



## About the Generals Cash Card

- Official photo identification card for students, faculty, and staff
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and admittance to the Fitness Center and Athletic Events
- Features **Generals Bucks** – Prepaid spending account on every Generals Cash Card for cashless purchases at the Campus Bookstore and all Campus Dining Locations
- **Generals Bucks acceptance now available for Selected Off-Campus Businesses!**

## Generals Bucks for Your Business!

- **Access student purchasing power**
  - Pre-paid \$\$\$ can only be spent at accepting locations on and off-campus
  - Parents and students can add value to accounts 24/7
  - Can be used to order and pay for deliveries to campus
  - Can be funded with excess financial aid for food and other college necessities
- **Increase student/parent awareness of your business**
  - Inclusion in Generals Cash Card Program marketing materials and **[www.generalscashcard.com](http://www.generalscashcard.com)**
  - Dedicated parent deposit mailer each semester
  - In-store signage and acceptance stickers
  - Promotion of your business through special offers each semester
- **Fast and easy to start-up and manage**
  - Pre-configured card terminal delivered to your location
  - Lease or purchase terminal
  - No up-front fees or minimums
  - Automated daily settlement; monthly statement
  - 24/7 Help Desk and support
  - Optional credit card acceptance in same terminal



## Business Partner Marketing Channels\*

Initiative	Description	How You Benefit/Participate
<b>In-Store Signage</b>	<ul style="list-style-type: none"> <li>·Acceptance Posters &amp; Stickers</li> <li>·Take Ones</li> </ul>	<ul style="list-style-type: none"> <li>·Prominent Signage Display</li> <li>·Brochure Take One Kit</li> </ul>
<b>Web Site &amp; Emarketing</b> <a href="http://www.generalscashcard.com">www.generalscashcard.com</a>	<ul style="list-style-type: none"> <li>·Official College-Branded Card Program Website</li> <li>·On-Line Account Center</li> <li>·On-Line “Add-Value” Capability</li> <li>·Email updates to cardholders</li> </ul>	Business Name, Address, and Phone Number <ul style="list-style-type: none"> <li>·Logo and Tagline Inclusion</li> <li>·Hours of Operation</li> <li>·Delivery Instructions</li> </ul>
<b>2010/2011 Card Program Brochure - Must Join by 6/25/10</b>	<ul style="list-style-type: none"> <li>·4 Color College-Branded Tri-Fold Brochure including Comprehensive Program Information</li> <li>·Mail and Take One Distribution</li> </ul>	<ul style="list-style-type: none"> <li>·Your Business Featured in Brochure – <b>Must Join by 6/25/10</b></li> </ul>
<b>Parent Deposit Mailer</b>	<ul style="list-style-type: none"> <li>·Dedicated Mailer each Semester sent to student’s home address</li> <li>·Card Program Brochure</li> </ul>	<ul style="list-style-type: none"> <li>·Your Business Included in Mailing</li> </ul>
<b>Orientation Events</b>	<ul style="list-style-type: none"> <li>· Information for New Students &amp; Parents</li> </ul>	<ul style="list-style-type: none"> <li>·Business Name Mention at Summer Orientations</li> </ul>
<b>Promotion of Your Business through Special Offers</b>	<ul style="list-style-type: none"> <li>·Features your Business each semester</li> <li>·Drive student traffic during your off-peak hours/days or to move excess inventory</li> </ul>	<ul style="list-style-type: none"> <li>· Instore Promotional Posters</li> <li>· Campus Promotional Posters</li> <li>· Home Page Website Feature</li> <li>· Online Coupon Design and Website Posting</li> <li>· Email to Opt In Cardholders</li> </ul>

\* Included at no incremental cost

## Business Partner Pricing

Pricing and Fees	Amount	
Transaction Fee – Choice of Schedule	5.99% + \$0.15/Txn or;	6.49% + \$0.10/Txn
Monthly Service w/leased terminal	\$40	
Monthly Service w/purchased terminal	\$25	
Dial Up Terminal Purchase Price	\$295	

### To Learn More:

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