



About the Fenway Card

- Official photo identification card for students, faculty, and staff.
- Required for identification and access to essential campus services and facilities.
- Features **Fenway Cash** – Prepaid spending account on every Fenway Card for cashless purchases at the Campus Bookstore, All Dining Locations, Student Health Services, Ticket Box Office, Copy Machines, Print Stations, Vending Machines, and Laundry Facilities.
- **Fenway Cash** is the only form of payment accepted on campus for copy, print, and laundry services.
- **Fenway Cash** acceptance now available for **Selected Off-Campus Businesses!**

Fenway Cash for Your Business!

- **Access student purchasing power**
 - Pre-paid \$\$\$ can only be spent at accepting locations on & off-campus
 - Parents & students can add value pre-semester & refresh on-line 24/7
 - Can be used to order & pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Fenway Card Program marketing materials as well as **www.fenwaycard.com** and **www.campuscashboston.com**
 - Dedicated parent deposit mailer
 - In-store signage & acceptance stickers
 - Utilize program manager & university channels to promote your business
- **Fast and easy to participate**
 - Dedicated Program Manager
 - Lease or purchase terminal delivered to your location
 - No up-front fees or minimums
 - Daily ACH settlement to your designated account; monthly statement
 - Save on counter space & fees with optional bank card acceptance in same terminal (match or beat existing rates)
 - Same terminal accepts 6 Colleges of the Fenway Schools in addition to the 6 other Boston area College ID Cards*

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> • Acceptance Posters & Stickers 	<ul style="list-style-type: none"> • Prominent Signage Display
Website & E-marketing www.fenwaycard.com	<ul style="list-style-type: none"> • Official COF-Branded Card Program Website • On-Line Account Center • On-Line "Add-Value" Capability • Email to registered Cardholders providing Fenway Card program information / updates • Facebook Announcements and Updates 	<ul style="list-style-type: none"> • Business Name, Address, & Phone Number • Logo Inclusion • Hours of Operation • Delivery Instructions • Email Inclusion to Opt In Cardholders
Card Program Brochure	<ul style="list-style-type: none"> • 4 Color COF-Branded Brochure • Mail and Campus Distribution 	<ul style="list-style-type: none"> • Your Business Included in Brochure
Parent Deposit Mailer	<ul style="list-style-type: none"> • Dedicated Mailer 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 for New Students & Parents 	<ul style="list-style-type: none"> • Business Name Mention at Orientations
Promotional Opportunities	<ul style="list-style-type: none"> • Welcome Back Offer • Featured Merchant of the Week • Finals Week Offer • Customized Offers to Best Fit your Business' Needs 	<ul style="list-style-type: none"> • In-Store Promotional Posters • Campus Digital Signage • Home Page Website Feature • Coupon Design Available • Email to Opt In Cardholders

* Included at no incremental cost

Pay for Performance Pricing

Our pricing model takes the guesswork out of student marketing. You only pay a commission when we deliver a customer to your business. Additionally, we offer optional bank card service to our merchants. Save money and counter space by utilizing 1 terminal for **Fenway Cash** and bank card acceptance.



To Learn More:
Email us at
CampusCashMerchantCare@blackboard.com
or call 877-711-9089 to get started!



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