Sprint
The Now Network

CUsolutions GROUP
AN AFFILIATE OF THE MICHIGAN CREDIT UNION LEAGUE

www.SprintSave4CU.com

For additional information, call

800.262.6285 ext. 333

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Credit Unions

Sprint Discount Plan
Credit Union Promotion Agreement

There's benefits for everyone…

Sprint
The Now Network

Show them the money.

Your members can save big with Sprint.

The Sprint Credit Union Member Discount Plan.

Easy money for your members. Easy program for your credit union to use.

Sign up today!

CUsolutions GROUP
AN AFFILIATE OF THE MICHIGAN CREDIT UNION LEAGUE

Savings all around …

CU Solutions Group and Sprint don't want your members to throw their money away.

Program Perks:

Member

- ***10% off** most regularly priced Sprint service plans*
- *Waived activation fee on new activations*
- *Waived upgrade fee*

Business

- ***15% off** most regularly priced Sprint business service plans*
- *Waived activation fee on new activations*
- *Waived upgrade fee*
- ***20% off** of accessories*
- *Equipment discounts*

Credit Union

- *Market Sprint, extra cash for your CU*
- ***FREE** marketing materials*
- *Added-value of membership*
- *Easy to participate*

Everyone

- *Nationwide coverage*
- *National rates with no roaming or long distance charges*
- *Available to new and existing Sprint customers*

CU Solutions Group Sprint Discount Credit Union Exclusive Promotion Agreement

Sprint
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CUcorp, Inc. ("CUcorp"), a credit union system company, has entered into an agreement with Sprint Solutions, Inc., doing business as Sprint whereby CUcorp has agreed to promote Sprint Service(s) ("Service") to credit unions nationally and to members of credit unions and whereas CUcorp has given CU Solutions Group subscription rights to market Sprint to credit unions. The Service as offered pursuant to this Agreement is referred to herein as the "Plan."

Credit Union (as named on the Sprint Participation & Order Form) would like for itself and its members to receive the benefits of the Plan. **Therefore, Credit Union, by signing this Agreement, agrees to meet the following minimum marketing requirements:**

For purposes of this Agreement, "Contract Year" is defined as the time period beginning on October 1 of each year and ending on the following September 30.

1. **Promote the service exclusively** Promote the service on an exclusive basis to its members.
2. **Quarterly statement insert mailer** Order insert mailer for the Plan from CU Solutions Group and distribute them in a quarterly statement mailing at least once per Contract Year.
3. **Display lobby materials** Continuously display materials concerning the Plan in lobby areas of Credit Union office(s) and locations where Credit Union believes they will attract member attention.
4. **Publish approved articles at least two (2) times per Contract Year** Publish approved articles to promote Plan in the Credit Union quarterly newsletter at least two (2) times per Contract Year. CU Solutions Group will provide text/ads and shall arrange to have copy approved by Sprint before distribution to Credit Union for use.
5. **Display approved Sprint banner on Credit Union website** If Credit Union has a website, promote Sprint on Credit Union website utilizing the approved banner ad and link provided to Credit Union by CU Solutions Group.

CU Solutions Group agrees to pay a marketing incentive to all participating credit unions. This incentive shall be calculated in the following manner. First, CU Solutions Group shall set aside 20 (twenty) percent of the marketing revenue which it receives from Sprint in connection with CU Solutions Group's promotion of the Service. This amount will be called the "Incentive Pool." Then CU Solutions Group shall prepare a list of all participating credit unions as of the preceding September 30. The membership figures for all participating credit unions, based on the figure provided in the NCUA Call Report for the preceding September 30 and furnished to CU Solutions Group by each Credit Union involved, shall be added together for an aggregate membership total. The percentage of the Incentive Pool to be paid to each participating Credit Union shall be determined by a fraction, the numerator of which shall be the membership figure furnished by the Credit Union involved and the denominator of which shall be the aggregate membership total for all participating credit unions. This fraction shall be multiplied by the amount in the Incentive Pool to determine the marketing incentive for the Credit Union involved.

First year participants will be paid a percentage of their Incentive Pool portion as outlined below based on the first quarter that they complete the quarterly statement mailing.

Quarterly Mailing Month = % of Incentive

October = 100%
January = 75%
April = 50%
July = 25%

In subsequent years, Credit Union will be paid at 100% regardless of quarterly statement mailing month.

Credit Union will need to fulfill the marketing requirements outlined above during a Contract Year October 1st through September 30th of the following year to receive the marketing incentive for that Contract Year. This marketing incentive will be paid annually, with each payment being made in December for the Contract Year ending the previous September 30.

This Agreement shall be effective from the date it is signed. If not fully satisfied, either party may cancel by giving thirty (30) days prior written notice of cancellation by registered or certified U.S. mail, postage prepaid and return receipt requested. If Credit Union cancels this Agreement prior to the end of any given Contract Year, it shall not be entitled to receive marketing incentive related to Service activations occurring during that Contract Year. This agreement may be amended by CU Solutions Group at any time upon thirty (30) days written notice to Credit Union. For purposes of this notice, "written notice" may include notices provided electronically.

By signing in the signature area of the Sprint Participation & Order Form that was attached to this Promotion Agreement when you received it, you agree to the terms of this Promotion Agreement. You should detach this Promotion Agreement from the Participation & Order Form and retain it for your records.

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2011 Sprint
01/11

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Sprint Participation & Order Form

Please complete the form below to receive FREE Marketing Materials.

Credit Union _____ **Charter #** _____ (Required)

Contact Person _____

Street Address (No P.O. Boxes) _____

City/State/Zip _____

Phone Number _____ Fax Number _____

E-Mail Address _____ **Website (If no website, please indicate N/A)** _____

NCUA Call Report ***Membership*** Size _____ Report Date _____

Representative/Organization Who Sold You This Plan _____

Do you have e-statements? ❑ Yes ❑ No If yes, number of members on e-statement: _____

STATEMENT INSERTS: CONTRACT YEAR 20____ – 20____. (Contract year is Oct. 1 through Sept. 30 of following year.)

To order statement inserts, indicate year (above) and quantity beside ***the month the statements will be mailed.***
(ex. If you're ordering inserts for your December statement, enter insert request in January)

To order quarterly inserts ***(required):***

October Qty: (September statements) | January Qty: (December statements) | April Qty: (March statements) | July Qty: (June statements)

Additional months for statement inserts ***(optional):***

Month: Qty: | Month: Qty: | Month: Qty: | Month: Qty:

Mailing Facility _____
Attn _____
Address _____
City/State/Zip _____

Note: Materials will be sent to mailing facility **2 to 3 weeks prior to the beginning of the month you have scheduled.**

Materials

- # of CU branches _____

8½ x 11 Displays

- English Qty:_____
- Spanish Qty:_____
- Displays include 8½x11 poster, acrylic pocket display, and 200 take ones each.

Additional Take ones

- English Qty:_____
- Spanish Qty:_____

3' x 1½' Banners

- English Qty:_____
- Spanish Qty:_____
- Please limit to 1 per location

Lobby Event

I would like to set up a lobby event for our members. (Please check a box below)

❑ *Within the next 30 days* OR ❑ *Date* _____ *A Sprint representative will contact you*

Sign Here

My signature represents acknowledgement of receipt and agreement to the terms and conditions of the Sprint Discount Credit Union Promotion Agreement that was attached to this Sprint Participation & Order Form when I received it. I have detached this portion to be returned to CU Solutions Group, and will keep the Promotion Agreement for my records.

Signature _____ Title _____ Date _____

Mail to: CU Solutions Group, Attn: Sprint, P.O. Box 8054, Plymouth, MI 48170-8054. For additional information, ***Call*** 800.262.6285, ext 333 ***Fax*** 734.793.1540

THANK YOU! We appreciate your participation.

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