



Design a Fenway Cash promotion to suit your needs!

- Build customer loyalty with semester-long/everyday specials
- Drive student business during your off-peak periods or to move excess inventory
- Use a time-sensitive promotion to introduce a new product or service
- Incent more than one student to visit at a time with a group special

| Initiative | Description |
|---|---|
| Website & Emarketing www.fenway.com | <ul style="list-style-type: none"> •Your promotion prominently featured at www.fenway.com •Your promotion and business information featured in email updates to cardholders |
| On-Campus Signage | <ul style="list-style-type: none"> •Your promotion and business information featured on campus and displayed in high-traffic locations around campus |
| In-Store Signage | <ul style="list-style-type: none"> •In-store promotional posters sent to your business |
| Coupon Design & Website Posting Available | <ul style="list-style-type: none"> •Your promotion and business information can be featured as a Fenway Cash Coupon that is PDF'd and posted on fenwaycard.com •Students can print coupon and present for offer redemption •Coupon can include promotional code and cashier instructions |

Marketing exposure for your promotion is included at no incremental cost to you.



To Learn More:

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