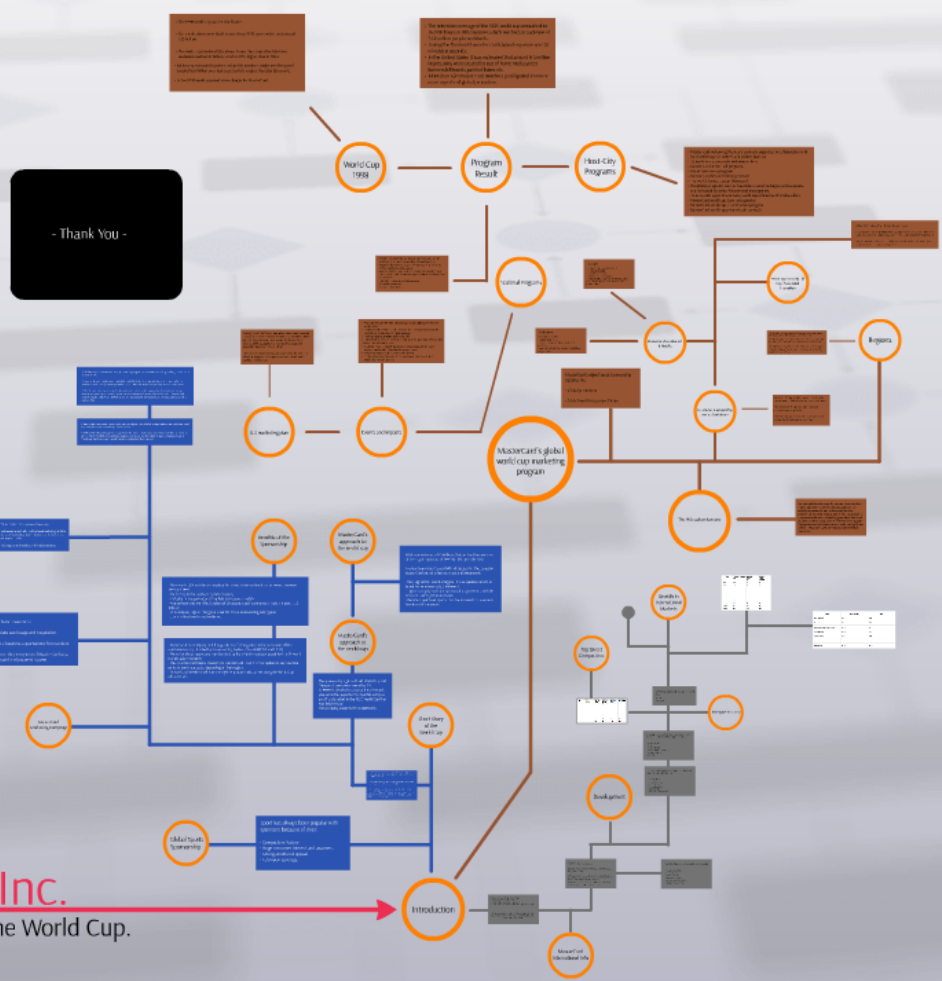
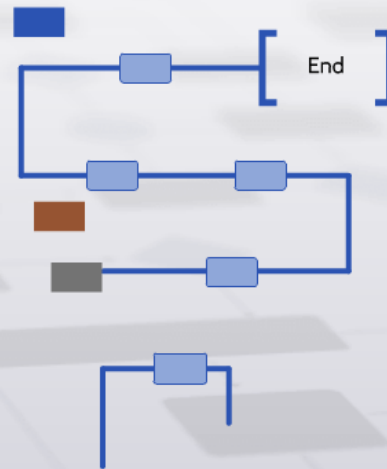




MasterCard Inc. and its interaction with the World Cup.



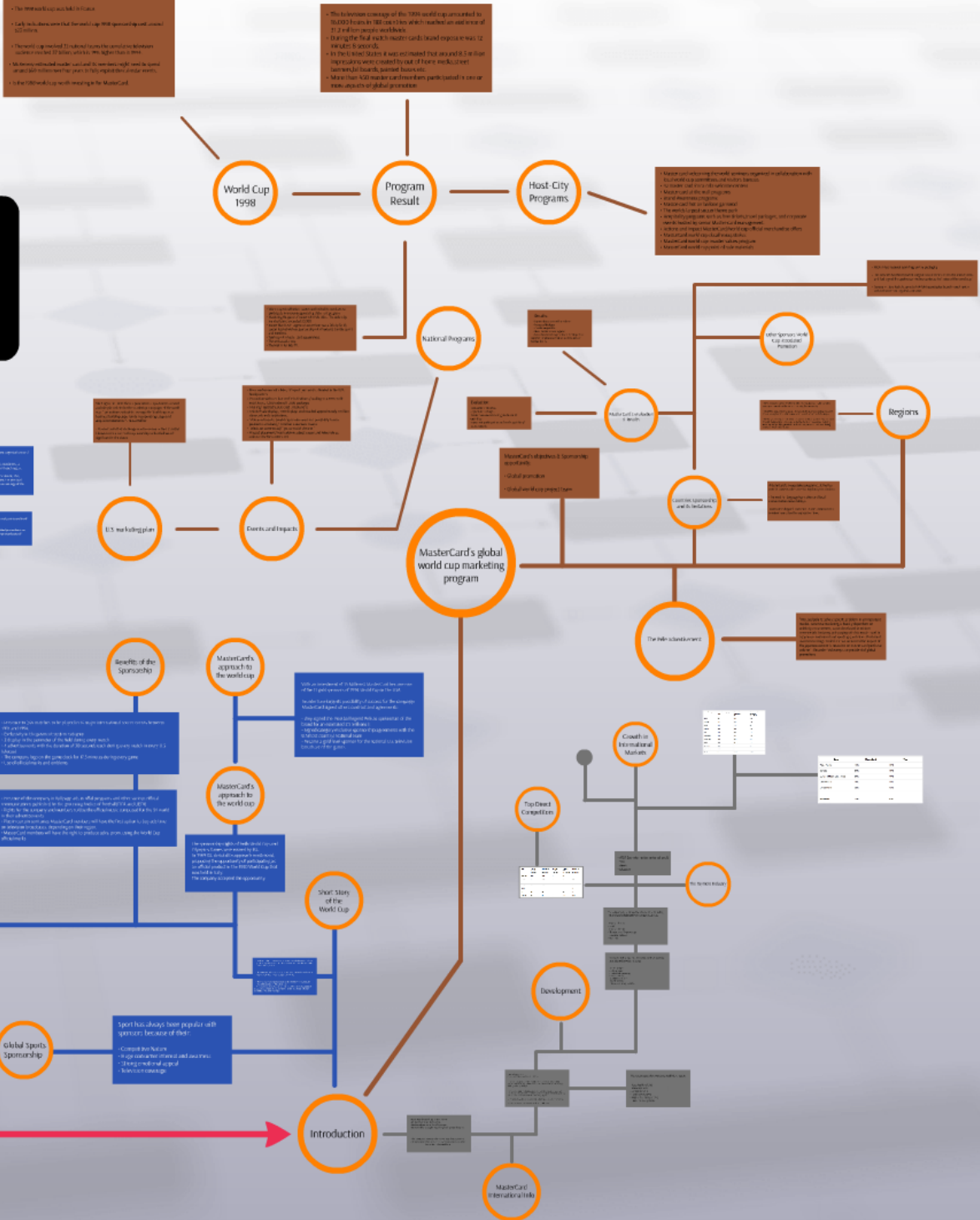
- Thank You -



- Thank You -



MasterCard Inc. and its interaction with the World Cup.



The background features a light gray flowchart with various shapes like rectangles, diamonds, and ovals connected by arrows. A large orange circle is centered on the page, and a pink triangle points towards it from the left side.

Introduction

- Brazil won the World Cup on July 17 1994
- National holiday for the Brazilians
- MasterCard was one of their 11 sponsors
- MasterCard hosts a gathering of its global sponsorship group

The meeting was done in order to reflect on the impact of the company's sponsoring success and also in order to discuss plans for the future 1998 world cup.

- Thank You -



MasterCard Inc. and its interaction with the World Cup.

