

CONCEPT ANNOUNCEMENT

NFL FAN CASH

The end of advertising as brands know it.

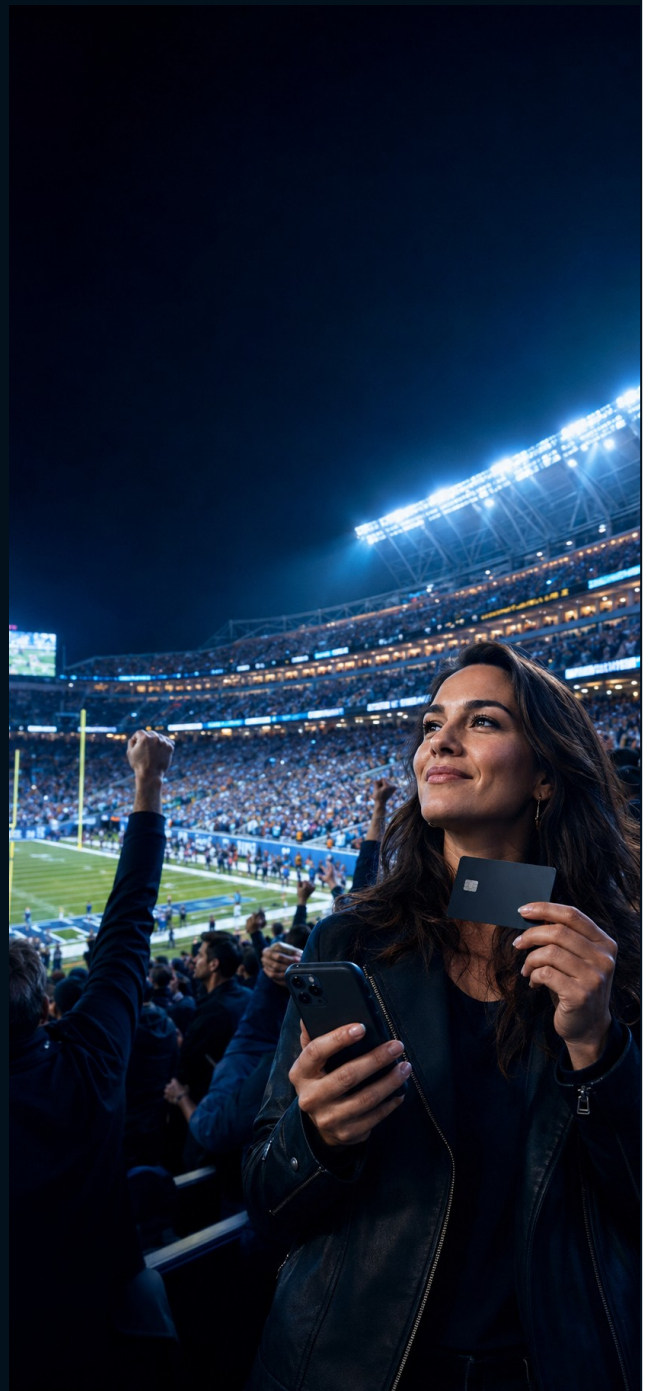
Mastercard, the NFL and mCards partner to create a revolutionary sponsor platform built to deliver **customers and verified sales—not clicks, likes and branding alone.**

REAL CASH FOR FANS

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

VERIFIED COMMERCE FOR SPONSORS

Brands fund the Fan 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 NFL and Mastercard approval.

THE ADVERTISING REVOLUTION

From Attention to Action

NFL Fan 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 FAN CASH MODEL

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

THE MODEL

One Program. Three Winners.

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

NFL	FANS	SPONSORS
Creates the trusted fan ecosystem Teams, moments, channels, community and new sponsor inventory	Receive real spending power Earn Fan Cash and use it on eligible purchases with participating merchants	Receive verified commerce Target audiences, define outcomes and fund rewards tied to qualifying sales

The Fan Cash value loop

01 SPONSOR DEFINES THE SALE Select eligible fans, merchant, purchase, reward, timing and budget.	02 NFL ACTIVATES THE COMMUNITY Promote Fan Cash through league, team, event and digital fan experiences.
03 FAN CASH APPEARS The fan sees real sponsor-funded value inside the NFL 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; the NFL measures the result.

THE DEFENSIBLE GUARANTEE

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

THE FAN EXPERIENCE

Fandom Becomes Real Spending Power

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



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

\$10

NFL FAN CASH

YOUR WEEKEND FAN REWARD

Spend \$50 with a participating sponsor this weekend and receive \$10 in Fan 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

NFL Fan 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, Fan 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. **NFL Fan 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 Fan Cash reward.

OFFICIAL ANNOUNCEMENT DRAFT

NFL Introduces NFL Fan Cash

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

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

Together, Mastercard, the NFL 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.

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

MORE THAN POINTS

NFL Fan Cash is real sponsor-funded promotional spending power created for NFL fans.

"Football fans give extraordinary energy, passion and loyalty to their teams and to the NFL," said [NFL EXECUTIVE NAME AND TITLE]. "NFL Fan 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 NFL fan

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

OFFICIAL ANNOUNCEMENT DRAFT — CONTINUED

A new performance-based model for NFL sponsors

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

Connecting fans, teams and sponsors

Teams and sponsors will be able to recognize fans with timely offers around the regular season, playoffs, NFL Draft, training camps, international games, fantasy football, community programs and other league and team moments.

A restaurant could reward local fans after a team victory. A travel partner could support fans attending an away game. A merchandise sponsor could provide Fan Cash toward a new jersey. A national retailer could activate fans across all 32 team communities.

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 Fan Cash, where it can be used, what purchases qualify, when it expires and how the resulting transaction is measured.

“NFL Fan 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

NFL Fan 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 NFL Fan Cash launch partner.
[NFL PARTNERSHIP CONTACT / URL]

FOR FANS

Register for program updates.
[NFL FAN CASH URL]

THE OPPORTUNITY

The NFL Can Make Sponsorship Perform

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

THE CLOSING IDEA

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

About the National Football League

The National Football League is comprised of 32 franchises that compete annually to win the Super Bowl. The NFL is committed to advancing the game of football, delivering unforgettable experiences to fans and strengthening communities through the unifying power of sport. [FINAL NFL-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.

Media contacts

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

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