



About the Albion 1Card

- Official photo identification card for students, faculty, and staff of Albion College
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, Residence Hall Access, Dow Center Access, and admittance to On Campus Events
- Features **Briton Bucks** – Prepaid spending account on every Albion 1Card for cashless purchases at the Campus Bookstore, All Campus Dining Locations, Campus Post Office, All Laundry Facilities, Print Stations, Select Copy Machines, and Select Vending Machines
- **Briton Bucks acceptance now available for Selected Off-Campus Businesses!**

Briton Bucks for Your Business!

- **Access student purchasing power**
 - Pre-paid \$\$\$ can only be spent at accepting locations on and off-campus
 - Parents and students can add value to accounts 24/7
 - Can be used to order and pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Albion 1Card Program marketing materials and **www.albion1card.com**
 - Dedicated parent deposit mailer each semester
 - In-store signage and acceptance stickers
 - Promotion of your business through special offers each semester
- **Fast and easy to start-up and manage**
 - Pre-configured card terminal delivered to your location
 - Lease or purchase terminal
 - No up-front fees or minimums
 - Automated daily settlement; monthly statement
 - 24/7 Help Desk and support
 - Optional credit card acceptance in same terminal through CardSmith's Fast Authorize SM Service



Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	Acceptance Posters & Stickers	Prominent Signage Display
Website & Emarketing www.albion1card.com	<ul style="list-style-type: none"> Official College-Branded Card Program Website with Comprehensive Program Information On-Line Account Center On-Line "Add-Value" Capability Monthly Email to Registered Cardholders Providing Briton Bucks Account Balance and Program Updates 	Business Name, Address, and Phone Number <ul style="list-style-type: none"> Logo and Tagline Inclusion Hours of Operation Delivery Instructions Email Inclusion to Opt In Cardholders
Card Program Brochure	<ul style="list-style-type: none"> 4 Color College-Branded Tri-Fold Brochure with Program Information Mail and Take One Distribution 	Your Business Featured in Brochure
Parent Deposit Mailing	<ul style="list-style-type: none"> Dedicated Mailing Each Semester Sent to Student's Home Address Card Program Brochure 	<ul style="list-style-type: none"> Featured in Letter Copy Featured in Brochure
Orientation Events	<ul style="list-style-type: none"> Information with New Students & Parents 	Business Name Mention at Sessions
Promotion of Your Business through Special Offers	<ul style="list-style-type: none"> Features your Business each Semester Drive Student Traffic During Your Off-Peak Hours/Days or Move Excess Inventory 	<ul style="list-style-type: none"> In-store Promotional Posters Electronic Campus Media Home Page Website Feature Coupon Design and Website Posting Email to Opt In Cardholders

* Included at no incremental cost

Business Partner Pricing

Pricing and Fees	Amount	
Transaction Fee – Choice of Schedule	5.99% + \$0.15/Txn or;	6.49% + \$0.10/Txn
Monthly Service w/leased terminal	\$40	
Monthly Service w/purchased terminal	\$25	
Dial Up Terminal Purchase Price	\$249	
IP Terminal Purchase Price	\$325	
Bank Card Processing	Match or Beat Your Existing Rates	

To Learn More:

Visit: www.albion1card.com/merchants

Or Contact: Garrett Meyer

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