

CONCEPT ANNOUNCEMENT

NASCAR RACE CASH

**The end of advertising as
brands know it.**

Mastercard, NASCAR and mCards partner to create a revolutionary sponsor platform built to deliver

**customers and verified sales—not clicks,
likes and branding alone.**

REAL CASH FOR FANS

NASCAR fans across the series can earn sponsor-funded Race Cash and spend it at participating merchants.

VERIFIED COMMERCE FOR SPONSORS

Brands fund the Race Cash reward only when it is connected to an eligible completed purchase.



PROMOTIONAL PRESS FEATURE

Prepared as a partnership concept. Final claims, marks and launch details require NASCAR and Mastercard approval.

THE ADVERTISING REVOLUTION

From Attention to Action

NASCAR Race Cash is designed to turn the world's most passionate fan communities into a measurable engine for sponsor customers and sales.



A new sponsorship model gives brand leaders visibility into actual promotional activation, qualifying purchases and delivered commerce.

THE NEW PROMISE

Stop paying only for the possibility of a sale. Deliver real value to the fan—and fund that value when the sale happens.

THE OLD MODEL

Buy impressions. Measure reach, clicks, likes, awareness and modeled attribution.

THE RACE CASH MODEL

Target the right fans. Give them real buying power. Verify the purchase. Fund the delivered result.

THE MODEL

One Program. Three Winners.

NASCAR connects fan passion and sponsor value through an intelligent mCard experience enabled by Mastercard acceptance.

NASCAR

Creates the trusted fan ecosystem

Drivers, teams, tracks, race weekends and new sponsor inventory

FANS

Receive real spending power

Earn Race Cash and use it on eligible purchases with participating merchants

SPONSORS

Receive verified commerce

Target audiences, define outcomes and fund rewards tied to qualifying sales

The Race Cash value loop

01 SPONSOR DEFINES THE SALE

Select eligible fans, merchant, purchase, reward, timing and budget.

02 NASCAR ACTIVATES THE COMMUNITY

Promote Race Cash through series, track, driver and digital fan experiences.

03 RACE CASH APPEARS

The fan sees real sponsor-funded value inside the NASCAR mCard experience.

04 THE FAN SHOPS

The offer creates a clear reason to choose the participating sponsor.

05 mCARD VERIFIES

The qualifying Mastercard transaction is evaluated against the campaign rules.

06 EVERYONE WINS

The fan receives value; the sponsor receives a sale; NASCAR measures the result.

THE DEFENSIBLE GUARANTEE

Every sponsor-funded Race Cash redemption is connected to a verified qualifying sale. Unused Race Cash creates no sponsor reward expense.

THE FAN EXPERIENCE

Fandom Becomes Real Spending Power

NASCAR fans across the series can earn sponsor-funded Race Cash and use it at participating merchants—all through one mCard experience.



Race Cash turns sponsor activation into a benefit fans can see, understand and use in the moments that matter.

\$10

NASCAR RACE CASH

YOUR WEEKEND FAN REWARD

Spend \$50 with a participating sponsor this race weekend and receive \$10 in Race Cash.

Activate the offer. Pay with your mCard. Receive the benefit automatically when the purchase qualifies.

Simple by design

- No complicated points conversion.
- No checkout codes to remember.
- Clear sponsor, value, condition and expiration.
- Automatic recognition through the eligible mCard purchase.

THE SPONSOR PROPOSITION

Customers and Sales—not Just Clicks and Likes

NASCAR Race Cash gives sponsors a controlled way to convert fan attention into verified commercial action.

\$0 reward expense before qualifying redemption	100% of funded redemptions tied to eligible sales	1:1 connection between fan value and commerce
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What the sponsor controls

WHO Eligible fan community, team, geography or campaign audience	WHAT Merchant, product, category, spend threshold and reward
WHEN Campaign window, game-day moment, event or expiration	WHERE Eligible in-store, online or participating locations
HOW MUCH Total budget, Race Cash value and redemption limits	SUCCESS Offers delivered, activated, redeemed and tied to verified sales

The commercial shift

Traditional sponsorship gives brands access to fan attention. NASCAR Race Cash gives brands a path to verified fan commerce.

THE SPONSOR PROMISE

If the fan does not complete the qualifying purchase, the sponsor does not fund the associated Race Cash reward.

OFFICIAL ANNOUNCEMENT DRAFT

NASCAR Introduces NASCAR Race Cash

New Mastercard and mCards-powered program will allow NASCAR fans across the series to earn sponsor-funded promotional cash and use it with participating merchants.

DAYTONA BEACH — [DATE] — NASCAR today announced NASCAR Race Cash, a new rewards and commerce program created in partnership with Mastercard and mCards to give NASCAR fans the ability to earn and spend real, sponsor-funded promotional cash through a NASCAR mCard.

Together, Mastercard, NASCAR and mCards are building what is designed to become the most powerful advertising solution ever created for brands and sponsors: a platform focused on delivering customers and verified sales—not clicks, likes and branding alone.

NASCAR Race Cash will connect fans, teams, sponsors and merchants through one intelligent rewards experience. Fans will be able to earn Race Cash by engaging with participating sponsors, responding to promotions, attending events, supporting their favorite teams and making eligible purchases. Race Cash may then be used toward qualifying purchases with participating sponsors and merchants.

MORE THAN POINTS

NASCAR Race Cash is real sponsor-funded promotional spending power created for NASCAR fans.

“NASCAR fans show up with unmatched loyalty for drivers, teams and brands,” said [NASCAR EXECUTIVE NAME AND TITLE].

“Race Cash returns real value to those fans while giving sponsors a measurable path from passion to purchase.”

Real value for every NASCAR fan

NASCAR Race Cash is designed to make being a fan more rewarding throughout the entire year—not only on event day. Participating campaigns may provide Race Cash for food and dining, fuel, travel, merchandise, entertainment, health and wellness, home improvement and other everyday purchases.

Each offer will clearly show the available value, participating sponsor or merchant, qualifying conditions and expiration date. Fans activate an eligible offer, pay with their NASCAR mCard and receive the benefit when the purchase conditions are met.

OFFICIAL ANNOUNCEMENT DRAFT — CONTINUED**A new performance-based model for NASCAR sponsors**

Participating brands will be able to place promotional buying power directly into the mCards of eligible NASCAR fans. Campaigns may be configured around fan communities, teams, locations, events, time periods, merchants, purchase categories, spending thresholds and promotional budgets.

Unlike campaigns that require brands to pay primarily for impressions, reach or clicks, sponsor-funded Race Cash is connected to qualifying transactions. If a fan does not complete the qualifying purchase, the sponsor does not fund the associated Race Cash reward.

Connecting fans, teams and sponsors

Teams and sponsors will be able to recognize fans with timely offers around race weekends, playoffs, the Daytona 500, marquee events and trackside activations.

A restaurant could reward local fans after a victory. A travel partner could support fans attending an away event. A merchandise sponsor could provide Race Cash toward official gear. A national retailer could activate fans across the full NASCAR community.

Powered by Mastercard and mCards

Mastercard provides the trusted acceptance ecosystem that enables cardholders to transact with participating merchants. mCards provides the intelligent card, payments and rewards technology that governs who receives Race Cash, where it can be used, what purchases qualify, when it expires and how the resulting transaction is measured.

“NASCAR Race Cash represents the future of rewards and sponsorship,” said David Strebing, CEO of mCards. “Instead of giving fans more points to track, sponsors can give them real promotional buying power. Instead of paying only for the possibility of a sale, brands can connect their promotional investment directly to verified commerce.”

Availability

NASCAR Race Cash is expected to be introduced through selected sponsors, teams and fan communities as part of an initial launch program, followed by broader availability. Participating teams, sponsors, merchants, eligibility and launch timing will be announced at a later date.

FOR BRANDS & SPONSORS

Explore becoming an NASCAR Race Cash launch partner.
[NASCAR PARTNERSHIP CONTACT / URL]

FOR FANS

Register for program updates.
[NASCAR.LOYALTY.CASH]

THE OPPORTUNITY

The NASCAR Can Make Sponsorship Perform

A new category of partnership value—built around fan benefit, sponsor commerce and measurable results.

THE CLOSING IDEA

NASCAR can move from selling sponsors access to fan attention to giving sponsors a measurable way to reward NASCAR fans and generate verified sales—with NASCAR at the center of every relationship.

About NASCAR

NASCAR is America's premier motorsports organization, uniting drivers, teams, tracks and millions of passionate fans around high-speed competition and community. [FINAL NASCAR-APPROVED BOILERPLATE REQUIRED]

About Mastercard

Mastercard is a global technology company in the payments industry. [INSERT CURRENT MASTERCARD-APPROVED BOILERPLATE AND REQUIRED TRADEMARK LANGUAGE]

About mCards

mCards provides intelligent card, payments, rewards and commerce infrastructure that enables major brands, enterprises and communities to launch customized card programs and connected financial experiences. Its platform combines payment capabilities, promotional cash, personalized rewards, multi-account intelligence and measurable commerce within a unified mCard experience.

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CONCEPT DRAFT • SUBJECT TO NASCAR, MASTERCARD, BANK, LEGAL AND BRAND APPROVAL

All partnership, availability, performance and "most powerful" claims must be substantiated and approved before publication.