



# Mastercard marketing resources

With innovative technology, a strong global brand and proven marketing techniques, Mastercard has been helping community banks and credit unions differentiate their products and services for more than 50 years. We have a wealth of tools and information available to make engaging your cardholders simple and easy.

## Mastercard Marketing Center

Mastercard® cardholders gain access to the Mastercard Marketing Center, a one-stop shop for marketing support, downloadable turnkey promotions, creatives, and thought leadership materials to use in your channels — all at no cost. Campaigns include

### Priceless Surprises® for community institutions

Mastercard's annual campaign enables cardholders to win incredible surprises every time they use their card, thus encouraging card spend and engagement. For community institutions, we have created a dedicated Priceless Surprises campaign, complete with complimentary customizable materials and dedicated prizeing.

### Stand Up To Cancer® program

Every year, Mastercard supports Stand Up To Cancer and its cutting-edge cancer research programs through a national usage campaign followed by a placard moment during the MLB All-Star Game. To engage cardholders, Mastercard makes a donation for each qualifying transaction across restaurants and grocery stores. Issuers are also encouraged to participate with a variety of turnkey materials that are readily available.

### Mastercard Academy

All Mastercard customers have access to Mastercard Academy — a remote learning solution covering a wide variety of operational and best practices. From cybersecurity to chargebacks, from billing processes to product overviews, or from the transaction lifecycle to network implementation, Mastercard Academy is a rich resource of insights and information delivered through live and archived presentations.

### Mastercard MLB® Postseason™ sweepstakes — "Root Like a Local"

Your cardholders could experience the excitement of seeing their hometown team in the playoffs — simply because they have a Mastercard. Through Mastercard's deep partnership with MLB, we're pleased to offer cardholders the chance to see a playoff game — should their hometown team make it — while enabling community institutions to promote with customizable materials.

### Thought Leadership

Mastercard customers get access to webinars, whitepapers and thought leadership. Covering topics like risk assessment and security tools, retail solutions and sustainability ventures, customers will find insights that will help them stay current on the latest products, trends and best practices.

### Priceless.com

Priceless.com connects cardholders to priceless possibilities around the globe. Cardholders can indulge their passions in culture, dining, sports, entertainment, shopping, the environment and more with one-of-a-kind Priceless Experiences® curated to create unforgettable memories with the people who matter most. Mastercard customers can leverage priceless.com as a true differentiator for cardholders and a key to unlocking magical moments for cardholders and their families.