

**Credit Union Web Site  
Participation Form**

**Sprint Nextel Discount Plan  
Credit Union Promotion Agreement**

*There's benefits for everyone...*

Banner/Link Authorization

- No, this Credit Union does not have a Web site.  
 Yes, we will add the the Sprint Nextel banner to our Credit Union Web site (preferably Home Page) and link it to:  
**www.SprintSave4CU.com**

**To download the Sprint Nextel banner artwork,  
go to: [www.cucorp.com/web\\_banners\\_1298.html](http://www.cucorp.com/web_banners_1298.html)**

\_\_\_\_\_  
Credit Union Name

\_\_\_\_\_  
Contact Person

(        )

\_\_\_\_\_  
Phone Number

(        )

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Web Address

\_\_\_\_\_  
Name of Web Site Host

\_\_\_\_\_  
Representative

(        )

\_\_\_\_\_  
Phone Number

(        )

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Authorized Signature

To verify participation of the Credit Union in promoting Sprint Nextel via the Web, CUcorp will conduct a quarterly audit of the Credit Union Web address listed above.

**Sprint** ahead

*Your members can live wirelessly ever after.*

*Give them one more great way to save while earning your credit union marketing incentives.*  
**Sign up today!**

*Take advantage of this great opportunity brought to you by CCUL and Sprint Nextel.*

**Member**

- 10% off most regularly priced Sprint Nextel service plans
- Waived activation fee on new activations
- Waived upgrade fee

**Credit Union**

- Marketing incentives = \$ for your CU
- FREE marketing materials
- Added-value of membership
- Requires little effort

**Business**

- 15% discount on most corporate liable monthly recurring Sprint Nextel charges
- Waived activation fee on new activations
- Waived upgrade fee
- 20% accessories discount
- Equipment discounts

**Everyone**

- Nationwide coverage
- National rates with no roaming or long distance charges
- Available to new and existing Sprint Nextel customers

# CUcorp Sprint Nextel Discount Credit Union Promotion Agreement

CUcorp, Inc. ("CUcorp"), a subsidiary of the Michigan Credit Union League, has entered into an agreement with Sprint Solutions, Inc., doing business as Sprint whereby CUcorp has agreed to promote Sprint Nextel Service(s) ("Service") to credit unions nationally and to members of credit unions. The Service as offered pursuant to this Agreement is referred to herein as the "Plan." California League Services Corporation ("CLSC"), has entered into an agreement with CUcorp to promote the Plan to the credit union industry in the western United States (California, Nevada).

Credit Union (as named on the Sprint Nextel Participation & Order Form) would like for itself and its members to receive the benefits of the Plan. Therefore, Credit Union, by signing this Agreement, agrees to meet the following minimum marketing requirements:

**For purposes of this Agreement, "Contract Year" is defined as the time period beginning on October 1 of each year and ending on the following September 30.**

1. Order marketing materials for the Plan from CUcorp and distribute them to members in a quarterly statement mailing at least once per Contract Year. CUcorp shall provide the materials free of charge.
2. Continuously display materials concerning the Plan in lobby areas of Credit Union office(s) and locations where Credit Union believes they will attract member attention.
3. Publish approved articles to promote Plan in the Credit Union quarterly newsletter at least two (2) times per Contract Year. CUcorp shall provide text/ads and shall arrange to have copy approved by Sprint Nextel before distribution to Credit Union for use.
4. If Credit Union has a Web site, promote Sprint Nextel on Credit Union Web site utilizing the approved banner ad and link provided to Credit Union by CUcorp. Credit Union must complete and return Web Site Participation Form.

CUcorp agrees to pay a marketing incentive to all participating credit unions. This incentive shall be calculated in the following manner. First, CUcorp shall set aside 20 (twenty) percent of the marketing revenue which it receives from Sprint Nextel in connection with CUcorp's promotion of the Service. This amount will be called the "Incentive Pool." Then CUcorp shall prepare a list of all participating credit unions as of the preceding September 30. The membership figures for all participating credit unions, based on the figure provided in the NCUA Call Report for the preceding September 30 and furnished to CUcorp by each Credit Union involved, shall be added together for an aggregate membership total. The percentage of the Incentive Pool to be paid to each participating Credit Union shall be determined by a fraction, the numerator of which shall be the membership figure furnished by the Credit Union involved and the denominator of which shall be the aggregate membership total for all participating credit unions. This fraction shall be multiplied by the amount in the Incentive Pool to determine the marketing incentive for the Credit Union involved.

First year participants will be paid a percentage of their Incentive Pool portion as outlined below based on the first quarter that they complete the quarterly statement mailing.

### Quarterly Mailing Month = % of Incentive

- October = 100%
- January = 75%
- April = 50%
- July = 25%

In subsequent years, Credit Union will be paid at 100% regardless of quarterly statement mailing month.

Credit Union will need to fulfill the marketing requirements outlined above during a Contract Year to receive the marketing incentive for that Contract Year. This marketing incentive will be paid annually, with each payment being made in December for the Contract Year ending the previous September 30.

This Agreement shall be effective from the date it is signed. If not fully satisfied, either party may cancel by giving thirty (30) days prior written notice of cancellation by registered or certified U.S. mail, postage prepaid and return receipt requested. If Credit Union cancels this Agreement prior to the end of any given Contract Year, it shall not be entitled to receive marketing incentive related to Service activations occurring during that Contract Year.

By signing in the signature area of the Sprint Nextel Participation & Order Form that was attached to this Promotion Agreement when you received it, you agree to the terms of this Promotion Agreement. You should detach this Promotion Agreement from the Participation & Order Form and retain it for your records.

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2008 Sprint

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# Sprint Nextel Participation & Order Form

## Read the Credit Union Promotion Agreement

## Fill Out Your FREE Marketing Materials Order Form

Credit Union _____	
Contact Person _____	
Mailing Address _____	
City/State/Zip _____	
Phone Number _____	Fax Number _____
E-Mail Address _____	Web Site _____
NCUA Call Report <b>Membership</b> Size _____	Report Date _____
Representative/Organization Who Sold You This Plan _____	
Are you working with a local Sprint Nextel representative? <input type="checkbox"/> Yes <input type="checkbox"/> No Representative Name _____	
Are you happy with the level of service you are receiving? <input type="checkbox"/> Yes <input type="checkbox"/> No	
All materials are provided free of charge. Shipping to your Credit Union and/or mailing facility is included.	
<b>STATEMENT INSERTS: CONTRACT YEAR 20__ – 20__.</b>	
To order statement inserts, indicate year (above) and quantity beside <b>the month the statements will be mailed.</b>	
October Qty: _____	January Qty: _____
November Qty: _____	February Qty: _____
December Qty: _____	March Qty: _____
April Qty: _____	May Qty: _____
June Qty: _____	September Qty: _____
July Qty: _____	August Qty: _____
Mailing Facility _____	
Attn _____	
Address _____	
City/State/Zip _____	
Note: Materials will be sent to mailing facility 2 to 3 weeks prior to the beginning of the month you have scheduled.	

Materials	8'1/2 x 11 Displays	Additional Inserts	3' x 1'1/2' Banners
<ul style="list-style-type: none"> <li>• English Qty: _____</li> <li>• Spanish Qty: _____</li> <li>• Displays include 200 inserts each</li> </ul>	<ul style="list-style-type: none"> <li>• English Qty: _____</li> <li>• Spanish Qty: _____</li> </ul>	<ul style="list-style-type: none"> <li>• English Qty: _____</li> <li>• Spanish Qty: _____</li> </ul>	<ul style="list-style-type: none"> <li>• English Qty: _____</li> <li>• Spanish Qty: _____</li> <li>• Please limit to 1 per location</li> </ul>

**I'd like to set up a lobby event for my members.**

A local Sprint Nextel representative will be calling you.

**Please fill out the Web Site Participation Form on the back panel.**

## Sign Here

My signature represents acknowledgement of receipt and agreement to the terms and conditions of the Sprint Nextel Discount Credit Union Promotion Agreement that was attached to this Sprint Nextel Participation & Order Form when I received it. I have detached this portion to be returned to CUcorp, and will keep the Promotion Agreement for my records.

Signature _____	Title _____	Date _____
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**Mail to:** CUcorp, Attn: Sprint, P.O. Box 8054, Plymouth, MI 48170-8054. For additional information, call 800.262.6285, ext 333.  
**THANK YOU!** We appreciate your participation.

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