



PARTNERSHIP OPPORTUNITIES

MAY 21ST 2022

PRESENTED TO



CONNECTING FOX FANS TO PRICELESS OPPORTUNITIES

Together FOX Entertainment and Gordon Ramsay have produced a powerful slate of tentpole content and culture-piercing new shows that provide **priceless possibilities to fans**.

Each of Gordon's iconic culinary challenges gives fans **exciting, fearless moments** in the world of food – with the passion and energy that only Gordon Ramsay can bring!

By aligning with the following Gordon shows, we can **connect New Affluents** to the **passion points** they care about the most: **culinary, travel, and entrepreneurship**. From in-show integrations to custom content with built-in extensions that continue the conversation, we'll create a comprehensive partnership that demonstrates how **Mastercard is the best option for everyday payments**.



STRATEGIC APPROACH



GET:

Existing and potential
Mastercard cardholders

TO:

Think of Mastercard as the
best option for everyday
contactless payments

BY:

Showcasing everyday use
in content that aligns with
their passion points



THOUGHT STARTERS

MASTERCHEF

Show Overview

FOX's flagship cooking competition series, with a social reach of nearly 10 million, is back! Award-winning chef Gordon Ramsay, acclaimed chef Aarón Sánchez, and renowned restaurateur Joe Bastianich are set to put a new batch of **diverse, entrepreneurial home cooks** through a series of challenges and elimination rounds! Ramsay and the judges will serve as mentors to these skilled home chefs as they compete to claim the title of MasterChef and the \$250,000 grand prize.



PRODUCTION DETAILS

AIRING

Pending Pickup

TALENT

Gordon Ramsay
Aarón Sánchez
Joe Bastianich

PRODUCTION

Endemol Shine N. America

MASTERCARD MEETS MASTERCHEF

We offer Mastercard the opportunity to sit down with our network and studio creative team to look into potentially crafting an **in-show integration** that aligns with show creative in **authentic** ways. For example, we could potentially incorporate **Mastercard's "priceless possibilities" brand messaging and contactless card use** as part of a special team challenge, potentially at a unique location.

**For illustration purposes only – requires network, studio and creative approvals.*

IN-SHOW INTEGRATION



GORDON RAMSAY'S FOOD STARS

Show Overview

For the first time ever, Gordon Ramsay will be investing his own money into the next big food or drink idea! Gordon will push **entrepreneurial contestants** to their limits through a series of relentless challenges that test their **fearlessness**, **pragmatism**, and **business acumen**. But only the person who impresses him most will win a life-changing investment and become Gordon Ramsay's Food Star.



PRODUCTION DETAILS

AIRING

2023

TALENT

Gordon Ramsay

PRODUCTION

FOX Alternative
Entertainment,
Studio Ramsay Global

FEARLESS FEMALE FOOD STARS PROFILE SERIES

In this commercial-time series, we'll offer fans **profiles** on **diverse, female small business owners** from Gordon Ramsay's upcoming show *Food Stars*, including a peek at each woman's business and the **research and planning it took to get it off the ground**. Made to air during *Food Stars* and potentially timed for release during **Women's History Month** (schedule permitting), each piece would include a branded open and close with aligned Mastercard messaging and feature the contestants **using Mastercard contactless (and hearing the Mastercard Sonic identity)** during their daily lives as small business owners.

Pieces could potentially include a QR code directing aspiring female business owners online to learn more about **Mastercard's Fearless Fund partnership**.

**Pending talent availability, participation, and fees*

CUSTOM CONTENT



HELL'S KITCHEN

Show Overview

World-renowned chef Gordon Ramsay returns for the 21st season of *Hell's Kitchen*, putting **aspiring chefs** through rigorous cooking challenges and dinner services at his restaurant, "Hell's Kitchen." Each week, the competition gets hotter as contestants are put to the test, gaining the **priceless experience** it takes to **be a restaurateur** while battling to become Gordon's next head chef.



PRODUCTION DETAILS

AIRING

Fall 2022

TALENT

Gordon Ramsay

PRODUCTION

A. Smith & Co.
ITV Entertainment

PRICELESS TIPS FROM HELL'S KITCHEN

Having gained valuable insight from their time on *Hell's Kitchen*, many former contestants have gone on to create their own successful businesses. In a commercial-time custom content series, we'll travel to these **former *Hell's Kitchen* contestants** to **discuss** the **business ventures** they've created since leaving the show and share a few priceless tips and tricks for anyone who's ever thought of starting their own small business!

Content would inspire small business owners to be fearless by showcasing the **drive, pragmatism, and sense of adventure** that helped these former contestants establish their small businesses. Content would **feature** the contestants using **Mastercard contactless** (and hearing the Mastercard Sonic identity) during their daily lives as small business owners.

The series would also include a QR code driving to a **Mastercard small business owner community page** where fans can learn more tricks of the trade from Mastercard and share their own entrepreneurial advice for the chance to win **\$25k to build their own small business!**

CUSTOM CONTENT SERIES, COMMUNITY PAGE, PRIZE GIVEAWAY



NEXT LEVEL CHEF

Show Overview

In *Next Level Chef*, Gordon Ramsay's **culinary gauntlet** is set in an iconic three-tiered stage with each floor containing a **stunningly different kitchen**. From the glistening top floor to the challenging bottom of the basement, the ingredients match the environment because Gordon believes the **true test of a great chef** is not only what they can do in the best of circumstances but also what they can create when they **push themselves** with limited resources.



PRODUCTION DETAILS

AIRING

Following Super Bowl 2023

TALENT

Gordon Ramsay

PRODUCTION

FOX Alternative
Entertainment,
Studio Ramsay Global

ON-THE-GO MEAL INSPIRATION SERIES

In a custom content series that could run throughout the new season of *Next Level Chef*, we'll encourage fans to be **adventurous** and take their culinary skills to the next level by bringing back fan-favorite *Next Level Chef* contestants with **tips and tricks** on how to transform even the most ordinary ingredients into **well-balanced** next level dishes. Each piece would offer viewers a **plethora of priceless possibilities** such as ways to whip up last minute meals, make the perfect ingredient substitutions, or pick the most versatile foods for their pantry to keep **active and healthy**.

Content would feature talent using the **contactless payment** and hearing the **Mastercard Sonic identity** to confirm their transaction in everyday situations such as buying ingredients/cookware and then demonstrating how to prepare meals that are **nutritious and quick to make**.

SEASON-LONG CUSTOM CONTENT SERIES





THANK YOU

FOX
ENTERTAINMENT



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