



About the Albion 1Card

- Official photo identification card for students, faculty, and staff.
- 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 & 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 Albion 1Card Program marketing materials & **www.albion1card.com**
 - Dedicated parent deposit mailer
 - In-store signage & acceptance stickers
 - Utilize program manager & college 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)

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.albion1card.com	<ul style="list-style-type: none"> • Official University-Branded Card Program Website • On-Line Account Center • On-Line "Add-Value" Capability • Email to registered Cardholders providing Albion 1Card program information / 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 University-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 • 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 **Briton Bucks** and bank card acceptance.



To Learn More:

Email us at
CampusCashMerchantCare@blackboard.com
 or call



877-711-9089 to get started today!

Powered by
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