



## About the Fairleigh 1Card

- Official photo identification card for students, faculty, and staff
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, Admittance to Rec. Centers, building and door access, and admittance to campus events
- Features **1Card Cash** – Prepaid spending account on every Fairleigh 1Card for cashless purchases at Campus Bookstores, All Dining Locations, Copy Machines, and Select Vending Machines
- **1Card Cash acceptance now available for Selected Off-Campus Businesses!**

## 1Card Cash 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
- **Increase student/parent awareness of your business**
  - Inclusion in Fairleigh 1Card Program marketing materials and **www.fairleigh1card.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>Website &amp; E-Marketing</b> <a href="http://www.fairleigh1card.com">www.fairleigh1card.com</a>	<ul style="list-style-type: none"> <li>· Official University-Branded Card Program Website</li> <li>· On-Line Account Center</li> <li>· On-Line “Add-Value” Capability</li> <li>· E-mail 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>Card Program Brochure</b>	<ul style="list-style-type: none"> <li>· 4 Color University-Branded Tri-Fold Brochure including Comprehensive Program Information</li> <li>· Mail and Take One Distribution</li> </ul>	Your Business Featured in Brochure
<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>	Your Business Included in Mailing
<b>Orientation Events</b>	Information for New Students & Parents	Business Name Mention at Summer Orientations
<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>· In-store Promotional Posters</li> <li>· Campus Promotional Posters</li> <li>· Home Page Website Feature</li> <li>· Online Coupon Design and Website Posting</li> <li>· E-mail 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	\$249
IP Terminal Purchase Price	\$325
Bank Card Processing	Match or Beat Your Existing Rates

### To Learn More:

Visit: [www.fairleigh1card.com](http://www.fairleigh1card.com)

Or Contact: Garrett Meyer

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Call: 1-877-711-9089 x2103