





# **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 inbranch 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



<sup>\*</sup>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
- 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!





**Posters** 

lovemycreditunion.org

### SPRINT MARKETING MATERIALS



Take-One/Inserts

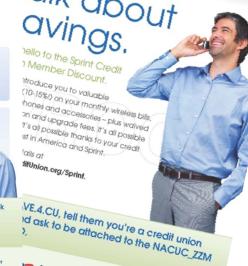


on select regularly priced monthly service plans Sprint

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.







wireless is less. (10-15%) on monthly wireless bits, mobile Phones and accessories - Dis waved application and upgrade fees It's all possible thereis to invest in America and Sprint's Croat Union Member Decount program.

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bll 877.SAVE.4.СU, ... them you're a credit union NACUC\_ZZM corporate ID.

Web Banners

talk about savings.







#### 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 X 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.







- 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: <u>www.LoveMyCreditUnion.org/Sprint</u>



#### 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: <u>www.LoveMyCreditUnion.org/Sprint</u>
or

Lisa.Treat@CUSolutionsGroup.com

