



# Sprint Credit Union Member Discount Program Overview

# GENERATE NON-INTEREST INCOME



**Exclusive incentives that help drive membership value and earn your credit union a marketing incentive.**



## PROGRAM HIGHLIGHTS



- Over 1.3 Million members have taken advantage of the program
- Credit unions earn non-interest income
- Over 1,800 Credit Unions actively promoting the program
- 42 State Leagues supporting the program
- Membership loyalty increases as member benefits increase

## CREDIT UNION BENEFITS



- Marketing incentive for participation is a great way for credit unions to earn non-interest income
- Effective tool to promote the added-value of membership
- FREE marketing materials for statement mailings, Web site and in-branch distribution
- Unique offers for members only from Sprint
- Sprint handles all member service needs
- Opportunities to work with local Sprint stores to maximize member activations

# SPRINT OFFER



## Member Discounts

- 10%\* off select regularly priced service plans
- Waived activation fee
- Waived upgrade fees

## Business Discounts

- 15%\* off select regularly priced business service plans
- Waived activation (new accounts)
- Waived upgrade fees

*\*Application of discount requires 2-year contract extension on existing plans. Verification of membership is required at time of activation/upgrade. Discount not available on secondary lines for Family and Business Share plans.*

# MARKETING REQUIREMENTS

**Contract Year runs October 1 through the following September 30**

1. Promote the service on an exclusive basis to your members
2. Distribute Sprint inserts to all members in a quarterly statement mailing at least once per Contract Year
3. Continuously display Sprint marketing materials in the lobbies of all credit union branches
4. Publish approved articles/ads in credit union quarterly newsletter at least two (2) times per Contract Year
5. Continuously display approved Sprint banner/link on the credit union Web site

**All Marketing materials are provided FREE of charge!**



# SPRINT MARKETING MATERIALS

## Posters

lovmymcreditunion.org

### talk about savings.

Your business belongs to a credit union because of the benefits it brings. Here's another – a 15% discount for your business on service plans from Sprint. That's more money you can put into your business.

**Discounts for business members of all credit unions**

<p>Save with discounts <b>15%</b></p> <p>on select regularly priced monthly service plans. <small>Requires a new two-year Agreement.</small></p>	<p>Activation fee waived for new activations</p> <p><small>Up to \$30 value. Requires new two-year Agreement.</small></p>	<p>Visit a Sprint Store <a href="http://sprint.com/storelocator">sprint.com/storelocator</a></p>
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**Invest in America**  
Credit Union Member Rewards

**Sprint**

For this exclusive discount, tell them you're a credit union member and ask to be attached to the NACUC\_ZZM corporate ID.

Not a credit union member? Join one today and save. Participating members have saved over \$124 million since January 2005.

May require credit approval and depend on line. Up to \$200 early termination fee may apply. Offer applies to corporate plans only. Not applicable to international or other plans. Coverage not available everywhere. Available hardware and services may be discontinued. Hardware Sprint and third-party hardware. Hardware subject to 15% and 25% off retail prices. Requires **Valid Proof** of membership. Requires valid monthly service charges. No discount applies to add-ons, upgrades, or other offers. Offer subject to change without notice. May not be combined with other offers. Offer ends 12/31/09. Offer not available in all participating markets or for all plans. Restrictions apply. See store or [sprint.com](http://sprint.com) for details. ©2009 Sprint. Sprint and the logo are trademarks of Sprint. Other marks are the property of their respective owners.

lovmymcreditunion.org

### talk about savings.

say hello to the Sprint Credit Union Member Discount.

Introduce you to valuable (10-15%) on your monthly wireless bills, phones and accessories – plus waived activation and upgrade fees. It's all possible thanks to your credit union in America and Sprint.

Find details at [SprintUnion.org/Sprint](http://SprintUnion.org/Sprint).

**Invest in America**  
Credit Union Member Rewards

**Sprint**

Want to learn more? Use your smartphone to snap this lovmymcreditunion tag to visit us online.

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Credit Union Member Rewards

[www.lovmymcreditunion.org](http://www.lovmymcreditunion.org)

## Take-One/Inserts

### wireless is less.

Let us introduce you to valuable savings (10-15%) on monthly wireless bills, mobile phones and accessories – plus waived activation and upgrade fees. It's all possible thanks to Invest in America and Sprint's Credit Union Member Discount program.

You can even save on smartphones, push-to-talk and business accounts. All this, just for being a credit union member!

Get the details at [LoveMyCreditUnion.org/Sprint](http://LoveMyCreditUnion.org/Sprint).

Call 877.SAVE.4.CU, tell them you're a credit union member and ask to be attached to the NACUC\_ZZM corporate ID.

**Invest in America**  
Credit Union Member Rewards

**Sprint**

Want to learn more? Use your smartphone to snap this lovmymcreditunion tag to visit us online.

## Web Banners

### talk about savings.

**Invest in America**  
Credit Union Member Rewards

### talk about savings.

the Sprint Credit Union Member Discount.

**Invest in America**  
Credit Union Member Rewards

**Sprint**

save at [lovmymcreditunion.org](http://lovmymcreditunion.org)

# MARKETING INCENTIVE CALCULATION

## Marketing Incentive

The *Incentive Pool* is created from revenues earned during the Contract Year.

Credit unions are paid the percentage of the incentive pool that is equal to their percentage of the total audience of members being marketed to nationally.

### Sample:

- Credit Union Incentive Pool = \$2,000,000
- Total members being marketed to (from Promotion Agreements/NCUA reports) = 5,000,000
- ABC CU members in pool = 50,000
- $50,000 / 5,000,000 = 1\%$
- $\$2,000,000 \times 1\% = \$20,000$
- ABC CU Marketing Incentive = \$20,000

## Marketing Schedule

**NEW** participating credit unions in their 1st Contract Year will receive incentives based on first insert mailing.

First Quarterly Insert Distribution = % of incentive:

- October '12 = 100%
- January '13 = 75%
- April '13 = 50%
- July '13 = 25%

In following Contract Years, **assuming all requirements are fulfilled**, participating credit unions will receive 100% regardless of what month they do their quarterly statement mailing.

**Program year is October 1<sup>st</sup> – September 31<sup>st</sup>.  
Credit union incentives are paid out in December.**



## HOW TO GET THE DISCOUNT?

- Members indicate that they are a credit union member and present Corp ID: NACUC\_ZZM
- Verification of credit union membership is required
- Visit: Any retail outlet where Sprint products are sold
- Call: **877.SAVE.4.CU** (877.728.3428)
- Click: [www.LoveMyCreditUnion.org/Sprint](http://www.LoveMyCreditUnion.org/Sprint)

# SPRINT VERIFICATION PROCESS



To ensure the continued integrity of this program, members must periodically provide documentation to verify credit union membership = eligibility of the program discount.

- **New customers** are required to verify credit union membership within 30 days of activation
- **Current customers** are required to provide proof of discount eligibility when upgrading their device if it has been 20+ months since their last validation

**Proof of membership options include any of the below with the member's name:**

- Credit union check •
- Unexpired credit union credit/debit card •
- Current credit union statement issued within the last 90 days •
- Credit union membership card •

# SPRINT VERIFICATION PROCESS



Verification is easy and only takes a few minutes to complete. There are two ways to verify credit union membership:

- Free Invest in America app for Android and/or iPhone
  - iPhone users can find it at the **Apple App Store**.
  - Android users can find the app in the **Android Market**.
  - Members just need to search for “Invest in America.”
  - Members will be prompted to black out all confidential information within the app right on their phone.
  - This app also lists all other Invest in America discounts.
- Fill out and fax the Sprint verification form and supporting documents to the Sprint Corporate Accounts:  
**913.523.1987** or toll free: **877.687.8211**  
*Members need to black out all confidential information on their documentation prior to faxing.*



## HOW DO CREDIT UNIONS ENROLL?

- Call: 800.262.6285 ext. 523
- Visit: [www.LoveMyCreditUnion.org/Sprint](http://www.LoveMyCreditUnion.org/Sprint)  
or  
[Lisa.Treat@CUSolutionsGroup.com](mailto:Lisa.Treat@CUSolutionsGroup.com)