

Sheppard Mullin Represents Mastercard in deals with Global Soccer Stars Lionel Messi and Neymar Jr. for Campaign to End Childhood Hunger

04.20.2018

Sheppard Mullin represented Mastercard and negotiated separate multi-year sponsorship agreements with global soccer superstars Lionel Messi and Neymar da Silva Santos Jr.

The Messi and Neymar Jr. sponsorship deals are part of Mastercard’s broader “Start Something Priceless” campaign—an integrated social, digital, and cause marketing campaign to score against childhood hunger and malnutrition in Latin America and the Caribbean.

In connection with the broader campaign, the Sheppard Mullin team also counseled Mastercard on related advertising, endorsement, and social media issues, as well as the cause marketing tie-in supporting the United Nations World Food Programme (WFP).

The campaign started on April 10 with the activation of the #JuntosSomos10 (or #TogetherWeAre10) social movement, which encourages consumers to join Mastercard in doing their part to end childhood hunger. For each use of the hashtag, Mastercard will donate the value of one meal to WFP. Mastercard will also donate the value of ten additional meals for each donation made with a Mastercard card to WFP accessed through the Mastercard campaign website.

The Sheppard Mullin team included partner Brian Anderson and associate Genevieve Perez.

Attorneys

Brian D. Anderson

Genevieve Perez

Practice Areas

Advertising