

2024 Madison Mallards Promotional Concepts:

- Fireworks Nights: June 28th, July 3rd, July 13th, July 19th, July 26th, August 2nd
- Drone Show + Fireworks 6
- Muskallards rebrand
- Motivational Speakers rebrand
- Ope rebrand
- Wurst rebrand
- Maverick bobblehead
- Bobblehead 2 (Cal Fisher?)
- Pride Night
- Napoleon Dynamite Night with actor appearance and shirt (Vote for Maynard)
- Wrestler appearance
- Ducks & Bucks Night with basketball jersey
- Green & Gold Night with Packers player appearance and/or jersey
- Star Wars Night
- Harry Potter Night
- Get Brent a Girlfriend Night
- Arch Solar Night
- Military Appreciation Night (7/26) ALSO FIREWORKS
- Artificial Intelligence Night
- Grateful Dead Night
- FIB Night (7/25 versus Rockford)
- (Weird) Olympics Night
- Women in Sports Night with Nancy Faust + others (?)
- 9-inning vacation with Hawaiian shirts
- Mental Health Awareness Night
- On Wisconsin Night
- Comedy Night with 9 different acts
- Pickleball night with paddle giveaway
- Something with belt bag giveaway (Girl's Night Out)
- Baby Night
- Mustache Appreciation
- Beach theme with beach blanket giveaway (Arch Solar Night?)
- FLAG FOR SOFTBALL maybe baseball
- PENNANT FOR SOFTBALL maybe baseball
- Back to School Night (lunchbox giveaway)
- Halloween with Dracula Night (blood drive)
- Shrek Night
- Mr. Worldwide Night
- Steamboat Willie Night (Mickey Mouse)
- Bark in the Park
- Vegas/Casino/Lottery Night
- Wrestling Night
- UW Night
- Mark in the Park

- Margaritaville/Parrot Head
- Money Drop/Diamond Dig
- Packers Night
- Indiana Jones/Archaeology Night
- Elvis Night
- Mullet Night
- Tattoo Night
- Local HS Night
- Make Music Madison Day
- Greek/Fraternity Night
- Office Space Night/Anger Management Night
- Hunting/Fishing Night
- Up North Night
- Wisconsin Day
- Father's Day Cookout
- Harry Potter Night
- Star Wars Night
- Ducks on a Pond (hand on a truck) - give away DB tickets
- Backyard Baseball Night
- Hispanic Heritage Night
- Peanuts/Charlie Brown Night
- Barstool at the Park Night
- Speed Dating/Bumble
- Shark Week Night
- Brat Cookoff
- Kids Day (day game(s)/day of DH)
- Muskies Night
- Grateful Dead Night
- World Softball Day
- What if? Night
- Tyler's Amazing Balancing Act
- Circus Incredible Night
- X Pogo Performance
- Boogie Bros Performance
- Father's Day
- Yung Gravy Night
- Prince Night
- Autism Acceptance Night/Day
- World Smile Day
- Mental Health Awareness Day
- Fairytale Night
- Cosplay Night
- Veterans/Military Appreciation Night
- National Night Out
- Arch Solar Night
- Scout Day
- Fan Appreciation Night
- Softball Opening Night
 - Dad supporting female athlete's (Father's Day)

- World Record attempt
- Tie-in with previous Mallards game
- Country music night
 - Hat
 - Boots shoebox
 - Pregame concert

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