

UCCU - UVU Alumni Credit and Debit Card Program Summary

- UCCU will issue UVU Alumni branded VISA credit and debit cards to UVU alumni who request and qualify for the cards.
- The Agreement is for 36 months, with an automatic renewal of 24 months. However, the agreement may be terminated by either party in the event of a material breach, after being given 30 days to correct the breach.
- UCCU and UVU Alumni Association (UVUAA) will collaborate on the card design.
- UCCU will pay UVUAA a lump sum of \$5,000 per year to be used towards marketing the cards.
- UCCU and UVUAA will meet yearly to review and approve the marketing plan as designed by UVUAA.
- UVUAA is responsible for marketing the card and will retain control of all alumni information, but will collaborate with UCCU in regards to email and mail lists.
- All financial information, personal information, student information, and any other information will be considered confidential and will not be disclosed, except in accordance with applicable law.

Royalty Percentage Structure

Financial Tool	Percent	Amount per transaction (approximate)
Credit Card Loan Interest Payments (earned income credit)	10%	N/A
Net Credit Card Signature Income	9%	\$.05
Net Debt Card Signature Income*	3%	\$.01
Net Debit Card PIN-Based Income*	1%	\$.0025

*The debit card royalties will only be paid if the debit card holder also has a UVUAA credit card.

Royalty Payment Arrangement

- UCCU will provide UVUAA with quarterly payments. These payments will be made via wire transfer or automated clearinghouse with a statement outlining how the royalty was calculated.
- The agreement may be terminated by UCCU if the royalty amount drops below \$500 per six calendar months.

UVU Obligations:

The alumni association is responsible to market the cards to UVU alumni. The marketing plan consists of three “pay-off” campaigns spaced through-out the year. A card holder will be selected during each campaign for a \$1000 card payoff. The campaigns will take place for Christmas, Graduation and Back-to-School.