


Sponsorships, Advertising & Marketing

Wednesday
October 9, 1996

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BOBBY ORR SKATES INTO SPOKESPERSON ROLE WITH MASTERCARD

Hockey legend Bobby Orr has been named spokesperson for MasterCard Int'l in conjunction with its sponsorship of the NHL. MasterCard is the Official Payment System of the NHL. Orr will tie into such programs as the "MasterCard Cutting Edge Play of the Year," and the credit card's sponsorship of the NHL All-Star Game. In the coming year, Orr will appear at MasterCard hospitality events and support MasterCard promotional events (MasterCard). Orr told THE DAILY he has a one-year deal with MasterCard, "and if everything goes all right, we might do it again." He said there is talk of using him in print and TV ads, but nothing is finalized. MasterCard Senior VP Marketing Nick Utton told THE DAILY MasterCard looks to align itself with sports vehicles it can "leverage across a broad consumer base," and the NHL affords this opportunity. He notes Orr will help in this process because of his broad appeal to hockey fans. He also added that Tom Watson and Pele play similar roles for MasterCard properties PGA Golf and World Cup Soccer (THE DAILY).