



About Lesley Card

- Official photo identification card for all students, faculty, and staff of Lesley University and Art Institute of Boston.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and access to Campus Buildings and Events.
- Features **CashLynx** – Prepaid spending account on every Lesley Card for cashless purchases at the University Bookstore, Dining Locations, Libraries, Copy and Mail Center, Copiers, Printers, Vending Machines, and Public Safety.
- **CashLynx acceptance now available for Selected Off-Campus Businesses!**

CashLynx for Your Business!

- **Access student purchasing power at Lesley/Art Institute of Boston 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 can add value to accounts on-line 24/7
 - Can be used to order and pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Lesley Card Program marketing materials, **www.lesleycard.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 AuthorizeSM Service
 - Same terminal accepts 9 other Boston area College ID Cards*

* Colleges of the Fenway (6), Berklee College of Music, 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.lesleycard.com www.fenwaycard.com	<ul style="list-style-type: none"> Official University-Branded Card Program Website with Comprehensive Program Information On-Line Account Center On-Line "Add-Value" Capability Monthly E-mail to registered cardholders Cardholders Providing CashLynx 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 Inclusion in Cardholder Emails
Card Program Brochure	<ul style="list-style-type: none"> 4 Color University-Branded Tri-Fold Brochure including Comprehensive 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 and Parents	Business Name Mention Sessions
Offer Promotion	<ul style="list-style-type: none"> In-store Promotional Posters Campus Promotional Posters Home Page Website Feature Online 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.lesleycard.com/merchants

Or Contact: Garrett Meyer

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