



Sprint

works for me™

Sprint Credit Union Member Cash Rewards Program



 **CU solutions** GROUP

 **LOVE MY
CREDIT UNION®
REWARDS**

Table of Contents

OUR MISSION:

Enhance the value of credit union membership with Sprint® and Love My Credit Union® Rewards today!

1. Marketplace snapshot
2. Why Sprint?
3. Sprint Credit Union Member Cash Rewards Program
4. Rewards
 - a) Member value
 - b) Credit union value
5. Enroll today

Marketplace snapshot



- On average, there are 2.5 phones per household
- 2.5 million people are in the market for a phone at any given time
- Average age that children receive their first phone: 10 years old



Sprint's brand mission:

We help people
get better every day.

Aligns with the credit union
philosophy of “people
helping people”.



Trusted credit union partner

14+ years of partnership.

This unique program, available through Love My Credit Union Rewards and Sprint, has made a positive impact on the credit union industry.

Sprint Program to Date



**Active Sprint
Customers**

MORE THAN
1.9 MILLION



**Cash Rewards
Lines Paid**

MORE THAN
1.5 MILLION



**Cash Rewards
Deposited**

MORE THAN
\$105 MILLION

Why Sprint?

Your members deserve the best price.

	Sprint Unlimited Basic	T-Mobile ONE <small>Includes taxes and fees</small>	AT&T Unlimited & More	Verizon Go Unlimited
1 Line	\$60/mo.	\$70/mo.	\$70/mo.	\$75/mo.
2 Lines	\$100/mo.	\$120/mo.	\$125/mo.	\$130/mo.
3 Lines	\$120/mo.	\$140/mo.	\$145/mo.	\$150/mo.
4 Lines	\$120/mo. <small>through 1/31/20 then \$140/mo.</small>	\$140/mo.	\$160/mo.	\$160/mo.
5 Lines	\$120/mo. <small>through 1/31/20 then \$160/mo.</small>	\$160/mo.	\$195/mo.	\$200/mo.
Bundled Extras	hulu	Netflix	Watch TV	
Video Streaming	DVD-quality Streaming (480p)	480p	480p	480p phones 720p tablets
Mobile Hotspot	500MB LTE	3G Unlimited	N/A	3G Unlimited
Canada/Mexico Roaming	Unlimited talk, text, 5GB of 4G LTE data	Unlimited talk, text, 5GB of 4G LTE data	Unlimited talk, text, & data	Unlimited talk, text, 512MB/day of 4G LTE data

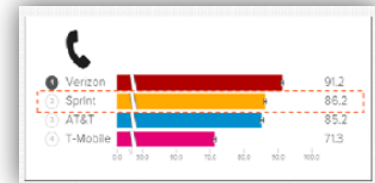
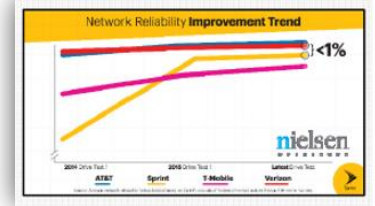
Network reliability has never been better



PC Magazine:
“Sprint is Back”

People are noticing.

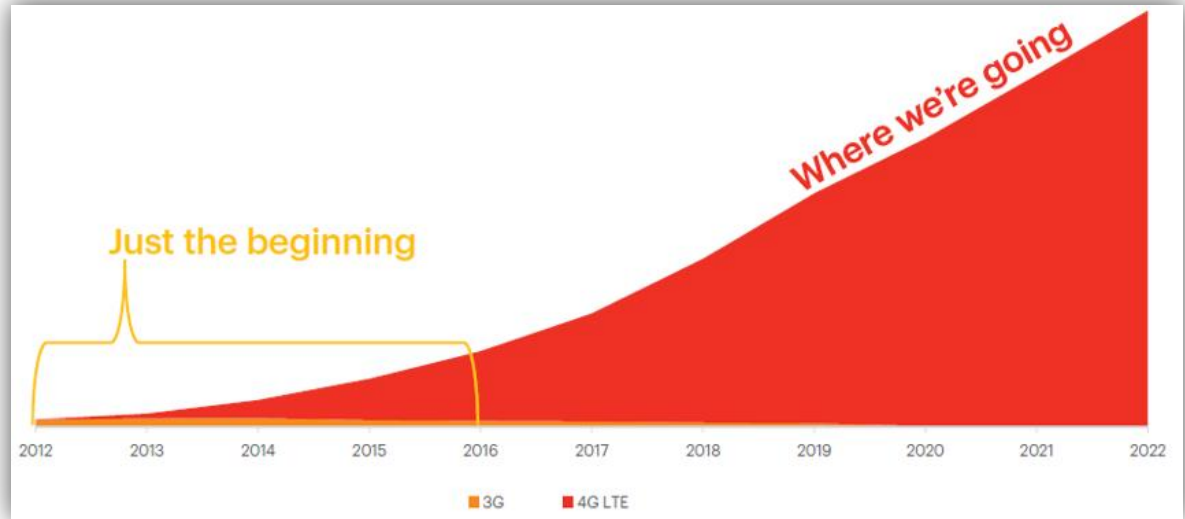
- Sprint is now within 1% of Verizon in network reliability. Why would you pay twice as much for a 1% difference?
- Sprint finished second in J.D. Power 2016 U.S. Wireless Network Quality Performance Study
- Sprint has beaten AT&T for the second time in a row for call quality as measured by RootMetrics



Poised for
continued
success

Sprint demand for 4G LTE:

4G LTE coverage is increasing, driving more demand for 4G LTE.



**Enhance the
value of
credit union
membership.**



Sprint
works for me™

Sprint Credit Union Member Cash Rewards Program

Program overview

Sprint's best credit union offer EVER!

Members get a **\$100 cash reward** for every new line activated with Sprint.



Plus, a **\$100 loyalty reward** every year.



How to sign up:

1. Become a Sprint customer and mention you're a credit union member.
2. Register at LoveMyCreditUnion.org/SprintRewards
3. Allow up to six to eight weeks to see cash rewards directly deposited into your credit union account!

Features and benefits

Additional member value:

- Can be combined with most Sprint promotions
- Program participants receive an additional **25% discount** on select accessories in stores



Get the iPhone you want.

Save \$350

Get iPhone X for \$22.22 per month with Sprint Flex and eligible trade-in.

Limited time only. Click here for details and restrictions.

iPhone X Sprint  works for me™



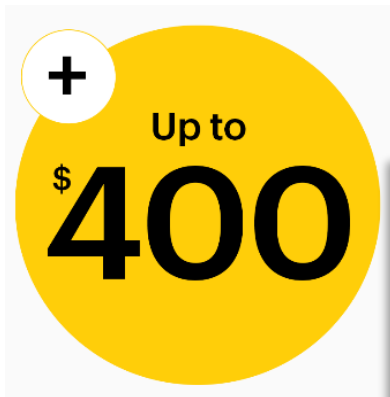
5 lines for

\$24 mo./line

when you switch to Sprint Unlimited Basic plan

Free lines via \$20/mo./line credit, applied within 2 bills. After 1/31/20 pay \$60/mo. for line 1, \$40/mo. for line 2 and \$20/mo./line for lines 3-5. With AutoPay. SD video streams up to 480p, music up to 500 kbps, gaming up to 2 Mbps. Data deprioritization during congestion. Other mo. charges apply.**

The perfect
time to
switch



Switch to Sprint and get a Clean SlateSM

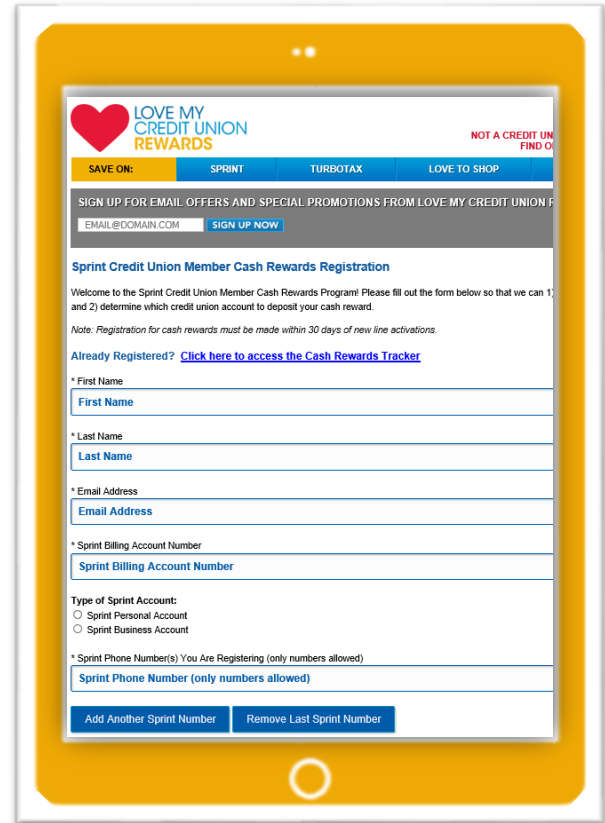
That's right switch to Sprint and we will cover your switching fees up to \$400 per line via Prepaid Mastercard® Virtual Account or Prepaid Mastercard. Sprint makes it easy.

Eligible costs include the Install Bill Balance for your previous phone and Early Termination Fees.

Registration is easy and secure

And it benefits you!

- Cash rewards are deposited directly into credit union member's account within six to eight weeks of registration and validation
- Annual loyalty reward also deposited directly into credit union member's account
- Rest assured, the registration process is an online form that is easy, safe and secure for your members to complete



The image shows a tablet displaying the 'LOVE MY CREDIT UNION REWARDS' registration page. The page has a blue header with the logo and navigation links: 'SAVE ON: SPRINT, TURBOTAX, LOVE TO SHOP'. Below the header is a sign-up section for email offers with a 'SIGN UP NOW' button. The main content area is titled 'Sprint Credit Union Member Cash Rewards Registration' and includes a welcome message, a note about registration timing, and a link to the Cash Rewards Tracker. The registration form consists of several fields: First Name, Last Name, Email Address, and Sprint Billing Account Number. There are also radio buttons for 'Type of Sprint Account' (Personal or Business) and a field for 'Sprint Phone Number(s)'. At the bottom, there are two buttons: 'Add Another Sprint Number' and 'Remove Last Sprint Number'.

**Build
loyalty.**

**Stay
relevant.**

**Grow
membership.**



...all while earning non-interest income

A dynamic program



The value to credit unions:

- **Grow membership** by partnering locally with Sprint
- **Maximize membership** through this exclusive offer that's only available to credit union members and valid in conjunction with most Sprint promotions
- **Cash rewards deposited into a credit union account** within six to eight weeks of registration and validation
- **Track sales and activations** in the Love My Credit Union Rewards Partner Center
- **Earn non-interest income** through a performance-based revenue structure
- **Free marketing materials**, including emails, web banners, social media assets and more!
- **Sprint handles all member service needs**
- **Love My Credit Union Rewards handles verifications and deposits**

Grow membership

Partner locally with Sprint.

- Membership drives at local Sprint store
- Credit union branch lobby events
- Community events



Annual Revenue Payouts

Credit unions will need to fulfill quarterly marketing requirements in order to receive Sprint sales revenue, which is based on program performance.

Love My Credit Union Rewards provides **FREE** marketing materials, including a variety of quality digital assets, to help you effectively market the program to your members.



2019 updates

Great ways to market in four easy steps:

- 1. Ongoing Website Promotion** — Sprint-approved banner ad and link placed on credit union website, preferably the home page, within 30 days of enrollment. Must be continuously displayed for as long as the credit union is enrolled in the program.
- 2. Ongoing Lobby Promotion** — Place approved lobby materials (digital or print) in all credit union lobbies within 30 days of enrollment. Must be continuously displayed for as long as the credit union is enrolled in the program.
- 3. Employee Communication** — Include program information in human resources new hire and employee group packets.
- 4. Quarterly Communication Tactics** — Execute at least one approved quarterly marketing communication tactic each quarter.

**More
variety**

Quarterly Communication Options:

- **Email**
- **Newsletter article or ad**
- **Social media** (organic post, sponsored post or paid ad)
- **Mobile app or online banking banner**
- **Blog post**
- **Gas Station TV advertisements**

Maximize success with a variety of FREE turnkey marketing materials and digital assets available for download in our Partner Center

FREE marketing materials

FREE marketing materials are available in the Partner Center.

- Opportunities to co-brand and customize elements
- Seasonal campaign assets shared throughout the year



[CREDIT UNION] members: It's time to cut the strings.

You deserve a reward with no strings attached. Members get a \$100 cash reward for every new line activated with Sprint®, now on unlimited lines! Yep, it really is that simple.

- Add a line to your new or existing Sprint account and mention you're a credit union member.
- Register at LoveMyCreditUnion.org/SprintRewards
- Cash rewards will be deposited directly into your credit union account within six to eight weeks.

Already a Sprint customer?

Register now to receive a \$100 loyalty cash reward every year starting one year after registration.

[Get Cash Rewards](#)

Visit LoveMyCreditUnion.org/Melvin to learn more.



Cash in on your effort.

Credit unions will receive
\$25 for each new Sprint
line activated*.

*Credit unions will be paid on performance
and must be actively promoting the
program per marketing requirements*

**New line is a line(s) added when opening a new
Sprint account or a new line added within 30
days of account activations*



Enroll now



Get started today!

1. Complete the enrollment form located in the Partner Center
2. Plan your marketing: Access free marketing materials to promote this exciting offer
3. Educate your employees and members about this exclusive promotion

We're here for you every step of the way and provide best-in-class client management support!



Sprint®

works for me™

LoveMyCreditUnion.org/PartnerCenter

Thank you for your time.

For more information, please contact your
League or National Business Consultant —
NationalSales@CUSolutionsGroup.com

