

## It's a Goal for MasterCard in Latin America



We just announced that we have renewed our sponsorship of Copa América Chile 2015, confirming our commitment to soccer in Latin America and the Caribbean. Copa América, the oldest national team soccer championship in the world, was first played in 1916. And Copa América Chile 2015 is expected to be the most highly watched national team soccer event in the world next year.

Next year also marks the 10<sup>th</sup> consecutive edition that MasterCard sponsors Copa América but this coming year will be like none before. With this agreement, MasterCard will be the exclusive payment brand, and of course, the official card of the tournament. Also, for the first time, we will run a promotion in Chile, enabling a few lucky cardholders to win an opportunity to attend the official draw event for Copa America on November 25 in Viña Del Mar, Chile.

### **Trophy Tour for the Fans**

As part of our sponsorship, we also hold the exclusive rights for the Copa América Trophy Tour, which will travel through Chile and other Latin American countries, providing fans with a unique opportunity to see the coveted trophy, which has been in the hands of many soccer legends.

"The renewal of this sponsorship demonstrates the commitment that MasterCard has with football in Latin America," says Gilberto Caldart, president of MasterCard for Latin America and the Caribbean. "The passion of Latin Americans for football is recognized all over the world. And sponsoring Copa América allows us to provide cardholders with benefits and priceless experiences all over the region."

### **Magical Moments and More**

In fact, through our partnership with this tournament, we continue driving preference among the multiple stakeholders that we work with in Latin America and Caribbean (LAC). Over the past 10 editions of the tournament, we've run hundreds of in-market usage promotions and sales incentive campaigns and brought thousands of consumers closer to a sport they are passionate about.

“We are thrilled to be celebrating the tenth edition of sponsoring Copa América,” adds Geraldine Cooper, head of MasterCard Sponsorships for Latin America and the Caribbean. “There are countless priceless experiences that our brand has enabled among consumers throughout these years. Now, with national teams in Latin America experiencing great success with football and star players from all over the region standing out internationally, we expect this tournament to be another great opportunity for MasterCard cardholders to benefit from the many offers and experiences with Copa America and the sport of football that they are so passionate about.”

More to come on Copa America!