

## **Mastercard becomes official sponsor of the 74th International Film Festival of La Biennale di Venezia**

*Mastercard celebrates a priceless passion for film by giving Mastercard cardholders a chance to go from “watching it, to living it” at world famous film festival.*

**Rome, July 27, 2017** Mastercard today announced a new 3 year sponsorship with the International Film Festival of La Biennale di Venezia. This new sponsorship, starting with the Biennale Cinema 2017 from August 30<sup>th</sup> to September 9<sup>th</sup>, builds on Mastercard’s existing partnerships with Festival de Cannes and the Berlinale Film Festival and enables the continuation of a journey to harness people’s passion for cinema in order to create and deliver Priceless experiences, moments and surprises for Mastercard partners and cardholders around the world.

Fostered by a deep understanding on the power of passions, Mastercard recently unveiled [research “Cinema and the Cities”](#) which showcased how importance of cinema when it comes to indulging ones passions. The study surveyed residents of seven major cities of the world about their cinema going habits and showcased cinema as the third favourite cultural activity, after travelling and going out to eat.

**David Molina, Vice President European Consumer marketing and sponsorship** said “*The International Film Festival of La Biennale di Venezia is a unique event where passion for cinema blends together at magical and iconic location, the perfect combination to express the Priceless concept, which has been live for the last 20 years in 112 countries around the world and speaking 53 different languages. This latest sponsorship is designed to continue our journey in connecting people to their passions and help them go from watching it to living it. Alongside the experiential offerings we also have a great opportunity to leverage digital channels and showcase a truly Priceless programme and we look forward to a long and successful partnership with this jewel in the cinema calendar*”.

To celebrate the sponsorship, Mastercard has also launched a dedicated **contest “win the cinema”** (ending on July 31<sup>st</sup>) offering to all cardholders the chance to go from watching it to living it.

One lucky Mastercard cardholder and their guest will win the chance to indulge their passions and experience a truly Priceless experience at the Biennale Cinema 2017 which includes: access to the red carpet walk, tickets for the premieres of the nominated movies, accommodation in a luxury hotel, city tour and food and make-up related experiences; 500 passes for movie premieres in Italy.

Besides sponsoring it, Mastercard’s campaign “**going from watching it to living it**” is also live on all social channels, in the red carpet area and at Venice airport’s terminals.

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### **About Mastercard**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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