



NEWS RELEASE

# Mastercard Tees-Up to Present a Reimagined 2021 Arnold Palmer Invitational

3/4/2021

Fans can enjoy curated experiences at one of the PGA TOUR's premiere events

PURCHASE, N.Y.--(BUSINESS WIRE)-- As the onsite fan experience continues to evolve, Mastercard has reimagined the fan experience at the **Arnold Palmer Invitational presented by Mastercard** for both those in attendance and watching from home. Given fan demand and pandemic-related safety concerns, Mastercard has deployed an array of innovations to enable Tap & Go contactless purchasing at concessions and merchandise locations throughout Bay Hill, including at the expanded Mastercard Club featuring panoramic views of the course.

"The extraordinary circumstances of the past year have challenged us to establish fresh connections with consumers and redesign how people enjoy sports in ways that are safe, exciting and special," said Cheryl Guerin, EVP, Marketing and Communications in North America for Mastercard. "This year, Mastercard is proud to present the Arnold Palmer Invitational by providing our cardholders with unique and priceless golf experiences that blend the physical and digital environment, enhancing fans' interactions with the game."

## Engaging fans with Priceless Experiences from Home

During the tournament, Mastercard and the PGA TOUR are providing cardholders with unique player access through the **Mastercard Autograph Zone**, a new experience enabling fans to virtually meet a PGA TOUR player and watch them sign a pin flag to be mailed to the fan's home. Justin Rose and Graeme McDowell will be among the first golfers to reengage fans with the program extending to nine additional PGA TOUR events in 2021, reaching 500 cardholders across the season. This initiative will be part of a larger fan engagement program with the PGA TOUR



called “Ask a Player with Mastercard,” in which fans will be able to have their questions asked and answered by players throughout the season, starting at the Arnold Palmer Invitational presented by Mastercard.

“Throughout our longstanding partnership, Mastercard has pushed boundaries to evolve the PGA TOUR fan experience and incorporate technology in creative ways that transform how fans appreciate golf,” said Brian Oliver, PGA TOUR Executive Vice President of Corporate Partnerships. “During this time of limited on-site spectators, we are joining together to connect fans to their favorite golfers, by providing meaningful experiences shared at golf events and delivering moments that fans will cherish for a lifetime.”

To further enhance the fan experience, Mastercard will provide additional exclusive access to PGA TOUR players and legends who can participate in virtual Priceless Experiences made available on **Priceless.com**. Fans have the opportunity to immerse themselves in a storytelling **experience** with **Tom Watson, Mark O'Meara** and **Curtis Strange** (Thursday, 3/4) and learn the secrets to preparing one of Mr. Palmer's favorite meals with Bay Hill Club & Lodge's executive chef (Thursday, 3/4).

## Providing opportunities to share Arnold and Winnie Palmer's commitment to philanthropy

In honor of Arnold Palmer's philanthropic legacy, Mastercard will offer fans the opportunity to contribute to the **Arnold & Winnie Palmer Foundation** through Best Seats in the House™ -- a program providing access to certain exclusive seating locations at the tournament, in absence of grandstand seating\*. To unlock a chair, visitors to the Mastercard Club at the Arnold Palmer Invitational can donate \$25 using the Mastercard Donate app (**Apple, Android**). Fans can also purchase a variety of digital experiences on **Priceless.com** with 100% of sales of certain experiences benefitting Conservation International in support of the mission of the **Priceless Planet Coalition\*\***. Every experience that is purchased will play a role in the process of realizing a healthier planet and more sustainable future.

\* Quantities limited. Additional terms and conditions apply.

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## About Mastercard (NYSE: MA)

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency

quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

**[www.mastercard.com](http://www.mastercard.com)**

## About PGA TOUR

By showcasing golf's greatest players, the PGA TOUR engages, inspires and positively impacts our fans, partners and communities worldwide.

The PGA TOUR, headquartered in Ponte Vedra Beach, Florida, co-sanctions tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Latinoamérica, Mackenzie Tour-PGA TOUR Canada and PGA TOUR Series-China. Members on the PGA TOUR represent the world's best players, hailing from 29 countries and territories (94 members are from outside the United States). Worldwide, PGA TOUR tournaments are broadcast to 216 countries and territories in 28 languages. Virtually all tournaments are organized as non-profit organizations to maximize charitable giving, and to date, tournaments across all Tours have generated more than \$3.2 billion.

Fans can follow the PGA TOUR on **PGATOUR.COM**, the No. 1 site in golf, on the **PGA TOUR app** and on social media channels, including **Facebook**, Instagram (in **English, Spanish** and **Korean**), **LinkedIn**, **Twitter**, **WeChat**, **Weibo**, **Toutiao** and **Douyin**.

## About Arnold Palmer Invitational presented by Mastercard

The Arnold Palmer Invitational presented by Mastercard, March 4-7, 2021, is Central Florida's signature sporting event and a highlight of the PGA TOUR, attracting the greatest names in golf. All proceeds from the tournament benefit the Arnold & Winnie Palmer Foundation, whose mission is to create a brighter future for our youth through children's health, character development and nature-focused wellness.

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Source: Mastercard Investor Relations