



About the Berklee Card

- Official photo identification card for students, faculty, and staff of Berklee College of Music
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and entrance to Campus Buildings and Practice Rooms.
- Features **Berklee Card Account** – Prepaid spending account on every Berklee 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.
- **Berklee Card Account acceptance now available for Selected Off-Campus Businesses!**

Berklee Card Account for Your Business!

- **Access student purchasing power at Berklee College of Music and other Boston area colleges* through the Campus Cash Program**
 - Pre-paid \$\$\$ can only be spent at accepting locations on and off-campus
 - Parents and students add value pre-semester and refresh on-line 24/7
 - Can be used to order and pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Berklee Card Program marketing materials and **www.berkleecard.com and card websites for 9 other local colleges***
 - Dedicated parent deposit mailer each semester
 - In-store signage and acceptance stickers
 - Promotion of specials/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
 - Same terminal accepts 9 other Boston area College ID Cards*

*Colleges of the Fenway (6), Lesley University, Mount Ida College, New England Conservatory



Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	Acceptance Posters & Stickers	Prominent Signage Display
Website & E-marketing www.berkleecard.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 Berklee Card 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
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 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	Information with New Students & Parents	Business Name Mention at Sessions
Offer Promotions	<ul style="list-style-type: none"> In-store Promotional Posters Campus Promotional Posters Home Page Website Feature Coupon Design and Website Posting Email to Opt in Cardholders 	Targeted offers/communications to students from your business

* 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.berkleecard.com/merchants

Or Contact: Garrett Meyer

Email: merchants@card-smith.com

Phone: (877) 711-9089 x2103