



GM Private Offer Credit Union Participation Agreement

_____ wants to participate and agrees to the following program rules, requirements and sign up procedures:
(Print Credit Union Name Here)

1. Check occupational segment(s) you wish to participate in and provide approximate mail counts:

Occupational Segment	Program Dates	Approx. Mail Counts
<input type="checkbox"/> Healthcare Professionals	TBD	
<input type="checkbox"/> Education Professionals	TBD	
<input type="checkbox"/> Public Service Professionals	TBD	
<input type="checkbox"/> Labor Trades Professionals	TBD	
<input type="checkbox"/> Military Professionals	TBD	

2. Hold back 10% of each model utilized as a control group (these members will not receive the mailing).

3. Develop a direct mail piece (post card, letter or email) which includes the following:

- Instructions for going to LoveMyCreditUnion.org to secure and fill in the GM Credit Union Member Discount authorization code
- Invest in America logo
- GM \$750 offer creative
- GM "May the Best Car Win" Creative
- At least one 2010 GM focus vehicle image
- Variable printing is required to provide unique program codes for each member
 - It must read: PROGRAM CODE: XXXXXXXXX
 - This applies to all targeted communications (postcard, letter or email)
 - The location of the code is at your discretion but must be easily identifiable by members and dealers
- "Available on most 2009 and 2010 GM vehicles" must be included in body of piece
- Program dates
- Disclaimer

4. Submit direct mail piece, for preapproval, no later than two weeks prior to program start date to drew.cook@cucorp.com.

5. Provide member names and zip codes for mailing and control group, in an encrypted file, in accordance to the signed data share agreement (attached).

6. Mail drop or email their approved marketing piece on or before the designated program start date.

Sign up procedures:

1. Fax participation agreement and data share agreement to 734-793-1540 (Credit Union participation will be on a first come basis with total participation based on General Motor's budget).
2. Participation is not approved until a fully executed Participation Agreement is return faxed.
3. Once approved, member instructions, artwork, logos, disclaimers and program codes will be emailed to the CU 30 days prior to launch.

Credit Union Name: _____ Fax: _____

Authorized by: _____ Printed: _____

Title: _____ Email: _____ Date: _____

CUcorp: _____ Date: _____