



JACKSONVILLE  
UNIVERSITY



## About the Dolphin 1Card

- Official photo identification card for students, faculty, and staff of Jacksonville University.
- Required for identification and access to essential campus services and facilities such as Meal Plans, Library Privileges, Campus Buildings, and Athletic Centers.
- Features **Dolphin Dollars** – Prepaid spending account on every Dolphin 1Card for cashless purchases at the Campus Bookstore, Dining Locations, Library, Copy and Print Stations.
- **Dolphin Dollars** acceptance now available for **Selected Off-Campus Businesses!**

## Dolphin Dollars 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 Dolphin 1Card Program marketing materials & **www.judolphin1card.com**
  - In-store signage
  - 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

## 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<br><b>judolphin1card.com</b> | <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 Dolphin Dollars program information / 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> |
| Promotional Opportunities                          | <ul style="list-style-type: none"> <li>• Customized Offers to Best Fit your Business' Needs</li> </ul>  | <ul style="list-style-type: none"> <li>• Home Page Website Feature</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.



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

