

Helping Clients
Serve, Grow and Remain Strong.



Sprint[®]



LOVE MY
CREDIT UNION
REWARDS



CUsolutions^{GROUP}

Credit Union Benefits

- **Enhance the value of membership:** Credit union members receive a 10% discount and business members receive a 15% discount on select regularly priced Sprint monthly data service. Plus, waived activation and upgrade fees (\$36 savings each). Valid in conjunction with most Sprint National handset offers and other promotions
- **Earn non-interest income:** Marketing Reimbursements are paid to participating credit unions
- **Free marketing materials:** inserts, articles, web banners, posters, and more
- **Sprint handles all member service needs**
- **Unique consumer and business offers available from Sprint**
- **Opportunities to work with local Sprint stores to support community businesses**

Program Impact through June 30, 2015	
Sprint Activations	1,648,386
Total Saved by Members	More than \$582 million



Sprint Credit Union Member Offer

Member Discounts

- 10% off select regularly priced Sprint monthly data service
- Waived activation fee on new accounts (\$36 savings)
- Waived upgrade fees (\$36 savings)
- Valid in conjunction with most Sprint National handset offers and other promotions

Business Member Discounts

- 15% off select regularly priced Sprint monthly data service
- Waived activation fee on new accounts (\$36 savings)
- Waived upgrade fees (\$36 savings)
- Valid in conjunction with most Sprint National handset offers and other promotions

How

- Members indicate that they are a credit union member and mention Corporate ID: NACUC_ZZM (individual)/NACUC_ZDS_ZZM (business)
- Verification of credit union membership is required
- Visit: Any retail outlet where Sprint products are sold
- Call: 877.SAVE.4.CU (877.728.3428)
- To learn more, visit: www.LoveMyCreditUnion.org/Sprint



Sprint Marketing Requirements

2014/2015 Contract Year: October 2014 – December 2015

Ongoing Marketing Requirements

Must be continuously displayed for as long as the credit union is enrolled in the program.

Website Promotion

Place program banner/link on credit union website, preferably home page, within 30 days of enrollment.

Lobby Promotion

Place program materials (paper or digital) in all credit union lobbies within 30 days of enrollment.

Employee and SEG Communication

Include program information in human resources new hire and employee group packets within 60 days.



Sprint Quarterly Marketing Requirements

2014/2015 Contract Year: Complete at least one (1) member quarterly communication tactic in at least three (3) of the five (5) quarters to be eligible to receive the Sprint marketing reimbursement. Approved logos and program discount information **MUST** be included. Credit union will need to fulfill all ongoing and quarterly marketing requirements each contract/calendar year to receive the marketing reimbursement for that contract/calendar year.

Quarterly Communication Tactics

- Quarterly paper statement inserts or e-statement onsert. Text only statement messaging is ***not*** acceptable. **Must reach at least 95% membership.**
- Direct mail promotion. **Must reach at least 75% membership.**
- Quarterly newsletter article/ad. **Must reach at least 95% membership.**
- Email blast. Can be used to fulfill one (1) quarterly requirement if credit union reach is at least 50% membership. If reach is 75% membership or greater, tactic may be used multiple times.
- Program banner and URL link on home banking/online banking pages for at least one (1) quarter. May only be used to fulfill one (1) quarterly marketing requirement. This banner option is in addition to the home page banner requirement.
- Invite Sprint (through CUSG) to participate in a lobby event at the credit union - providing Sprint space to set up information. (Must have at least 5,000 members). Can be used to fulfill one (1) quarterly requirement.



Additional Marketing Suggestions

Additional Banner Locations

- Member Discount Page
- Member Benefits Page
- Home Banking Page
- Locations & Hours Page
- Home Equity Loan Page
- Home Mortgage Page

Additional Communication Tactics

Utilize social media to enhance quarterly marketing requirement: Facebook, Twitter, blogs, mobile app marketing...

All marketing materials are provided FREE of charge!



Marketing Reimbursements

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Marketing Reimbursement Calculation

The Reimbursement Pool is created from revenues earned during the Contract/Calendar Year. Credit unions are paid the percentage of the reimbursement pool that is equal to their percentage of the total audience of members being marketed to nationally.

Example

- Credit Union Reimbursement 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 Reimbursement = \$20,000**

2014/2015 Reimbursement Schedule

NEW participating credit unions in their 1st Contract/Calendar Year will be paid a percentage of their reimbursement pool portion based on the first quarter that the credit union completes their initial quarterly communication tactic of the credit union's choice.

- **October 2014 = 100%**
- **November 2014/December 2014/January 2015 = 80%**
- **February 2015/March 2015/April 2015 = 60%**
- **May 2015/June 2015/July 2015 = 40%**
- **August 2015/September 2015/October 2015 = 20%**
- **After October 2015, they will be eligible for 100% of the 2016 calendar year**

In following Calendar Years, **assuming all requirements are fulfilled**, participating credit unions will receive 100% regardless of what month(s) they complete their quarterly communication tactics.

2014/2015 Contract Year
October 1, 2014 - December 31, 2015

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 Sprint customers are required to verify credit union membership within 30 days of activation.

Current Sprint customers are required to provide proof of discount eligibility when upgrading their device if it has been 20+ months since their last verification.

Proof of membership options include any of the following 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 Methods

Verification is easy and only takes a few minutes to complete.

There are four ways for members to verify credit union membership:

1. Download the free Love My Credit Union Rewards app for Android and/or iPhone



- iPhone users can find the app in the Apple App Store.
- Android users can find the app in the Android Market.
- Members search for “**Love My Credit Union Rewards.**”
- Members will be prompted to black out all confidential information within the app on their phone.

2. 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.

3. Visit www.Sprint.com/verify and select “fax or upload your verification.” Members will be forwarded to <http://mysprint.sprint.com/verify/pages/uploadform.jsp> where they can complete and upload the form and attach their proof right to the site.



Sprint Verification Methods

- 4. Pay their Sprint monthly bill through Sprint's AutoPay option from a credit union checking account or credit union debit/credit card.**
- Members sign up for Sprint's AutoPay online using their credit union account (checking, credit card or debit card).
 - Sprint pulls the R&T and credit/debit card BIN numbers monthly and verifies credit union membership for all accounts being paid through Sprint's AutoPay from a credit union account via the above methods.
 - These members are validated monthly each time the report is pulled. Members verified through this process have no need to go through any other verification process.

For options 2 and 3: Members need to black out all confidential information on their documentation prior to faxing/uploading.

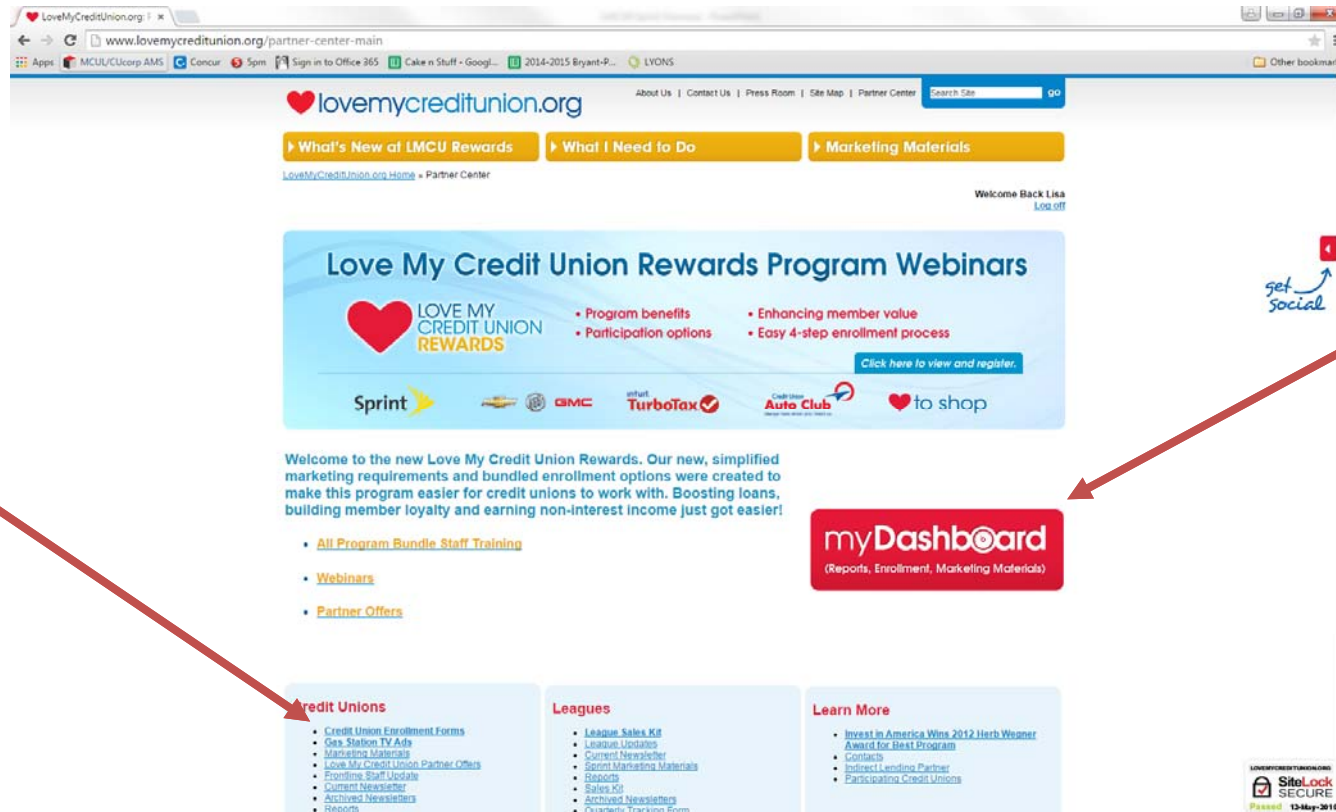
Once Sprint validates information, usually within 5 business days, members will receive a confirmation email. If Sprint has questions, they will contact the member at the wireless number provided. It will take 1 to 2 billing cycles for the member to see the discount on an invoice. Sprint is unable to issue retroactive credits.



Enrollments & Renewals

Once a www.LoveMyCreditUnion.org account is established, enrollments and renewals are online and can be accessed directly in the credit union's dashboard.

<http://www.lovemycreditunion.org/partner-center-main>





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