



About the New UCSB ACCESS Card

- Official identification card for students, faculty, and staff of the University of California, Santa Barbara.
- Required for identification and access to essential campus services and facilities.
- Features **Gauche Bucks** – Prepaid spending account on every ACCESS Card for cashless purchases at the Campus Bookstore, all Dining locations, Student Health and Parking Pay Stations.
- **Gauche Bucks** acceptance now available for **Selected Off-Campus Businesses!**

Gauche Bucks for Your Business!

- **Access student purchasing power**
 - Gauche Bucks can only be spent at accepting locations on & off-campus
 - Parents & students can add value pre-quarter or refresh anytime on-line 24/7
 - Students can use Gauche Bucks to make life easier; groceries, dining-out, deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in the ACCESS Card Program marketing materials, including online marketing.
 - Dedicated parent deposit mailer
 - In-store signage & acceptance stickers
 - 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
 - Daily ACH settlement to your designated account; monthly statement
 - Save on counter space & fees with optional bank card acceptance in same terminal (match or beat existing rates)

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> • Acceptance Posters & Stickers 	<ul style="list-style-type: none"> • Prominent Signage Display
Website & E-marketing	<ul style="list-style-type: none"> • Official Card Program Webpage • On-Line Account Center • On-Line "Add-Value" Capability • Email to registered Cardholders providing Gaucho Bucks information and updates • Social Media Announcements and Updates 	<ul style="list-style-type: none"> • Business Name, Address, & Phone Number • Logo Inclusion • Hours of Operation • Delivery Instructions • Email Inclusion to Opt In Cardholders
Card Program Buckslip	<ul style="list-style-type: none"> • 4 Color University-Branded Buckslip • Mail and Campus Distribution • Promotes Gaucho Bucks and Accepting Locations 	<ul style="list-style-type: none"> • Your Business Included in Buckslip
Parent Deposit Mailer	<ul style="list-style-type: none"> • Dedicated Mailer sent to student's home address • Card Program Brochure 	<ul style="list-style-type: none"> • Featured in Letter Copy • Featured in Brochure
Orientation Events	<ul style="list-style-type: none"> • Information for New Students & Parents 	<ul style="list-style-type: none"> • Business Name Mention at Orientations
Promotional Opportunities	<ul style="list-style-type: none"> • Welcome Back & Finals Week Offers • Featured Restaurant of the Week • Gaucho Bucks Mobile Coupons • Custom Marketing Initiatives 	<ul style="list-style-type: none"> • In-Store Promotional Posters • Campus Digital Signage • Home Page Website Feature • Email to Opt In Cardholders

* Included at no incremental cost

Pay for Performance Pricing

Our pricing model takes the guesswork out of student marketing, and ensures a 100% return on your investment. Accepting locations are marketed to the student body, can be included in free promotional initiatives and are only charged to participate in the **Gaucho Bucks** program when cardholders transact at your location.



To Learn More:

Email us at
CampusCashMerchantCare@blackboard.com
 or call 877-711-9089 to get started!



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