

MERCHANT FAQS – MASTERCARD GAME.SET.MERCH

What is Mastercard Game.Set.Merch?

Game.Set.Merch is a Mastercard promotion during the Australian Open (AO) 2026 designed to boost visibility and drive footfall for participating merchants. It offers two components:

1. Merchant Offers

- Voluntary participation by merchants.
- You provide an exclusive offer for Mastercard cardholders (e.g., "Get 10% off when you pay with Mastercard").
- Your offer will be featured on the **Priceless Specials** page and promoted through Mastercard marketing.

2. AO Merchandise Redemption Program

- Cardholders who spend **AU\$500 or more in 10 transactions or fewer** at any Mastercard-accepting merchant in Australia (in-store or online) during the campaign can redeem official AO merchandise.
- This program is **managed entirely by Mastercard**. Merchants do not need to opt in or take any action beyond issuing receipts.

What is the campaign period?

- **Game.Set.Merch campaign:** 1 January – 1 February, 2026
- **AO Merchandise Redemption Program:** 1 January – 1 February, 2026

What does it mean to be a Participating Merchant?

If you opt in to **Merchant Offers**, your business will:

- Be featured in Mastercard marketing as an official participating merchant.
- Receive branding materials (door decals, tent cards, wobblers) to highlight your offer.
- Gain visibility among AO fans and Mastercard cardholders.

Participation in AO Merchandise Redemption is **automatic** for all merchants who accept Mastercard—no action required.

How will my business benefit?

- **Increased Footfall:** Attract AO fans and high-spending visitors.
- **Higher Visibility:** Your offer will be promoted via Mastercard channels.
- **Brand Association:** Align with Mastercard and our partnership with Australian Open.
- **Revenue Boost:** Leverage seasonal spending surge.

What does the campaign offer consumers?

- **Merchant Offers:** Instant discounts or perks at participating merchants.
- **AO Merchandise Redemption:** Spend AU\$500 in 10 transactions or fewer at any Mastercard-accepting merchant in Australia (in-store or online) during the campaign period to redeem AO merchandise.

Who can participate?

This Promotion is open to all holders of a valid Mastercard card who are residents of Australia or international visitors physically present in Australia during the Promotion Period, subject to the following:

(A) Merchant Offers – Eligible cardholders may participate with no age restriction

(B) Australian Open (AO) Merchandise Redemption – Eligible Cardholders must be aged 18 years or over.

Terms and Conditions* apply.

Do I need to track cardholder spending or handle merchandise?

No.

- Mastercard manages the AO Merchandise redemption process.
- Your only responsibility is to process Mastercard payments and provide receipts.

What is my role in this campaign?

- If you opt in to Merchant Offers:
 - Display campaign branding materials prominently.

- Train staff to inform customers about your offer.
- Encourage Mastercard usage for both offers.

Will I receive any branding materials?

Yes. Mastercard will provide participating merchants with a thoughtfully designed branding and messaging kit including Door decals, Tent cards, Wobblers etc to ensure high visibility and clearly mark your location as an official Mastercard Game.Set.Merch merchant partner.

Do I need to opt in for AO Merchandise Redemption?

No. Any spend at your location counts toward the cardholder's AU\$500 threshold to qualify for the AO Merchandise redemption.

Key Points for AO Merchandise Redemption

- Applies to all Mastercard-accepting merchants in Australia
- Spends must be in AUD.
- Merchants are only required to provide receipts so cardholders can participate in the promotion

Where can cardholders find more details?

For more details, please refer cardholders to:

- The campaign landing page: mstr.cd/gamesetmerch
- Consumer FAQs:
<https://specials.priceless.com/mastercard/images/MastercardGameSetMerchConsumerFAQs.pdf>

***Terms & Conditions**

Cardholders can also refer to terms and conditions for more details at:

<https://specials.priceless.com/mastercard/images/MastercardGameSetMerchConsumerT&Cs.pdf>