

About the More Card

- Official photo identification card for students, faculty, and staff of SUNY Purchase College
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, Parking & entrance to the Fitness Center.
- Features **More Dollars** – Prepaid spending account for cashless purchases at all Dining Locations, the Campus Bookstore, select Copy Machines, select Vending Machines, and Campus Retail Locations.
- **More Dollars acceptance now available for Selected Off-Campus Businesses!**

More Dollars 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 More Card Program marketing materials and **www.purchasemorecard.com**
 - 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 AuthorizeSM Service

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> · Acceptance Posters & Stickers · Take Ones 	<ul style="list-style-type: none"> · Prominent Signage Display · Brochure Take One Kit
Website & E-Marketing www.purchasemorecard.com	<ul style="list-style-type: none"> · Official College-Branded Card Program Website · On-Line Account Center · On-Line “Add-Value” Capability · Monthly E-mail to Registered Cardholders Providing More Dollars 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 E-mail Inclusion to Opt In Cardholders
Orientation Events	<ul style="list-style-type: none"> · Information for New Students & Parents 	<ul style="list-style-type: none"> · Business Name Mention
Promotion of Your Business through Special Offers	<ul style="list-style-type: none"> · In-store Promotional Posters · Campus Promotional Posters · Home Page Website Feature · Online Coupon Design and Website Posting · E-mail to Opt In Cardholders 	<ul style="list-style-type: none"> · Targeted offers/communications to students from your business

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:

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Or Contact: **Garrett Meyer**

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