



WHO WE ARE

**Nathan
Blackmon**

**Katie
Bancheri**



WHO WE ARE

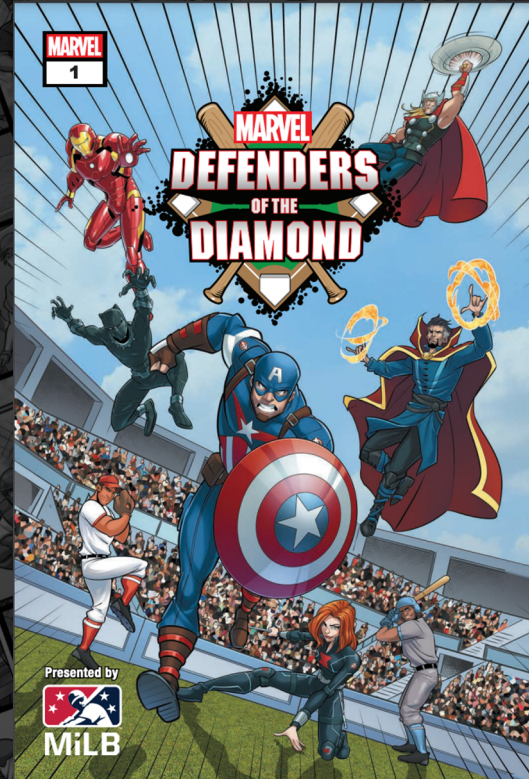
Brian Crosby

Director, Marvel Themed Entertainment



PROGRAM OVERVIEW

- **Three-year partnership**
- **Ninety Six teams**
- **and.....**



PROMOTIONAL

IN-GAME

SOCIAL

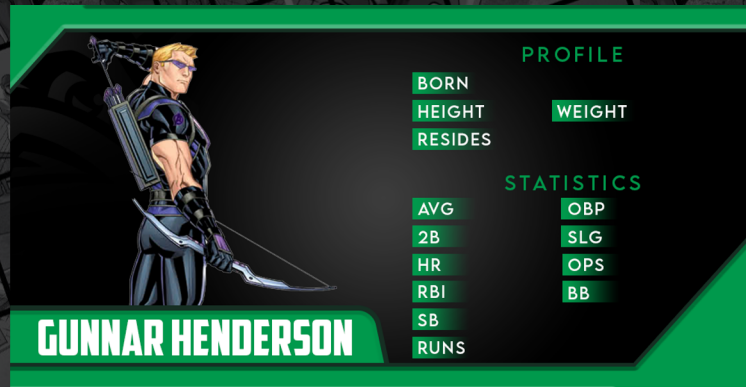


MARVEL
DEFENDERS
OF THE
DIAMOND

JULY 30TH
6:35 PM

SPECIALTY JERSEYS
GET TICKETS AT:
BINGRP.COM

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GUNNAR HENDERSON

PROFILE		
BORN	WEIGHT	
HEIGHT		
RESIDES		

STATISTICS	
AVG	OBP
2B	SLG
HR	OPS
RBI	BB
SB	
RUNS	



epchihuahuas
Southwest University Park

MARVEL
DEFENDERS
OF THE
DIAMOND

SATURDAY,
AUGUST 6

CHARACTER APPEARANCE

Gates: 5:30 PM

622 likes

epchihuahuas Not only will we be wearing Black Panther jerseys and have post-game fireworks for August 6th's Marvel's Defenders of the Diamond Night... Black Panther AND Spider-Man will make character appearances!

CHARACTER JERSEYS & AUCTION



CHARACTER APPEARANCES



IN-GAME ACTIVATIONS



MARVEL
DEFENDERS
OF THE
DIAMOND

\$13

AVAILABLE AT SWEET MEATS
ON 3RD BASE SIDE

**RADIATED HOT
CHICKEN SANDWICH**



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Marvel Themed Food



MARVEL TRIVIA

WHAT IS THE NAME OF DOCTOR STRANGE'S MANSION?

- A. Sanctum Sanctorum**
- B. Kamar - Taj**
- C. S.H.I.E.L.D.**
- D. Sanctum Strange**



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Trivia

IN-GAME ACTIVATIONS





140
GAMES PLAYED



**MARVEL GAMES
PLAYED TO 70%
CAPACITY**



**41.8% INCREASE IN
ATTENDANCE OVER
AVERAGE**



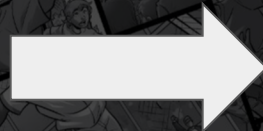
**MORE THAN
770,000
FANS**



NEARLY \$3 MILLION
IN INCREMENTAL
TICKET SALES

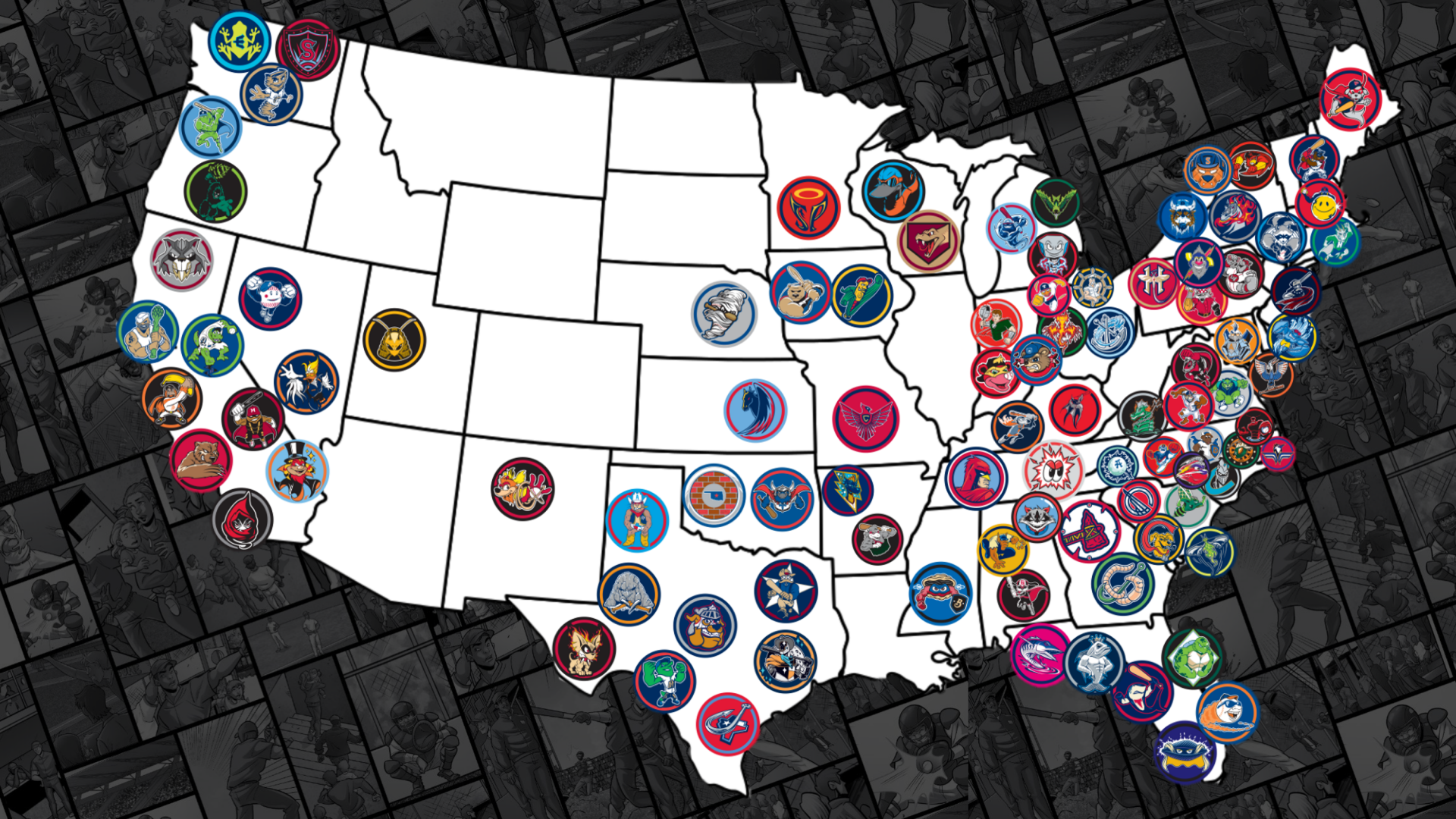
**96 LOGOS CREATED AND
KEPT UNDER WRAPS FOR
7 MONTHS!**











COMIC CON - LOGO REVEALS



COMIC CON - MASCOTS



BLACK FRIDAY WHO???

16% of total 2022 sales
on milbstore.com in just
one month

Expectation of
\$10 Million in retail sales
in 2023

ON-FIELD HATS



RETAIL





TO BE CONTINUED.....



THANK YOU!

www.milb.com/marvel