

The mCard platform from PayWith enables sports teams to engage their fan base and connect them with their corporate partners through mobile promo cards. These virtual cards create a revenue stream for the team, drive commerce to its participating merchant partners, and enable fans, regardless of where they are, to receive tangible savings and value.

Revenue is generated for the team through a small fee that is assessed to the merchant when fans redeem their mobile promo card.

## How it Works



## Benefits of Mobile Promo Cards

### Sports Teams

- New source of recurring revenue
- Provides a way to stay engaged with fans even in the off season
- Delivers tangible added-benefits to participating corporate partners

### Merchant Partners

- Brand exposure to fans at no additional cost
- Incremental traffic and purchases
- Pays nothing unless a purchase is made using the card

### Fans

- Receives valuable savings opportunities
- Convenient and secure redemption
- Ongoing engagement with the team throughout the year

## How to Learn More

IncentEdge is a U.S. distribution channel for PayWith. To learn more about mCards, please contact us at:

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