

## THE POWER OF PARTNERSHIP

As a MAG sponsor, we thank you for your generous support this past year. By partnering with the MAG, you have the ability to form relationships with merchant members which provide you with opportunities to help drive positive change in the payments ecosystem.

Supporting the MAG is a valuable investment. We are an active and visible association with a balanced merchant membership representing many verticals across all industries. Your support allows us to live our mission and to drive positive change and innovation in the payments industry that serves the merchants interest through collaboration, education and advocacy.



### SPONSORSHIP LEVELS, BENEFITS AND ENGAGEMENT OPPORTUNITIES



**Collaboration**



**Planning**



**Share**



**Performance**



**Teamwork**



**Synergy**



**Success**

#### Merchant member verticals cross all industries including:

- Petroleum/Convenience Stores
- Mass Merchant  
Dept. Store/Retail/Grocery
- Small Ticket/Restaurant
- e-Commerce

#### The MAG membership includes many of the top merchant companies today\*!

- 20 of top 20 are members
- 61 of top 100 are members  
\*NRF "Stores" Top Retailers 2019

#### Merchant membership engagement:

- 160+ merchant members representing 1,900 merchant professionals
- Over 850 merchants registered for MAG Conferences
- Merchant members include key decision makers involved in payments from their organizations
- 5 year average merchant member retention rate of 96% and growing
- 90% growth in merchant membership over the past 5 years. (2015-2020)

### The Advantages of MAG Sponsorship:

Position your company as a true industry leader and strategic partner for the future.

Put your company name and representatives in front of the decision makers for merchant payment professionals. MAG merchant member organizations account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online.

Network and connect with MAG merchant attendees at two conferences per year with complimentary exhibiting, prominent branding opportunities, complimentary registrations (depending on sponsorship level) and access to attendee registration lists with contact information.

### Additional Benefits:

- Present at MAG conferences and webinars (depending on sponsorship level).
- NEW! Education Sponsorship Opportunity
- APAC Sponsorship Opportunity
- Tech Forum Sponsorship Opportunity

The Merchant Advisory Group (MAG) was founded by a small visionary group of merchants in the payments field dedicated to driving positive change in payments through multi-stakeholder collaboration. The MAG represents 165 of the largest U.S. merchants which account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online. Roughly \$3.5 Trillion of those sales and over 100 Billion card payments are electronic which represents approximately 62%\* of total U.S. card volume. MAG members employ over 14 million associates.

\*Source of Total U.S. card volumes: Federal Reserve Payments Study 2019