cheese and jalapenos) will be available at Barnyard and Feed & Seed. Super Soldier Serum (Sierra Mist, grenadine) will be available at all concession stands.

©2022 MARVEL



WHAT TO KNOW

- 1** Dress up for our costume contest with prizes from Cinergy Entertainment! Don your favorite Marvel Super Hero™ costume or t-shirt and help make HODGETOWN straight out of a comic book. Gates open at 6:00 PM for first pitch at 7:05 PM. Marvel-themed fireworks will follow the conclusion of the game.
- 2** The Sod Poodles will wear commemorative Dr. Strange jerseys in tonight's game. These jerseys will be available for SILENT AUCTION through the 8th inning of the game with proceeds benefiting 101 Elite Men. The auction will take place inside the main gate near the Fan Center.
- 3** Limited quantities of commemorative Marvel x Sod Poodles merchandise is available in the Sod Poodles team store, including t-shirts and jerseys.
- 4** Marvel-inspired specialty drinks will once again be available at all HODGETOWN bars. Galaxy Burgers (peanut butter & jelly burgers) will be available at Panhandle Pizza and Route 66, and Cosmic Nachos (pulled pork, chili, cheese and jalapenos) will be available at Barnyard and Feed & Seed. Super Soldier Serum (Sierra Mist, grenadine) will be available at all concession stands.

©2022 MARVEL

MARVEL

IN-GAME ACTIVATIONS:

NAPKIN HOLDER AD



© 2022 MARVEL

[ROME BRAVES.com/tickets](https://romebraves.com/tickets)

YEEE-HAHI!

MARVEL

IN-GAME ACTIVATIONS:

STADIUM FLAGS

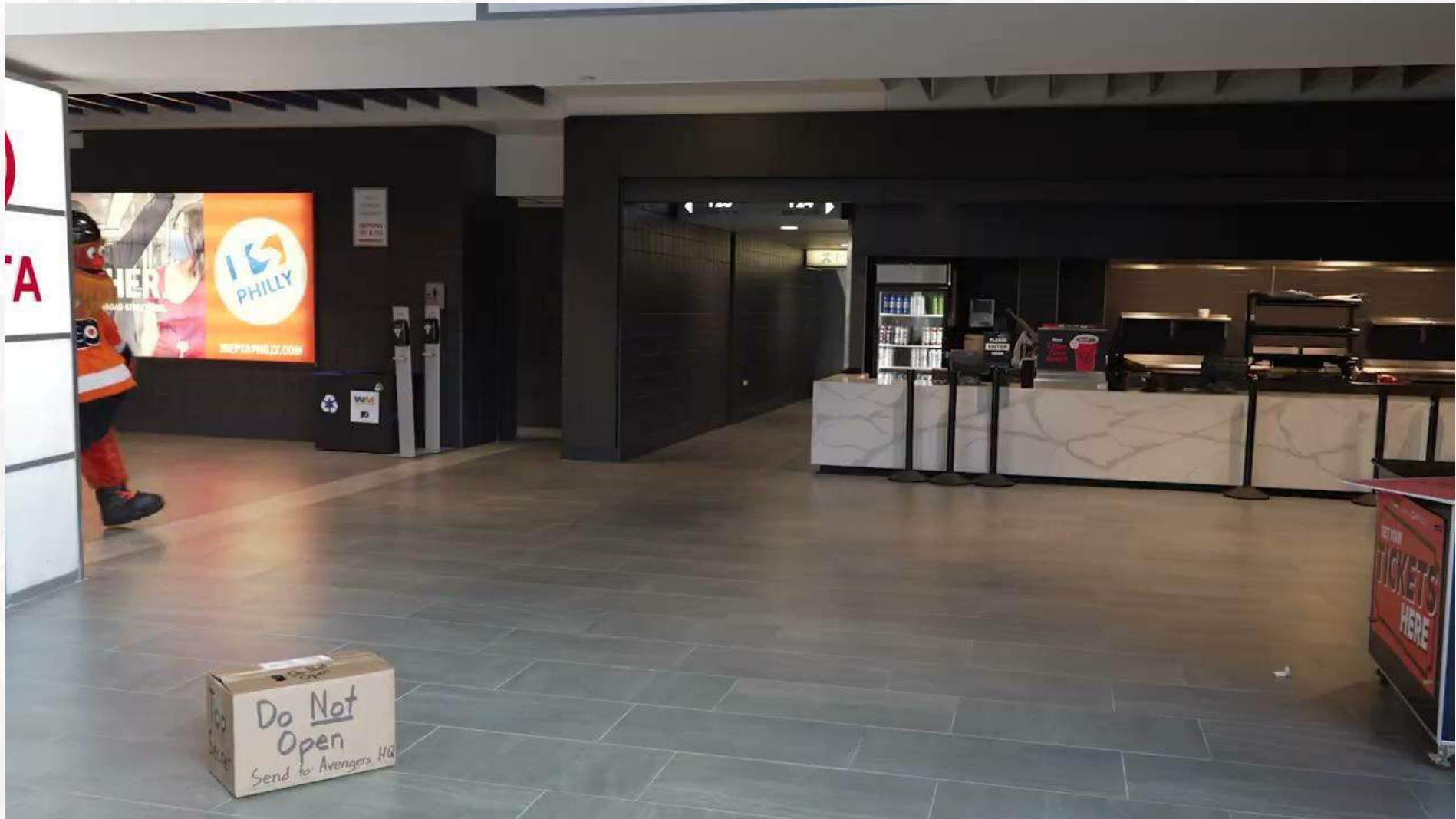


MARVEL IN-GAME ACTIVATIONS: STADIUM DECORATIONS



MARVEL

IN-GAME ACTIVATIONS: MASCOT COSPLAY

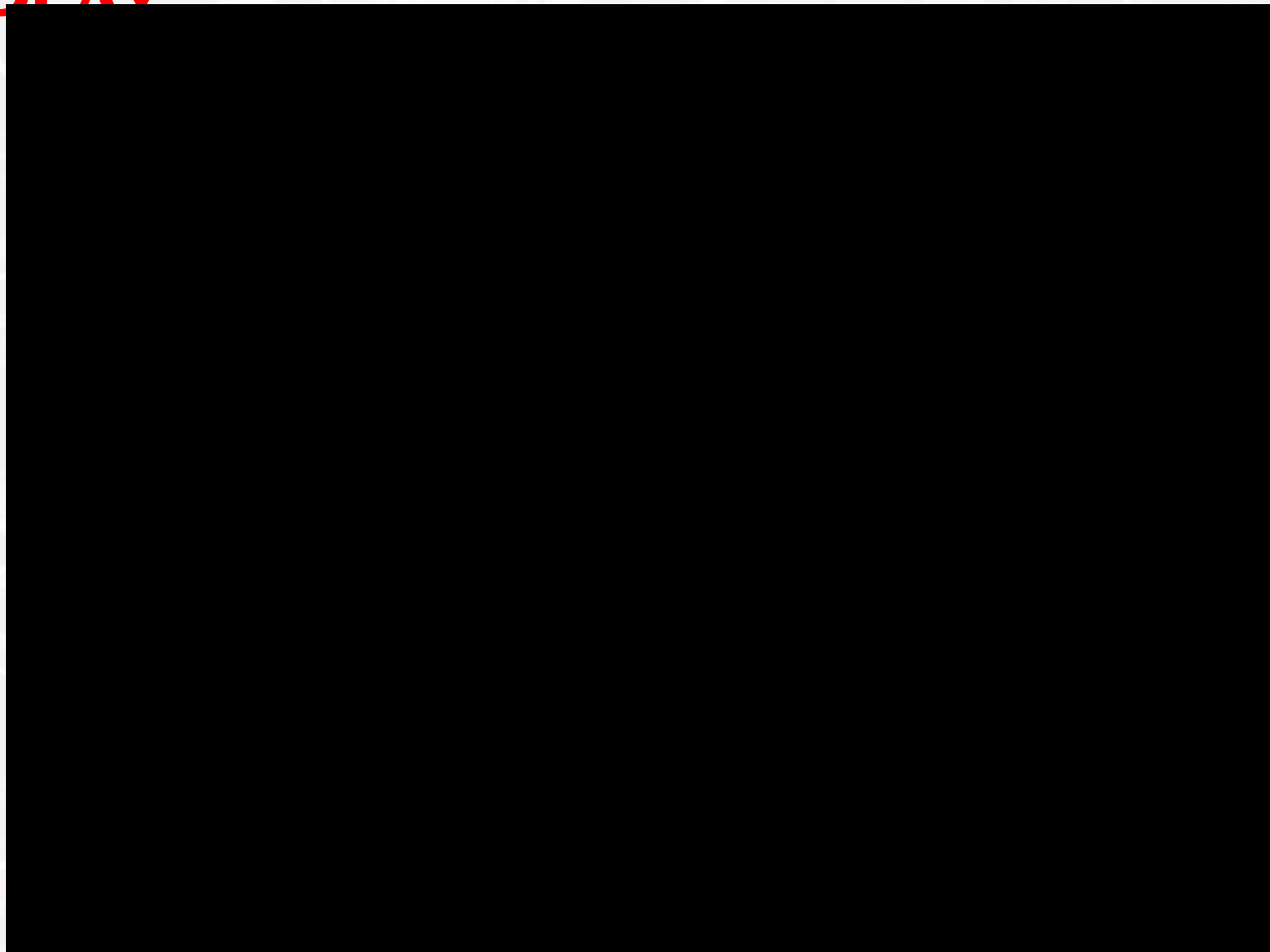


[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS: MASCOT

COSPLAY



[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS: **MASCOT** **COSPLAY**

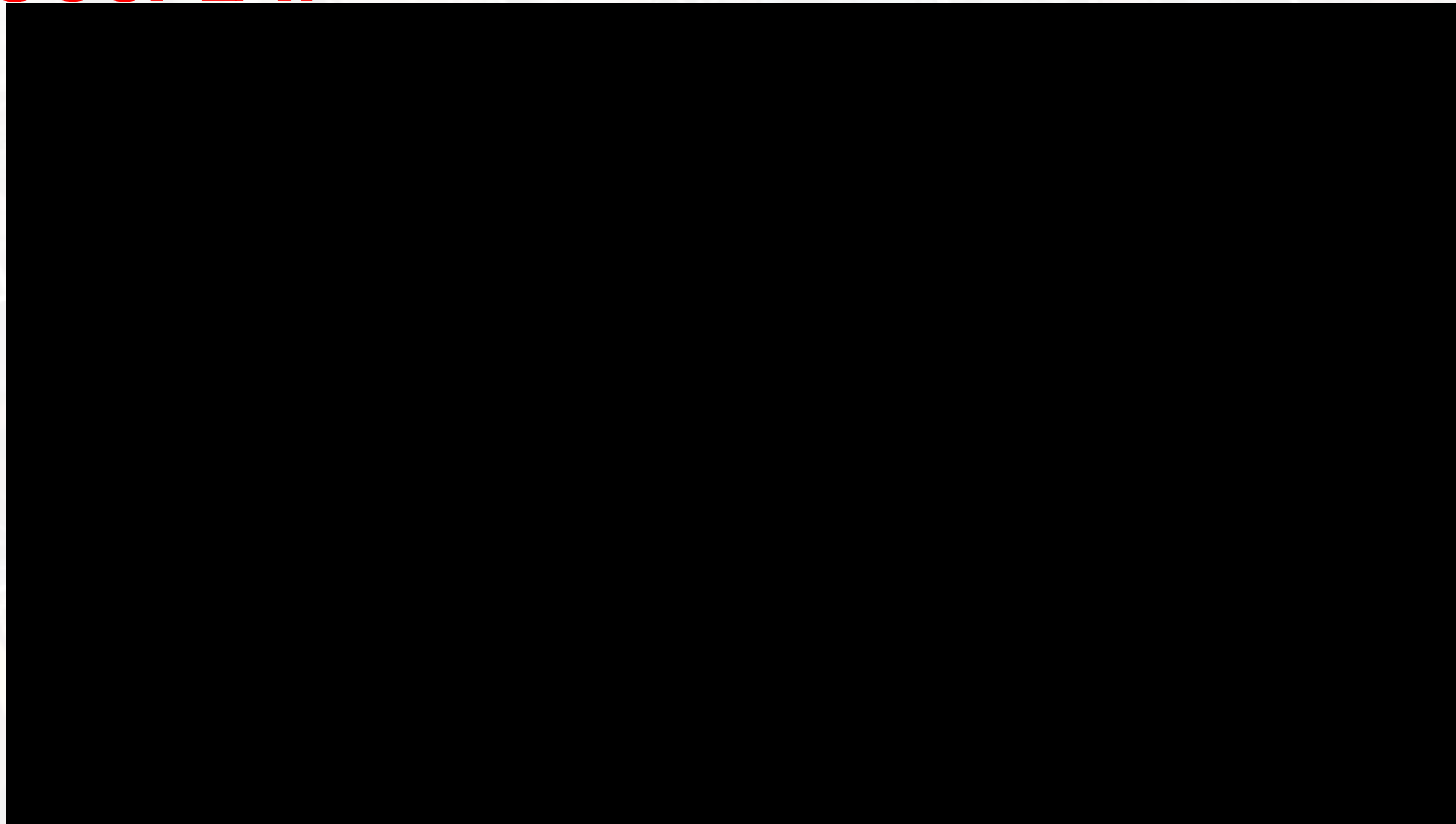


[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS: MASCOT

COSPLAY



[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS:

HALF-MINUTE TO WIN IT

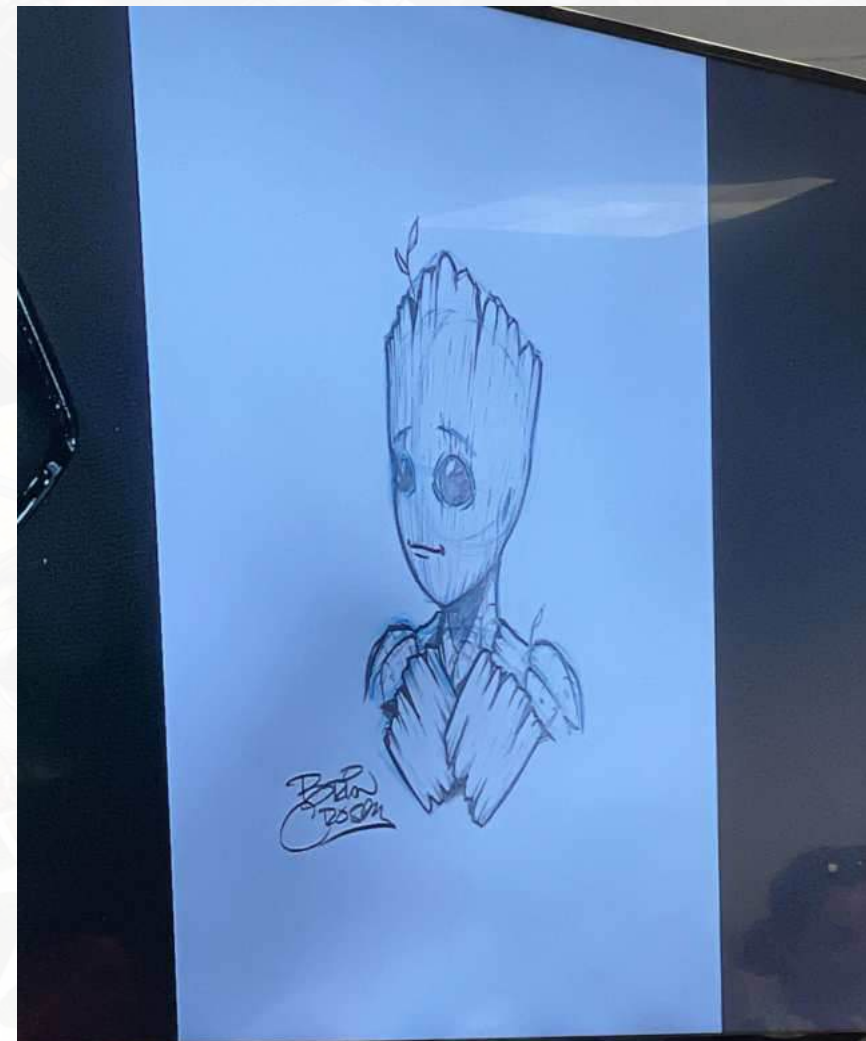
IT



MARVEL

IN-GAME ACTIVATIONS:

HOW TO DRAW





IN-GAME ACTIVATIONS:

HERO POSE CAM



MARVEL

IN-GAME ACTIVATIONS:

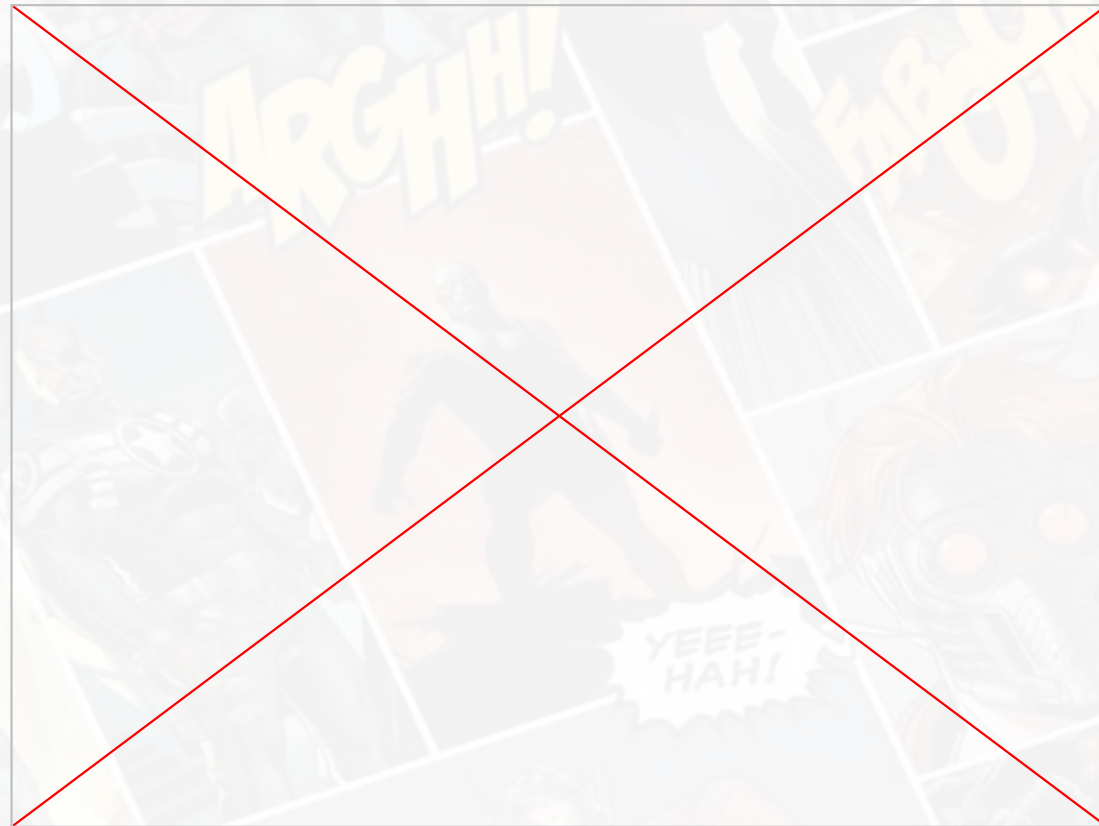
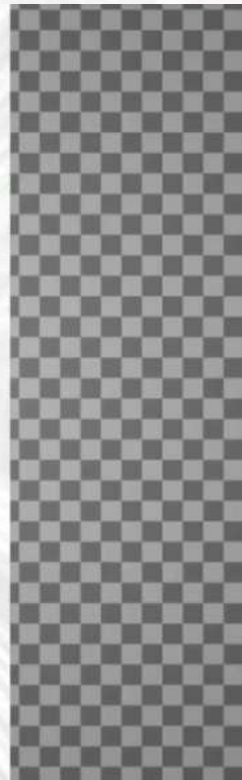
GROOT DANCE CAM



MARVEL

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](#)



IN-GAME ACTIVATIONS:

GUESS THAT SMILE





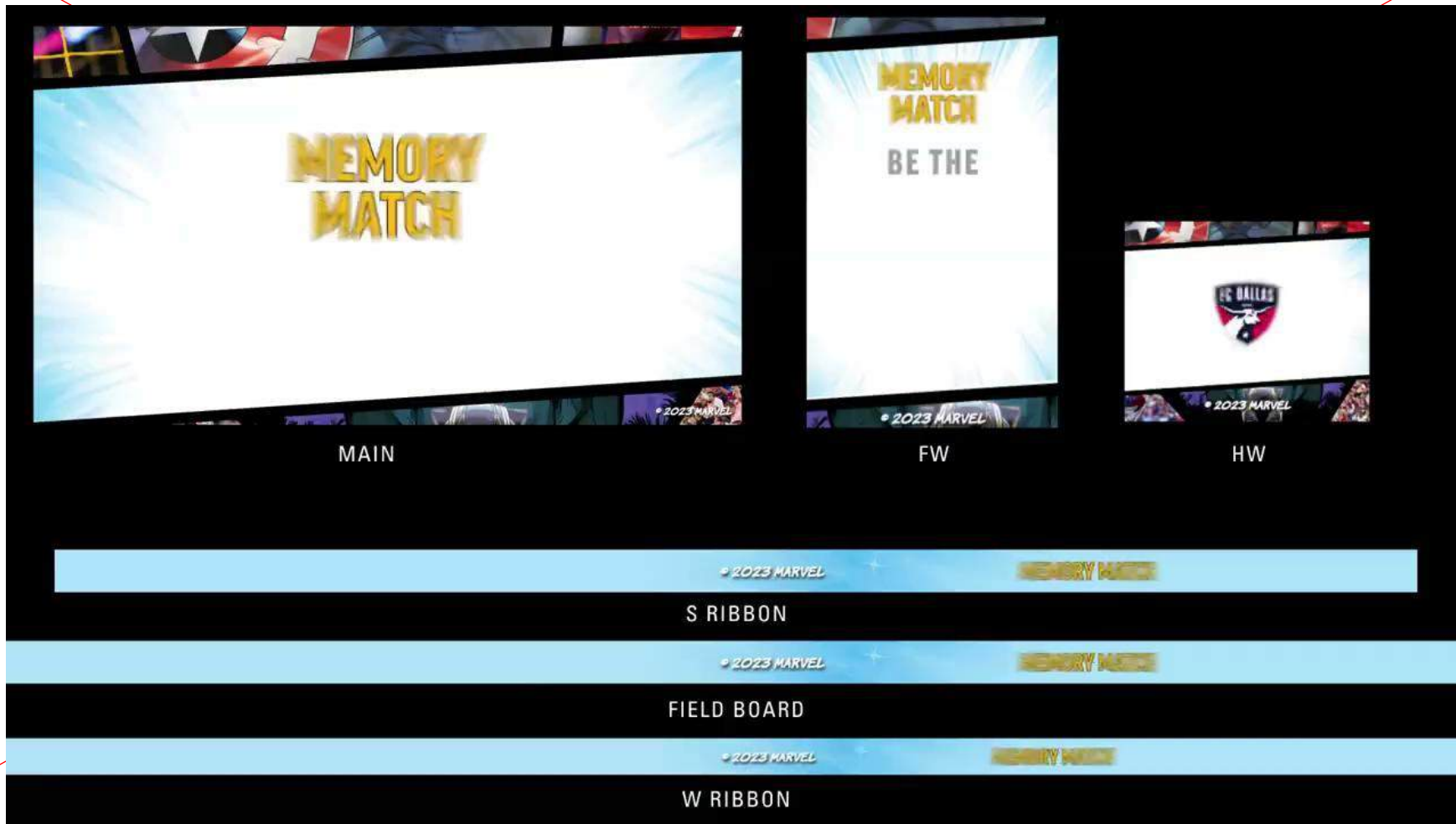
IN-GAME ACTIVATIONS: **SCOREBOARD**

GAMES





IN-GAME ACTIVATIONS: SCOREBOARD GAMES





IN-GAME ACTIVATIONS: MEMORY MATCH



MARVEL

IN-GAME ACTIVATIONS: **MASCOT** **COSPLAY**



MARVEL

IN-GAME ACTIVATIONS: **MASCOT** **COSPLAY**



MARVEL

IN-GAME ACTIVATIONS: **MASCOT** **COSPLAY**



MARVEL

IN-GAME ACTIVATIONS: **PHOTO OPPORTUNITIES**



MARVEL

IN-GAME ACTIVATIONS: PHOTO OPPORTUNITIES



MARVEL

IN-GAME ACTIVATIONS: PHOTO OPPORTUNITIES



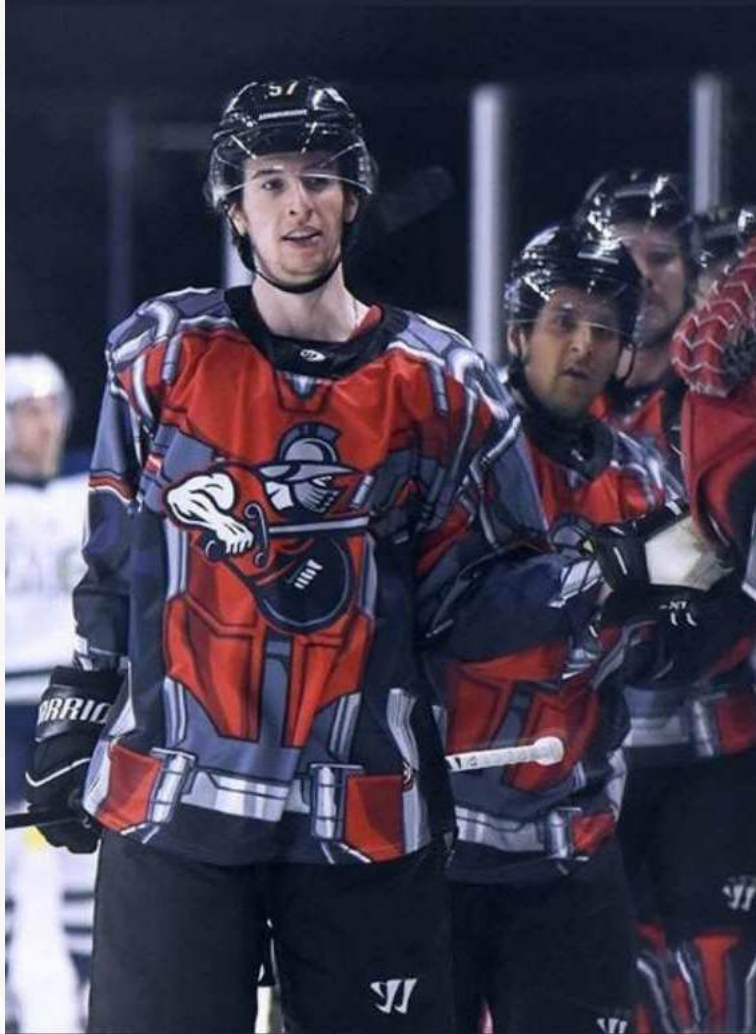
MARVEL

IN-GAME ACTIVATIONS:

WARM-UP JERSEYS



MARVEL IN-GAME ACTIVATIONS: GAME WORN JERSEYS



MARVEL

IN-GAME ACTIVATIONS:

DANCE TEAMS



[CLICK HERE TO PLAY](#)

MARVEL

IN-GAME ACTIVATIONS:

DANCE TEAMS



[CLICK HERE TO PLAY](#)



IN-GAME ACTIVATIONS: DANCE TEAMS



[Click Here To Play](#)



[Click Here To Play](#)

MARVEL

IN-GAME ACTIVATIONS:

BULLPEN CART



MARVEL

IN-GAME ACTIVATIONS: **HYPE VIDEO**



[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 action scenes and characters, with prominent sound effects like "POW!", "BOOM!", and "IRGH!!" scattered throughout. The overall effect is a dense, textured pattern of comic book imagery.

POSTGAME CONTENT/ACTIVATIONS

MARVEL POST GAME COSTUME PARADE



New York Red Bulls 🏆 @NewYorkRe... · 23h ...
Suit UP!

Come dressed as your favorite @Marvel Super Hero and we'll see you on pitch.

Sign up now ➡ win.gs/4nrmfOo



1 3 5 2.4K



MARVEL

DRONE SHOW



[CLICK HERE TO PLAY](#)

MARVEL

DRONE SHOW



[CLICK HERE TO PLAY](#)

MARVEL

RECAP VIDEO



[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 feature various characters and action scenes, with prominent yellow speech bubbles containing text like "I AM GROOT!", "ARGH!", "WAO!", and "YEE-HA!".

RETAIL BEST PRACTICES

MARVEL

RETAIL



FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS FLYERS

MARVEL SUPER HERO DAY
FEBRUARY 11, 2023

**EXCLUSIVE FLYERS
MARVEL TEES**

AVAILABLE AT

OUTPHITTERS **BROAD**
TEAM
STREET
STORE



© 2023 MARVEL

MARVEL

RETAIL



MARVEL

RETAIL



ITEM OF THE GAME

\$28

CHARGE BLACK PANTHER TEE

WOLSTEIN EXCLUSIVE. WHILE SUPPLIES LAST.

CELEBRATING
BLACK PANTHER

Three pieces of apparel are displayed against a background of purple and black geometric patterns. From left to right: a grey t-shirt, a purple t-shirt, and a grey hoodie. All three items feature the word "IGNITE" and a stylized Black Panther mask graphic. The purple t-shirt has a vibrant purple and black pattern.

W SANTA CRUZ WARRIORS **VS** **NBA G LEAGUE** **IGNITE**

MARVEL **SUPER HERO DAY**

SATURDAY, NOVEMBER 12 AT 7PM PT
THE DOLLAR LOAN CENTER
HENDERSON, NV

© 2022 MARVEL



MARVEL RETAIL



MARVEL

RETAIL



MARVEL

RETAIL



MARVEL

RETAIL





CONTACT

Chris DiGeronimo
Marketing & Creative Coordinator

chris@athlife.com

718.687.0937