

## About the Fenway 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, Campus Events, and entrance to Campus Buildings.
- Features **Fenway Cash** – Prepaid spending account on every Fenway Card for cashless purchases at the Campus Bookstores, All Dining Locations, Copy Machines, Print Stations, Vending Machines, Laundry Facilities, Health Services, Student Activities Box Office, Mail Rooms, and Campus Security.
- **Fenway Cash acceptance now available for Selected Off-Campus Businesses!**

## Fenway Cash for Your Business!

- **Access student purchasing power at Colleges of the Fenway and other Boston area colleges\* through the Campus Cash Program**
  - 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
- **Increase student/parent awareness of your business**
  - Inclusion in Fenway Card Program marketing materials and **www.fenwaycard.com** and card websites for 4 other local colleges\*
  - 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
  - Same terminal accepts 4 other Boston area College ID Cards\*

## 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> www.fenwaycard.com	<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 6/28/10</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 6/28/10</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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