



## About the Campus Cash & Program

- The **Campus Cash** program enables reciprocal acceptance among the campus ID cards programs of all our higher education clients in Boston.
- One terminal accepts College Id Cards from the 6 Colleges of the Fenway\* in addition to the 6 other Boston area schools.\*\*
- Campus Cash broadens the acceptance of the prepaid spending account on College/University ID Cards to more than 80 businesses in the Back Bay, Fenway, Newton and Cambridge neighborhoods.

## Campus Cash for Your Business!

- **Access student purchasing power**
  - Pre-paid \$\$\$ can only be spent at accepting locations on & off-campus
  - Parents & students can add value pre-semester & refresh on-line 24/7
  - Can be used to order & pay for deliveries to campus
- **Increase student/parent awareness of your business**
  - Inclusion in Campus Cash marketing materials as well as on **www.campuscashboston.com** and individual card program websites
  - Dedicated parent deposit mailer for individual school nearest to your business
  - In-store signage & acceptance stickers
  - Utilize program manager & university channels to promote your business
- **Fast and easy to participate**
  - Dedicated Account Manager
  - Lease or purchase terminal delivered to your location
  - Daily ACH settlement to your designated account; monthly statement

\* Colleges of the Fenway: Emmanuel College, Massachusetts College of Art and Design, MCPHS University, Simmons College, Wentworth Institute of Technology, and Wheelock College.

\*\* Art Institute of Boston, Berklee College of Music, Lesley University, Mount Ida College, New England Conservatory, and School of the Museum of Fine Arts.



## Business Partner Marketing Channels\*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> <li>• Acceptance Posters &amp; Stickers</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent Signage Display</li> </ul>
Website & E-marketing <b>campuscashboston.com</b>	<ul style="list-style-type: none"> <li>• Official Campus Cash Branded Website</li> <li>• On-Line Account Center</li> <li>• On-Line "Add-Value" Capability</li> <li>• Email to registered Cardholders providing Campus Cash information and updates</li> <li>• Facebook Announcements and Updates</li> </ul>	<ul style="list-style-type: none"> <li>• Business Name, Address, &amp; Phone Number</li> <li>• Logo Inclusion</li> <li>• Hours of Operation</li> <li>• Delivery Instructions</li> <li>• Email Inclusion to Opt In Cardholders</li> </ul>
Orientation Events	<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 Orientations</li> </ul>
Promotional Opportunities	<ul style="list-style-type: none"> <li>• Welcome Back Offer</li> <li>• Featured Merchant of the Week</li> <li>• Finals Week Offer</li> <li>• Customized Offers to Best Fit your Business' Needs</li> </ul>	<ul style="list-style-type: none"> <li>• In-Store Promotional Posters</li> <li>• Campus Digital Signage</li> <li>• Home Page Website Feature</li> <li>• Coupon Design Available</li> <li>• Email to Opt In Cardholders</li> </ul>

\*Included at no incremental cost

## Pay for Performance Pricing

Our pricing model takes the guesswork out of student marketing. You only pay a commission when we deliver a customer to your business. Additionally, we offer optional bank card service to our merchants. Save money and counter space by utilizing 1 terminal for **Campus Cash** and bank card acceptance.



### To Learn More:

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