

 RESUBMISSION ADDITIONAL INFORMATION ATTACHED

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# Omaha Gift Card Program Application

- New Gift Card Merchant     Additional Outlet Tie To: \_\_\_\_\_  
 Additional Outlet - (Entitle Only - no cards) Tie To: \_\_\_\_\_

## CLIENT INFORMATION

Client  
(Business Legal Name):

DBA/Outlet Name:

Fed Tax ID: \_\_\_\_\_

Street Address:

City:	State:	Zip:	# of Locations:
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Contact Name:

Phone:

FAX:

E-Mail:

Sole Ownership     Partnership     Non-Profit/Tax Exempt     Public Corp.     Private Corp.     L.L.C.     Government

Owner/Partner/ Officer Name:	Title: <input type="checkbox"/> Pres. <input type="checkbox"/> V.P. <input type="checkbox"/> Member (L.L.C.) <input type="checkbox"/> Owner <input type="checkbox"/> Partner <input type="checkbox"/>	% of Ownership:
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Street Address:

Home Phone:

City:	State:	Zip:	SSN:
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## EQUIPMENT DETAILS

Equipment Acquisition	Quantity	Terminal Type (if PC, enter PC)	Retail • Restaurant • Quick Service Restaurant Lodging • Supermarket • Car Rental • MOTO	Model Code and Name	Track / Version / Serial #
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		

## TO BE COMPLETED BY SERVICE PROVIDER

Merchant Processing #: _____		Gift Card Merchant #: _____
Hierarchy BANK:	AGENT:	CHAIN:
Omaha Merchant #: _____		MCC: _____
Sales Exec ID:	Sales Support ID:	RELM Code: <b>OI1</b>

## CLIENT AUTHORIZATION

By signing below, each of the undersigned authorizes us to request and obtain from a consumer reporting agency personal and business consumer reports. If the Application is approved, each of the undersigned also authorizes us to obtain subsequent consumer reports in connection with the maintenance, updating, renewal or extension of the Agreement. Each of the undersigned further more agrees that all references, including banks and consumer reporting agencies, may release any and all personal and business credit financial information to us. It is our policy to obtain certain information in order to verify your identity while processing your account application.

Client's Business Principal (signature): **X** \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

ATTACH A COPY OF FUNDING CHECK OR BANK LETTERHEAD/LOGO SIGNED BY A BANK OFFICER WITH TYPED ABA/DDA. MUST INCLUDE BANK NAME AND ADDRESS.

 RESUBMISSION ADDITIONAL INFORMATION ATTACHEDPAGE 1 of \_\_\_\_\_

# Gift Card Set-Up Form - Standard Cards & Carriers

New Gift Card Merchant    Will cards from this location need to work at any other location?  No  Yes  
*If yes, provide MIDs for other locations by attaching Multiple Location Form(s)*

 Additional Outlet Tie To: \_\_\_\_\_ Additional Outlet - (Entitle Only - no cards) Tie To: \_\_\_\_\_ Packaged Offer - Describe: \_\_\_\_\_ Channel Comp  Other: \_\_\_\_\_ Reorder (Existing Gift Card Merchant) new design information Reorder Using Most Recent Design Information on File - NO CHANGES

## CLIENT INFORMATION

Merchant Processing #:	Gift Card Entitlement #:	Terminal Type:	Platform: <input type="checkbox"/> North <input type="checkbox"/> Atlanta/BuyPass	
Legal Name:		DBA Name:		
Street Address:		City: _____		State: _____ Zip: _____ # of Locations: _____
Contact Name:		Phone: _____		
E-Mail: _____				

Reporting Contact Name:  Same as above  Other: \_\_\_\_\_Reporting E-Mail Address:  Same as above  Other: \_\_\_\_\_**SHIPPING:**  To Address above**Delivery Method:**  Ground  2nd Day  Next Day Air  
*(Cost will be passed through to Client)* To Other Address: Please specify: \_\_\_\_\_

## PRICING

DESCRIPTION	SEQUENCE CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PRICE	TOTAL
Cards – Design 1			x	=	Transaction Fee	G-01		
Cards – Design 2			x	=	Monthly Minimum Fee	G-72		
Standard Carriers	G-31		x	=	Set-Up Fee	G-34		
Envelopes	G-74		x	=	VRU (per call) optional	G-32		
Custom Carrier: <input type="checkbox"/> Match Std. Card Design			x	=	Block Activation optional	G-51		
					Total Set-Up Cost			

## MARKETING MATERIALS

DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL
Acrylic Stand w/Box	G-35	MNRQ		x	=	Single J Hook Rack	G-42	MNF2		x	=
Acrylic Stand w/o Box	G-48	MNRP		x	=	3-sided J Hook Rack	G-42	MNF4		x	=
Standard Insert Poster	G-30	MNRR		x	=	Table Tent Acrylic Stand	G-48	MNG5		x	=
Door Decal	G-36	MNRH		x	=	Table Tent Poster	G-30	MNG6		x	=

## CLIENT ORDER APPROVAL

**ACKNOWLEDGEMENT/AUTHORIZATION:** All fees for the Services shall be paid by an ACH transfer of funds from a bank account designated by Client. Client hereby authorizes Company to initiate debit and/or credit entries and adjustments from or to Client's designated account for such purpose. This authorization shall remain in full force and effect until Company has consented to its termination, at such time and in such a manner as to afford Company a reasonable opportunity to act on it. Client acknowledges that it has received and read a copy of the Gift Card Processing Agreement, the Program Guide or other applicable document containing the general terms and conditions governing the provision of Services. In the event of any conflict between such general terms and conditions, and this Gift Card Set-Up form, the terms set forth in this Gift Card Set-Up Form shall govern.

**Client's Business Principal (signature):** \_\_\_\_\_

X \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

## SALES REPRESENTATIVE INFORMATION

Sales Channel:	Sales Rep. Name:	Sales Rep. ID #:
Sales Rep. Phone #:	Sales Rep. Email:	
Secondary Contact Name (OA):	Secondary Contact E-Mail (OA):	
Sales Manager Name:	Sales Manager E-Mail:	

Merchant Processing #:	Gift Card Entitlement #:	Client DBA Name:
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## Standard Card & Carrier Design Information

- Standard Card Design #1 Code:** \_\_\_\_\_
- Standard Card Design #2 Code:** \_\_\_\_\_ (*Same front and back of card text*)
- Standard Card Design #2 Code:** \_\_\_\_\_ (*Different design and/or text. Design Addendum form attached*)
- Use Card Design on File – Reorder only**

<b>FRONT OF CARD LANGUAGE:</b>  <ul style="list-style-type: none"> <li>• Maximum 30 characters per line.</li> <li>• 1 - 4 lines (<i>except for Stripe card design</i>)</li> <li>• Use lower and/or upper case letters and spacing where desired.</li> <li>• <b><i>Text will be printed on the cards exactly as provided here unless noted in the Comments section.</i></b></li> </ul>	Title Line — STRIPE CARD ONLY			
	L1			
	L2			
	L3			
	L4			

**TEXT POSITIONING:**

- Left     Center     Right     BLANK — No additional text except as pre-printed on card

**Font Color:**     Purple 526     Blue 301     Red 200     Green 357     BLACK

**Front of Card Font:**     Century     Curlz     Elegant Script     Euro     Futura     Nueva     Sarah Script

**Icon Code:** \_\_\_\_\_ **Please Note:** Icons are available on Stripe, Contemporary, and Jazz card designs only.

### **BACK OF CARD LANGUAGE SELECTION**

<b>STANDARD BACK OF CARD LANGUAGE:</b>	<input type="checkbox"/> Thank you very much for your business. We look forward to seeing you again.
	<input type="checkbox"/> Thank you very much for your business. We look forward to seeing you again. <b>Please call 888-529-6578 for Card balance inquiries.</b>
	<input type="checkbox"/> Blank (except for card number)
<b>LANGUAGE:</b> <input type="checkbox"/> ENGLISH (default) <input type="checkbox"/> ENGLISH w/SPANISH TRANSLATION <input type="checkbox"/> SPANISH (Clear Cards Only)	

### **GIFT CARD CARRIERS**

**CARRIER DESIGN:**

- Standard Stock CODE: \_\_\_\_\_
- Custom Carrier to match standard card design CODE: \_\_\_\_\_
- Envelopes Ordered

### **COMMENTS**

**Design Information Above Approved:** \_\_\_\_\_

**Client Initials**

## GIFT CARD FEE SEQUENCE CODES

<b>G01</b>	Transaction Fee – Fee charged for every Gift Card action performed when the host computer is contacted.
<b>G12</b>	<b>Gift Card – Standard Cards 500 – 999</b>
<b>G13</b>	<b>Gift Card – Standard Cards 1,000 – 2,499</b>
<b>G14</b>	<b>Gift Card – Standard Cards 2,500 – 4,999</b>
<b>G15</b>	<b>Gift Card – Standard Cards 5,000 – 7,499</b>
<b>G16</b>	<b>Gift Card – Standard Cards 7,500 – 9,999</b>
<b>G22</b>	<b>Custom Carriers 1,000 – 2,499</b>
<b>G23</b>	<b>Custom Carriers 2,500 – 4,999</b>
<b>G24</b>	<b>Custom Carriers 5,000 – 7,499</b>
<b>G25</b>	<b>Custom Carriers 7,500 – 9,999</b>
<b>G30</b>	<b>Insert Poster</b> – Standard to fit 8.5 x 11 or Table Tent, depending on Part code selected
<b>G31</b>	<b>Standard Stock Carrier</b>
<b>G32</b>	<b>VRU Usage</b> – Fee charged each time a Gift Cardholder calls the customer support 800 number printed on the back of the card (optional) to get balance information.
<b>G34</b>	<b>Set Up Fee</b> – Per location and based on number of locations participating in the program.
<b>G35</b>	<b>Display Rack w/Box</b>
<b>G36</b>	<b>Door Decal</b>
<b>G42</b>	<b>Display Rack w/J Hook</b> – Either single or 3 sided depending on Part code selected.
<b>G48</b>	<b>Display Rack w/o Box</b> – Either 8.5 x 11 clear or Table Tent silk screened depending on Part code selected.
<b>G51</b>	<b>Block Activation</b> – Fee to pre-program Gift Cards to have a dollar amount automatically associated with them.
<b>G63</b>	<b>Order Cancellation Fee</b> – Fee assessed by card manufacturer when a request to cancel an order is received after the cards/carriers are in production.
<b>G65</b>	<b>Database Information Transfer Fee</b> – Fee assessed when a merchant cancels his/her Gift Card program and requests to have the historical data related to his/her Gift Card account delivered to him/her.
<b>G72</b>	<b>Monthly Minimum Fee</b> – A minimum monthly amount assigned for transaction fees. This fee will not be assessed if the transaction fees collected in a month are higher than this minimum.
<b>G74</b>	<b>Envelopes</b> – For folding carriers.

## DESIGN CODES

<b>Seasons &amp; Reasons Cards</b>		<b>Jazz Clear Cards</b>		<b>ICONS</b>		<b>CARRIERS</b>	
Automobile	SR-BCR	Blue	JZ-BLU	Auto Repair	IC-ARP	Blue Jack Fold	FC-BLU
Beach	SR-BCH	Green	JZ-GRN	Bakery	IC-BAK	Blue Jack J Hook	JC-BLU
Books	SR-BKS	Red	JZ-RED	Bicyclist	IC-BIK	Burst J Hook	JC-BST
Bow-Blue	SR-BWB			Bowling	IC-BWL	Confetti Fold	FC-MLT
Bow-Green	SR-BWG			Candy	IC-CND	Confetti J Hook	JC-MLT
Bow-Red	SR-BWR	Blue	ST-BLU	Chef	IC-CHF	Gold Fold	FC-GLD
Coffee Cups	SR-COF	Green	ST-GRN	Coffee Cup	IC-COF	Gold J Hook	JC-GLD
Dining Horz	SR-DNH	Orange	ST-ORG	Cross	IC-CRS	Green Bow Fold	FC-GRN
Dining Vert	SR-DNV	Pink	ST-PNK	Dentist	IC-DEN	Green Bow J Hook	JC-GRN
Dog & Cat	SR-PET	Red	ST-RED	Diamond	IC-DIA	Reload Fold	FC-RLD
Eagle/Flag	SR-EAG	Red/White/Blu	ST-USA	Doctor	IC-DOC	Reload J Hook	JC-RLD
Face Pkg	SR-GCL	Red/White/Grn	ST-ITL	Dragon	IC-DRG	Red Bow Fold	FC-RED
Fall Leaves	SR-FAL	Yellow	ST-YEL	Drinks	IC-BAR	Red Bow J Hook	JC-RED
Gold Pkg	SR-GPK			Exercise Couple	IC-EXC	Silver Fold	FC-SIL
Golf	SR-GLF			Petrol	IC-GAS	Silver J Hook	JC-SIL
Grocery	SR-GRO	Blue	AR-BLU	Gift Box	IC-BOX	Gift Card Pocket	PK-GFT
Hair – Leo	SR-LEO	Green	AR-GRN	Hair Salon	IC-HRS	Reload Card Pocket	PK-RLD
Hair-Pink	SR-PNK	Lavender	AR-LAV	Motorcycle	IC-CYC	Waiter J Hook	JC-WTR
Multi Pkg	SR-MPK	Pink	AR-PNK	Movie Reels	IC-MOV		
Nail Salon	SR-SAL	Silver	AR-SIL	Music	IC-MUS		
Orchid – Horz	SR-ORH	Yellow	AR-YEL	Nails Salon	IC-NAI		
Orchid-Vert	SR-ORV			Palm Tree	IC-TRE		
Reload Burst	SR-BST			Paw Print	IC-PAW		
Rubber Duckie	SR-DCK	Orange/Green	CT-OGN	Shopping Bag	IC-SHB		
Shopping Bag	SR-SHB	Green/Tan	CT-GTN	Shamrock	IC-SHM		
Silver 3 R's	SR-RLD	Green/Blue	CT-GBL	Skateboard	IC-SKT		
Snow	SR-SNW			Skier	IC-SKI		
Sunflower	SR-SFL			Snowboard	IC-SNB		
Waiter	SR-WTR			Sombrero	IC-SOM		
<b>Starz Cards</b>		<b>Holiday Cards</b>		Sports	IC-SPT	<b>POS Merchandising Materials</b>	
Blue	SZ-BLU	Celebration Pak	SH-PAK	Star	IC-STR	Single J Hook Rack	MNF2
Gold	SZ-GLD	Christmas Tree	SH-TRE	Tools	IC-TOL	3 sided J Hook Rack	MNF4
Green	SZ-GRN	Snowy Tree	SH-SXN	Utensils	IC-UTL	Acrylic Stand w/box	MNRQ
Pink	SZ-PNK	Polar Bear	SH-PBR	Veterinarian	IC-VET	Acrylic Stand w/o box	MNRQ
		Valentine Roses	SV-ROS	Wine	IC-WIN	Table Tent	MNG5
		Wedding Roses	SH-WED			Door Decal	MNRH
						Standard Size Poster	MNRR
						Table Tent Poster	MNG6