



Mastercard is main sponsor of the 82nd Venice International Film Festival of La Biennale di Venezia

For the ninth consecutive year, Mastercard is renewing its partnership with the Venice International Film Festival of La Biennale di Venezia, continuing to connect film lovers with their passion for this fascinating art form.

In addition, this year, Mastercard, in collaboration with UniCredit, will host the Croce Rossa Italiana Charity Gala Dinner, with the aim of connecting a passion for cinema with solidarity

Venice, July 22, 2025 – Mastercard is proud to renew its **sponsorship of the 82nd Venice International Film Festival of La Biennale di Venezia** (August 27 - September 6), the world's oldest film festival, which, as every year since 1932, returns to the historic Palazzo del Cinema on the Lungomare Marconi in Venice Lido.

Since Mastercard's partnership with the Venice International Film Festival of La Biennale di Venezia began nine years ago, the company has continued its commitment to connecting people with their passion for cinema, thus best expressing the brand **Priceless**'s positioning and creating a movement where art, business, society, and individuals can come together and explore a more inclusive and innovative future.

Thanks to its connection with major international film festivals, including the Cannes Film Festival and the Berlin Film Festival, combined with its cutting-edge technological expertise and outstanding creativity, the company creates unforgettable experiences, moments and surprises for all its partners and Mastercard cardholders who love cinema, enabling them to experience their passions in new and engaging ways, starting something truly priceless.

"Cinema has always had the extraordinary power to reflect and interpret society, transforming stories, emotions, and visions into images that speak to people's hearts," said Luca Corti, Country Manager Italy at Mastercard. "We are proud to renew, for the ninth consecutive year, our partnership with the Venice International Film Festival of La Biennale di Venezia: an iconic event that allows us to offer unique and memorable experiences, perfectly in tune with our Priceless brand, bringing the public ever closer to the enchantment and timeless charm of cinema."

During the Biennale Cinema 2025, Mastercard will promote various initiatives dedicated to lovers of the Seventh Art, connecting them even more strongly to the magic of cinema that animates the event every year.

Among these, on August 28, in the evocative setting of **the Scuola Grande della Misericordia**, Mastercard, in collaboration with UniCredit, will host the **Croce Rossa Italiana Charity Gala Dinner**. The proceeds from the evening will be donated to support the Croce Rossa Italiana's "Sport Salute Inclusion" (Sport, Health, Inclusion) project to fund inclusive sports activities, offering girls and boys who would otherwise not have access to sport the opportunity to grow, socialize, and improve their mental and physical well-being through sports. The event will be hosted by journalist and TV personality **Eleonora Daniele**.

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Contact:

Press Office Mastercard - Omnicom PR Group: E.mln.mastercard@fleishmaneuropa.com