



## How the Campaign Works

For the Member

For the Credit Union

### Cardholder Enters and Uses His or Her Card to Qualify

From June 19 to September 24, your Rewards cardholders can log in to their Rewards account via the Rewards website and enter with their name and email one time to participate in the Credit Union Magic Minute sweepstakes.

Rewards cardholders will then need to use their Rewards card three times within a campaign week in order to qualify for the drawing. Participants can also qualify by completing the survey found on the "Alternate Eligibility" tab on the CUMagicMinute.com website.

### Winner Accepts Prize

Winning cardholders receive a phone call or email from Marden Kane (legal counsel and administrator of the sweepstakes) to be advised that they have been selected as a winner. The cardholder will be required to sign and return a document provided by Marden Kane in agreement with the acceptance of the prize. Once the cardholder accepts, a PSCU Representative will contact him or her via email and phone to coordinate travel.

### Trip to Chicago

Winners and the credit union cheerleader arrive in Chicago on November 29 and stay till December 1 at the Renaissance Blackstone hotel. Winners partake in planned activities before and after the Magic Minute dash.

### Winner Receives Prizes and More

All of the merchandise winners grab in the dash and a video of their credit union experience will be delivered to their home at no cost to the credit union or the winner.

### Download Free Marketing Materials

Free marketing materials available for you to promote the program and drive cardholder participation:

- Posters and Tent Cards
- Web Banners and HTML Email
- Prewritten Copy and Promo Video

### Promote Cardholder Entry and Card Usage

From June 19 to September 24, use the Credit Union Magic Minute marketing materials to drive your cardholders to the Rewards website to enter and participate. Once entered, members will need to use their participating Rewards card three times within a campaign week to qualify for the drawing. Continue to use the marketing materials to keep cardholders aware of how to qualify.

### Listen for Biweekly Winners

One participating eligible cardholder is randomly selected biweekly (seven winners total) to win a grand prize trip for two to Chicago and a warehouse dash. Winners are announced bi-weekly beginning August 3 and ending October 26.

### Credit Union Contacts Winning Members

Each credit union with a winning member will be notified by its PSCU Account Executive. The credit union notifies the cardholder of his or her win. Marden Kane coordinates the prize acceptance and a PSCU representative coordinates travel with the winner directly.

### Winning Credit Unions Plan to Attend

Each credit union with a winning member selects two credit union employee "cheerleaders" who will travel to Chicago for this magical event. A PSCU representative will coordinate travel.

### Winning CUs Use Press Kit

Your credit union will receive video footage and pictures of the event. Use the free press release materials to share the news about your Magic Minute winners!