



## **Legends Academy Scores a Hole-in-One.... And Then Some**

In late November, the second MasterCard Legends Academy was held in Singapore, featuring our partnership with golfing legend Sir Nick Faldo and proved to be a sell-out event once again.

Ahead of the main event, two smaller initiatives were carried out – the MasterCard Legends Academy Trickshot Challenge and Media Event, and the Facebook Priceless Surprises promo.

### **The Trickshot Challenge**

Sir Nick Faldo went head-to-head, and eventually won against local youth golfer, Marc Ong. The invited media enjoyed time with Sir Nick, sharing the event in leading media publications, such as The Straits Times and Channel NewsAsia.

### **Priceless Surprise**

Spending time Sir Nick was also a Priceless Surprise for some lucky winners of our Facebook promo. An unsuspecting cardholder, and his father, turned up at Sentosa Gold Club, and not only got a chance to meet Sir Nick Faldo, but they also received an invitation to the Legends Academy, a set of custom-made clubs, and a trip to any Masters' Club golf course.

### **great day with Sir Nick**

A total of 112 MasterCard cardholders and invited partners had the opportunity to spend a day of golf with Sir Nick Faldo. 20 World Elite Citi Prestige cardholders were also able to enjoy an intimate Meet and Greet with Sir Nick and his Claret Jug. Sir Nick conducted a golf clinic for all participants and gave everyone tips on how to become a better golfer.

The highlight of the day was Hole 14, where guests had the opportunity to try their hand at 'Beating the Pro', a par-three hole with Sir Nick Faldo.

Every guest had the chance to meet Sir Nick personally, to golf with him, and also receive a personal keepsake, in the form of a photo autographed of photo frame of them and Sir Nick Faldo.

The event was more than successful, with guests leaving with smiles on their faces and Priceless memories.