Sprint

The Now Network™

Credit Union Member Discount Plan

Give your members one more great way to save with the choice and flexibility of Sprint together with Nextel. They have more options in phones, plans, and services than ever before.

Invest in America®

CU Member Rewards Program

www.lovemycreditunion.org

Credit Union Benefits

- Effective tool to promote the added-value of membership
- Marketing incentives for participation = $ for the CU
- FREE marketing materials for statement mailings and lobby distribution
- Sprint handles all member service needs

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Member Benefits

- 10% discount on individual liable monthly recurring Sprint Nextel charges
- Waived activation fee on new lines (approx. $36 savings)
- Waived upgrade fee (approx. $18 savings)
- Additional discounts for corporate accounts
  - 15% discount on monthly recurring charges
  - Equipment discounts
- Nationwide from coast-to-coast coverage
- National rates
- Existing Sprint and Nextel customers are eligible

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Minimum Marketing Requirements

- **Contract Year = October 1 of each year – September 30 of the following year**

1. Distribute collateral to all members in a quarterly statement mailing at least once per Contract Year
2. Continuously display marketing materials in the lobbies of the CU
3. Publish approved articles/ads in the CU quarterly newsletter at least two (2) times per Contract Year
4. Post the approved banner ad and link on the CU Web site

- **All Marketing materials are provided FREE of charge!**

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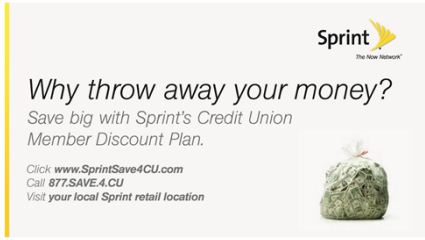
Marketing Collateral

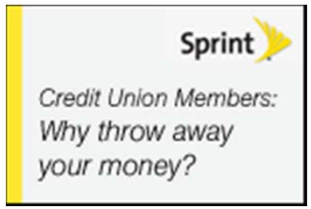
- **English Insert**
  Poster for Take Ones

Spanish Insert

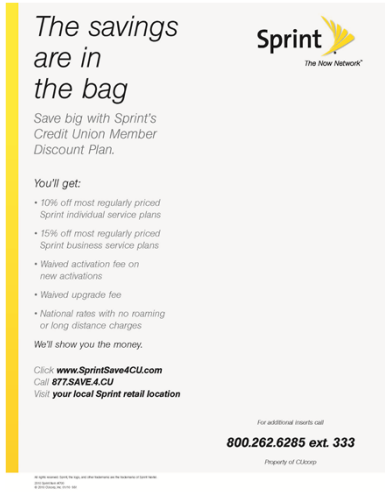
Hanging Banner 2' x 3'



Web Banners



Lobby



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Where Members Can Go

- Members just need to say they're a
- ***Credit Union Member***

- Call: **877.SAVE.4.CU (**8 7 7 . 7 2 8 . 3 4 2 8)

- Click: www.SprintSave4CU.com

- Visit : the nearest **Sprint retail location**

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Marketing Incentive

- **The *Incentive Pool* is created from revenues earned during the Contract Year.**
- **Sample**

CUs 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

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Marketing Incentive Schedule

- **NEW participating CUs in their 1st Contract Year will receive incentives as follows:**

- Quarterly Mailing Month = % of incentive CU will earn
  - October ‘09 = 100%
  - January ‘10 = 75%
  - April ‘10 = 50%
  - July ‘10 = 25%

- In the second and following Contract Years, assuming all requirements are fulfilled, participating CUs will receive 100% regardless of what month they do their quarterly statement mailing.

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Get Started Today

- **Call 800-262-6285 ext 521**
- **Or visit**
- **www.LoveMyCreditUnion.org**

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