



Sprint®

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

15+ 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.



Active Sprint Customers

OVER 2 MILLION



Cash Rewards Lines Paid

OVER 2.1 MILLION



Cash rewards Deposited

MORE THAN \$145 MILLION

Why Sprint?

Your members deserve the best price.

\$70/mo.

SPRINT

Unlimited Plus



\$80/mo.

\$10 more per month than Sprint

VERIZON

Play More

\$80/mo.

\$10 more per month than Sprint

AT&T

Unlimited &More Premium

\$85/mo.

\$15 more per month than Sprint

T-MOBILE

ONE Plus

Includes taxes and fees

hulu

TIDAL

HD video streaming (1080p)

Apple Music

Watch TV

Plus one premium service

Netflix

720p video streaming on phones
1080p video streaming on tablets

1080p video streaming

1080p video streaming

50 GB LTE
Mobile Hotspot
then unlimited at 3G speeds

15 GB LTE
Mobile Hotspot

15 GB LTE
Mobile Hotspot

20 GB LTE
Mobile Hotspot
unlimited at 3G speeds

Unlimited talk, text and 10 GB of 4G LTE
data while roaming in Canada and
Mexico

Unlimited talk, text and 512 MB/day of
4G LTE data while roaming in Canada
and Mexico

Unlimited talk, text and data while
roaming in Canada and Mexico

Unlimited talk, text and 5 GB of 4G LTE
data while roaming in Canada and
Mexico

Great value
and service

Sprint works for business.

WHY SPRINT? **A network that works for business**

- ✓ High capacity
- ✓ High speed
- ✓ Multi-spectrum
- ✓ Secure and resilient
- ✓ Converged
- ✓ Managed



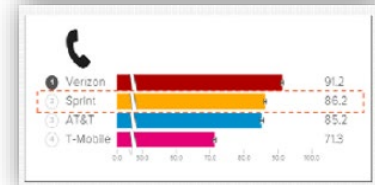
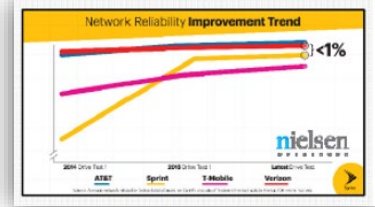
Network reliability has never been better



PC Magazine:
“Sprint is Back”

People are noticing.

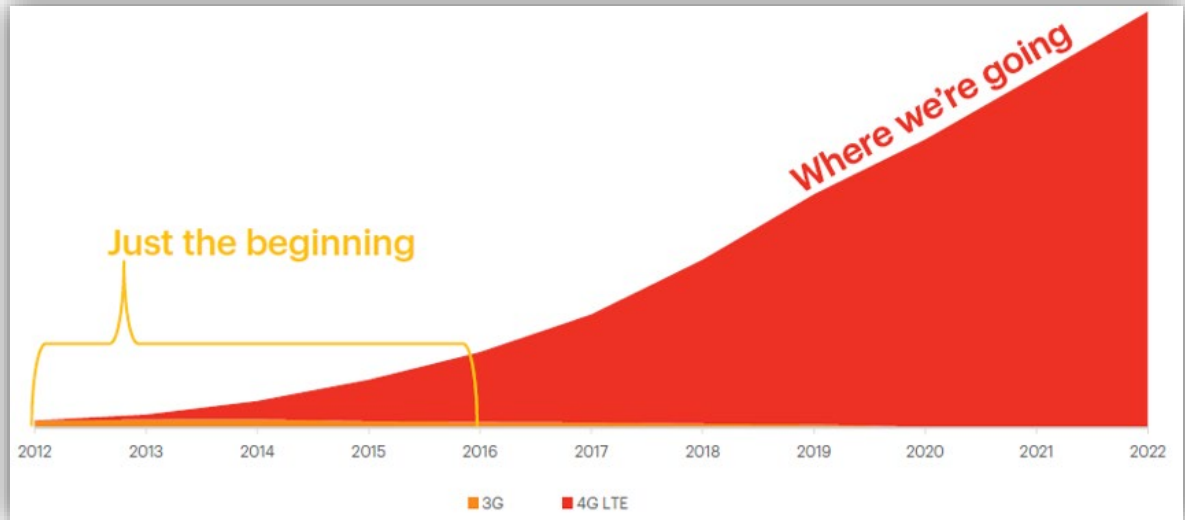
- Sprint is now within 1% of Verizon in network reliability. Why would you pay twice as much for a 1% difference?
- Sprint finished second in J.D. Power 2016 U.S. Wireless Network Quality Performance Study
- Sprint has beaten AT&T for the second time in a row for call quality as measured by RootMetrics



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.**

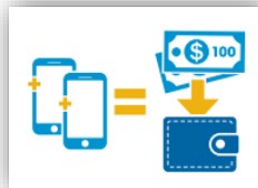


Sprint Credit Union Member Cash Rewards Program

Program overview

Sprint's best credit union offer EVER!

Credit union members, get **\$200** when you switch to Sprint. Plus, **\$100** loyalty reward every year and **25% off select accessories** in Sprint stores.



Cash via deposit. \$100/line, max 2 lines. Req. new line activ. on eligible plan and registration. Loyalty: via deposit. \$100/yr. per account.

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 eight to ten weeks to see cash rewards directly deposited into your credit union account!

The perfect
time to
switch



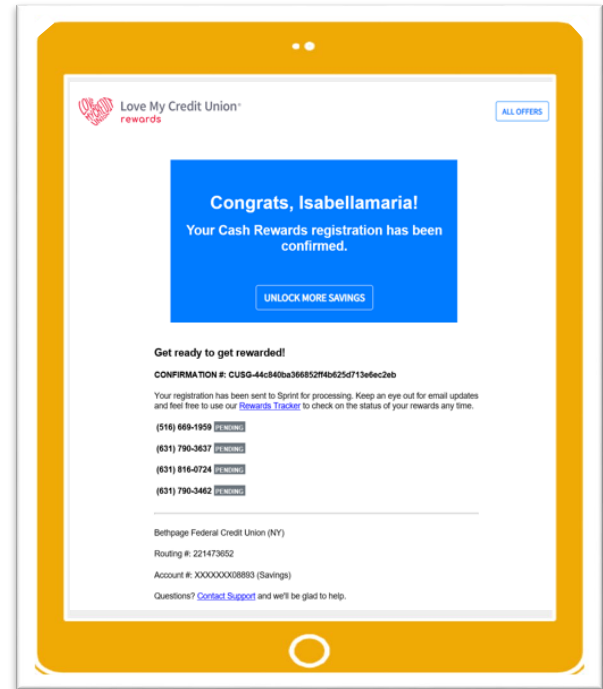
**Try it. You'll love it.
Guaranteed.**

30 days to try Sprint's improved
LTE service, if your not 100%
satisfied, Sprint will refund
phone costs, service charges
and fees

Registration is easy and secure

And it benefits you!

- Cash rewards are deposited directly into credit union member's account within eight to ten 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



**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 eight to ten weeks of registration
- **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 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.



FREE marketing materials

Great ways to market in three easy steps:

1. **Website Banner:** Place Sprint-approved banner ad and custom URL link on website within 30 days of enrollment.
2. **Lobby Materials:** Place approved lobby materials (digital or print) in branches.
3. **Quarterly Communication:** Execute at least one of the following approved quarterly marketing communication tactics each quarter.
 - Email
 - Newsletter article or ad
 - Content marketing blog post
 - Social media marketing
 - Mobile app and/or online banking banner

Maximize your success! FREE marketing materials are available in the Love My Credit Union Rewards Partner Center along with access to a dedicated Client Service Representative.

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!



LoveMyCreditUnion.org/PartnerCenter

Thank you for your time.

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



Love My Credit Union®
rewards

