

CONCEPT ANNOUNCEMENT

NBA COURT CASH

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

Mastercard, NBA 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

Fans of every NBA team can earn sponsor-funded Court Cash and spend it at participating merchants.

VERIFIED COMMERCE FOR SPONSORS

Brands fund the Court 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 NBA and Mastercard approval.

THE ADVERTISING REVOLUTION

From Attention to Action

NBA Court 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 COURT CASH MODEL

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

THE MODEL

One Program. Three Winners.

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

NBA

Creates the trusted fan ecosystem

Teams, culture moments, digital channels and lifestyle sponsor inventory

FANS

Receive real spending power

Earn Court 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 Court Cash value loop

01 SPONSOR DEFINES THE SALE

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

02 NBA ACTIVATES THE COMMUNITY

Promote Court Cash through league, team, culture and digital fan experiences.

03 COURT CASH APPEARS

The fan sees real sponsor-funded value inside the NBA 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; NBA measures the result.

THE DEFENSIBLE GUARANTEE

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

THE FAN EXPERIENCE

Fandom Becomes Real Spending Power

Fans of every NBA team can earn sponsor-funded Court Cash and use it at participating merchants—all through one mCard experience.



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

\$10

NBA COURT CASH

YOUR WEEKEND FAN REWARD

Spend \$50 with a participating sponsor this week and receive \$10 in Court 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

NBA Court 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

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, Court 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. NBA Court 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 Court Cash reward.

OFFICIAL ANNOUNCEMENT DRAFT

NBA Introduces NBA Court Cash

New Mastercard and mCards-powered program will allow fans of every NBA team to earn sponsor-funded promotional cash and use it with participating merchants.

NEW YORK — [DATE] — The National Basketball Association today announced NBA Court Cash, a new rewards and commerce program created in partnership with Mastercard and mCards to give fans of every NBA team the ability to earn and spend real, sponsor-funded promotional cash through an NBA mCard.

Together, Mastercard, NBA 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.

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

MORE THAN POINTS

NBA Court Cash is real sponsor-funded promotional spending power created for NBA fans.

“Basketball fans live the culture every day—not only tip-off,” said [NBA EXECUTIVE NAME AND TITLE]. “NBA Court Cash gives us a new way to return that value to our fans while helping sponsors build more meaningful and measurable relationships with the communities they want to serve.”

Real value for every NBA fan

NBA Court Cash is designed to make being a fan more rewarding throughout the entire year—not only on event day. Participating campaigns may provide Court 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 NBA mCard and receive the benefit when the purchase conditions are met.

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

Participating brands will be able to place promotional buying power directly into the mCards of eligible NBA 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 Court Cash is connected to qualifying transactions. If a fan does not complete the qualifying purchase, the sponsor does not fund the associated Court Cash reward.

Connecting fans, teams and sponsors

Teams and sponsors will be able to recognize fans with timely offers around the regular season, playoffs, NBA Draft, All-Star, global games and community nights.

A restaurant could reward local fans after a victory. A travel partner could support fans attending an away event. A merchandise sponsor could provide Court Cash toward official gear. A national retailer could activate fans across the full NBA 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 Court Cash, where it can be used, what purchases qualify, when it expires and how the resulting transaction is measured.

“NBA Court Cash represents the future of rewards and sponsorship,” said David Strebinger, 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

NBA Court 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 NBA Court Cash launch partner.
[NBA PARTNERSHIP CONTACT / URL]

FOR FANS

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

THE OPPORTUNITY

The NBA Can Make Sponsorship Perform

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

THE CLOSING IDEA

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

About The National Basketball Association

The National Basketball Association is the premier professional basketball league in the world, with teams across North America and a global fan community that connects sport, culture and lifestyle. [FINAL NBA-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 NBA, MASTERCARD, BANK, LEGAL AND BRAND APPROVAL

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