



## About the Hawk Card

- Official photo identification card for students, faculty, and staff.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and admittance to Campus Events.
- Features **Hawk Cash** – Prepaid spending account on every Hawk Card for cashless purchases at the Campus Bookstore, All Dining Locations, Copy Machines and Print Stations.
- Hawk Cash is the only form of payment accepted on campus for copy and print.
- Hawk Cash acceptance now available for **Selected Off-Campus Businesses!**

## Hawk Cash 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 Hawk Card Program marketing materials & **www.sjuhawcard.com**
  - Dedicated parent deposit mailer
  - In-store signage & acceptance stickers
  - Utilize program manager & university 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"> <li>• Acceptance Posters &amp; Stickers</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent Signage Display</li> </ul>
Website & E-marketing <a href="http://www.sjuhawkcard.com">www.sjuhawkcard.com</a>	<ul style="list-style-type: none"> <li>• Official University-Branded Card Program Website</li> <li>• On-Line Account Center</li> <li>• On-Line "Add-Value" Capability</li> <li>• Email to registered Cardholders providing Hawk Cash program information / updates</li> <li>• Facebook Announcements and Updates</li> </ul>	<ul style="list-style-type: none"> <li>• Business Name, Address, &amp; Phone Number</li> <li>• Logo Inclusion</li> <li>• Hours of Operation</li> <li>• Delivery Instructions</li> <li>• Email Inclusion to Opt In Cardholders</li> </ul>
Card Program Brochure	<ul style="list-style-type: none"> <li>• 4 Color University-Branded Brochure</li> <li>• Mail and Campus Distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Your Business Included in Brochure</li> </ul>
Parent Deposit Mailer	<ul style="list-style-type: none"> <li>• Dedicated Mailer each Semester sent to student's home address</li> <li>• Card Program Brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Featured in Letter Copy</li> <li>• Featured in Brochure</li> </ul>
Orientation Events	<ul style="list-style-type: none"> <li>• Information for New Students &amp; Parents</li> </ul>	<ul style="list-style-type: none"> <li>• Business Name Mention at Orientations</li> </ul>
Promotional Opportunities	<ul style="list-style-type: none"> <li>• Welcome Back Offer</li> <li>• Featured Merchant of the Week</li> <li>• Finals Week Offer</li> <li>• Customized Offers to Best Fit your Business' Needs</li> </ul>	<ul style="list-style-type: none"> <li>• In-Store Promotional Posters</li> <li>• Campus Digital Signage</li> <li>• Home Page Website Feature</li> <li>• Coupon Design Available</li> <li>• Email to Opt In Cardholders</li> </ul>

\* 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 **Hawk Cash** and bank card acceptance.



**To Learn More:**  
Email us at  
[CampusCashMerchantCare@blackboard.com](mailto:CampusCashMerchantCare@blackboard.com)  
or call 877-711-9089 to get started!



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