



Canal at night

IUPUI  
**jagperks**

The Next Level



**JAGTAG NOW ACCEPTED AS PAYMENT OFF-CAMPUS**

First and foremost the Jagtag is IUPUI's official identification card for the 30,000 students and 8,000 employees on the IUPUI campus. In addition to this, Jagtag is also a form of payment whereby students and employees can use their Jagtag to make purchases. Students make a deposit into their Jagtag account via numerous options including on-line through the Jagtag website and employees enjoy purchases which are deducted directly from their paycheck.

After nearly 11 years of offering this payment program on-campus, Jagtag finally received permission to expand its payment program to the external market! This is great news in particular for some of the JagPerks Merchants who have made inquiries over the years about being able to accept Jagtag for payment, and not just for showing it to receive a discount.



There are numerous benefits to participating in the Jagtag payment Program! If you happen to be a JagPerks Merchant and are interested in accepting Jagtag as a form of payment, you can get more information on the Jagtag website, [www.jagtag.iupui.edu](http://www.jagtag.iupui.edu) or you can contact Sarah Gries at [sbhahn@iupui.edu](mailto:sbhahn@iupui.edu) or at 317-278-9677.

**JAGPERK MERCHANTS: ADDITIONAL MARKETING OPPORTUNITIES FOR 2009**

As mentioned above, JagPerks has been in place for numerous years at IUPUI. Over these years, we have received requests from many of you asking for additional exposure and marketing opportunities on the campus for your organizations. Because of the growth and expansion of Campus Card Services & Jagtag, we are now in a position to offer our JagPerks Merchants additional marketing opportunities.

The exposure you've received up until now is a free spot on our JagPerks web page. In response to your requests we have created three tiered packages, one of which should fit your needs. You can find on the next page, a detailed description of what each opportunity will provide your organization.

# 2009 JagPerks Marketing Packages

## Package 1.....Free

Jagtag Website

## Package 2.....\$500 annually

Jagtag Website

Jagtag 46" LCD Marketing TV

Jagtag Newsletter

## Package 3.....\$2,000 annually

Jagtag Website

Jagtag 46" LCD Marketing TV

Jagtag Newsletter

Sagamore (Campus Newspaper)

HR Update

JagNews

Spotlight on Jagtag Website Homepage

Campus Center Food Court Table Tops

### JagPerks Fair

This option is currently not part of a sponsorship because we would like to see how much interest we get in regards to participation. This option will be included in both the \$500 and \$2,000 sponsorship package.

The JagPerks fair will be a one-time event held in the Campus Center. At the fair, JagPerk Merchants will have the opportunity to set up a table to promote their organization as well as their JagPerk to all who attend the event.

If your organization is interested, please indicate on the 2009 agreements that will be distributed in October. If enough interest is generated, a notice will be sent out in January with more details.



Campus Card Services/Jagtag is located in the new IUPUI Campus Center, Suite 217.



With a glass window front, the Campus Card Services/Jagtag office is visible to the thousands of students, employees and visitors each day!

## High Level of Visibility

### Who will see your name, logo or JagPerk?

- ✓ 30,000 + students
- ✓ 8,000 + employees
- ✓ Thousands of visitors from the community & also from the several hospitals located right on campus
- ✓ The Jagtag Office is located in the new student Campus Center that serves thousands of students, employees and guests each day



Thousands of students, employees and visitors roam the campus everyday!

**Below is a brief description of each marketing opportunity being offered.**

### **Jagtag Website**

All JagPerks will continue to be listed on the Jagtag website [www.jagtag.iupui.edu](http://www.jagtag.iupui.edu) under the “JagPerks” heading as well as a link to your organization’s website if desired. This is provided at no cost to you!

### **Jagtag Website Homepage**

On average, approximately 4,600 individuals visit the Jagtag website each month. With this option, your organization will be promoted on the home page of the Jagtag website for a minimum of one month per year.

### **Campus Card Services/Jagtag 46” LCD Marketing TV**

Jagtag recently relocated its office to the new Campus Center. The office is encased in glass windows allowing 100% visibility into the office from all who pass by or visit the office. Because of this Marketing opportunity, Jagtag invested in a 46” LCD screen that constantly advertises our many Jagtag services & JagPerks Merchants!

Who sees it? Last year over 39,000 students, employees and visitors came **into** the Jagtag Office to get their Jagtag, add money to their account, purchase movie & amusement park tickets, gift cards, etc. With this option your organization’s JagPerk will be displayed hundreds of times per day and seen by thousands!

### **HR Update Newsletter**

The IUPUI Human Resources department sends out a monthly electronic newsletter to over 7,700 IUPUI employees on campus each month. Included in this newsletter is a Jagtag ad promoting a service, JagPerk or new merchant. With this option Jagtag will publish an ad featuring your organization at least 3 times a year.

### **Campus Center Food Court Table Tops**

The Campus Center food court serves thousands of students, employees and guests each day. Several times a year Jagtag places ads within acrylic sign holders to advertise our merchants and services. These table tents stay on the tables in the food court a minimum of 1 week at a time and many times longer. With this option, your organization will be advertised a minimum of three times a year in the Campus Center food court.

### **Jagtag Newsletter**

Jagtag sends out an electronic newsletter to nearly 4,500 students and employees each month and the list of recipients continues to grow. With this option your organization will be highlighted in at least one newsletter during the year.

### **Sagamore Campus Newspaper**

The Sagamore Campus Newspaper is published once a week during the academic calendar year and has a circulation of 10,000. Your organization will be featured in a minimum of one ad that will be placed in the Sagamore Campus Newspaper.

Prior to the end of 2009, your organization will receive a recap of the marketing efforts performed by the Campus Card Services/Jagtag Office on your behalf. This recap will display that your marketing package has been fulfilled and perhaps surpassed.