

GET CASH. DO GOOD.

ATMs *for* Good



CONNECT • SUPPORT • PROSPER



A PROJECT OF

SYRACUSE ATM
LOCALLY OWNED • COMMUNITY DRIVEN





ATMs for Good™ is a program designed to bring a fresh perspective to ATMs, as well as to promote giving back and a sense of community among ATM users. With ATMs for Good™ Syracuse ATM will work with local non-profits to place branded ATMs in local businesses. A portion of the surcharge will **automatically be donated** to the non-profit. Having an ATMs for Good™ ATM at a location will increase foot traffic in the location while raising awareness and funds for the non-profit. It will also generate a feeling of good will, loyalty and community associated with both the location and the non-profit among ATM users and location patrons.

Program Highlights:

- **Earn donations through surcharge.**
- **Gain exposure exactly where you want it with wrapped ATMs advertising your mission.**
- **Connect with the community in a new and innovative way. People who may not have even known of your cause are now feeling good about donating to it through the use of an ATM.**

How it works:

ATMs for Good™ is a program in which Syracuse ATM will work with local non-profit agencies to place branded ATMs in local businesses with a portion of the surcharge being donated to the non-profit. The ATMs will be wrapped showcasing either the non-profit or the ATMs for Good™ program and custom screens will be designed to inform the ATM users of the sponsored non-profit's mission. Every time a surcharge transaction takes place a portion of that surcharge will automatically be deposited into the non-profits account.

How ATMs are placed:

ATMs can be placed in two ways:

- 1) Syracuse ATM will contact businesses regarding the program, if a business is on board with having an ATM placed we will provide the location with a list of participating non-profits at which point the location will decide which non-profit they would like to represent.
- 2) The non-profit can provide leads and/or secure locations through existing relationships with local businesses. This route ensures the non-profit is being highlighted in its target areas and eliminates the option of not being chosen by a desired location. If a non-profit does the legwork to provide Syracuse ATM with a location that is ready to have an ATMs for Good™ ATM placed, that non-profit is sponsored by default.

What's the Deal with Wraps?

Wraps are a way to increase awareness by utilizing the sides and front of the ATM as advertising panels (visual examples included at the end of this document). The non-profit will have the option of purchasing a wrap that highlights their organization thereby reaching an even wider audience. The ATM can act as a billboard, strategically placed in areas the non-profit may want to target.



ATM Wrap Options:

All ATMs for Good™ terminals will be wrapped as a way to gain brand recognition of the program and become a recognizable beacon for repeat ATM users.

Non-profit does not purchase or provide a branded ATM wrap:

- If the non-profit opts out of purchasing or providing a branded wrap, a standard ATMs for Good™ wrap (pictured below) will be applied to the terminal. In these cases the non-profit will be highlighted on the ATM screen, but not on the wrap itself.

Non-profit to purchase or provide a branded ATM wrap:

- ATM wraps are purchased through Syracuse ATM. We have set up a temporary partnership with GetBranded. Our estimated cost for a wrap is \$275 for the wrap to be printed and installed and \$200 for the design work. Payment expected upon approval of actual design and price.
- ATM wraps are purchased directly by the non-profit. All design and installation will be the responsibility of the non-profit.

All non-profit wraps must adhere to the following criteria:

- In the interests of maintaining a consistent brand that represents ATMs for Good™ as well as the non-profit, all designs must be approved by Syracuse ATM prior to a physical terminal being wrapped. Syracuse ATM is available to review any wrap designs throughout the process.
- In an effort to maintain the co-branding, cross platform marketing opportunity that ATMs for Good™ offers, all wraps produced by or for non-profits will need to integrate the ATMs for Good™ stamp. This stamp will be provided in vector format for the non-profit to work into their design with dimension and placement specifications. This will ensure the partnership developed with Syracuse ATM and the ATMs for Good™ program is maintained, and the consistency of the brand remains intact.

What does “participating non-profit” mean?

If your non-profit would like to sign on as an active participant in this program it means that you will be presented on a list for locations to choose from when selecting which non-profit to sponsor. This list of non-profits will include your logo, a brief description of your mission, who you help, and what you hope to achieve in the future. You will also be featured on our website in the “participating non-profit” area with the same information as above, as well as, a link your website, if applicable. Participation also means you and those



associated with your organization may provide leads for ATM placements that will automatically support your non-profit by virtue of establishing the connection between Syracuse ATM and the location. Signing our participant agreement means you will work exclusively with Syracuse ATM and the ATMs for Good™ program to receive donations through ATM use for the term of the agreement.

As a participating non-profit you will approve any terminal placements in which you are the sponsored non-profit. There is the potential that a location may want to sponsor your non-profit, however you may not want to be associated with said location. You will have the right to decline any placement as you see fit.

Why ATMs for Good™:

Community Involvement:

ATMs for Good™ allows a non-profit to gain immediate relevance. An individual that gives to a cause is compelled to become invested and involved in that cause. ATMs for Good™ allows non-profits the ability to take up mind-space within an individual that may not have even been aware that the non-profit existed. A “we” mentality is created. The program removes the barrier of “us” (the ATM user) and “them” (the non-profit), by automatically contributing to the non-profit, each user is now a “we” with the non-profit. This will trickle down into more than just monetary donations, but donations of time, materials and manpower as well.

Community Awareness:

ATMs for Good is an opportunity to have unique targeted advertising. The ATM wrap can be thought of as a billboard that collects donations. Every patron in the location in which that ATMs for Good™ ATM is placed will see the ATM and the message it conveys. This program is not only targeting the ATM users, but all the traffic that travels in and out of a particular location. Having an ATM branded with the non-profits message allows the non-profit to spread awareness and incite involvement.

Increase Donations:

A unique aspect of ATMs for Good™ are that donations are not optional. The user does not choose whether or not to donate, it is a predetermined conclusion. This is a fee users would pay regardless, but now they can feel better about it, knowing that a worthwhile organization is the beneficiary and not some greedy corporate entity. The non-profit will make money on this on a per transaction basis – it is not based on the whim of the users. This means guaranteed revenue to the non-profit from a source otherwise untapped. It is similar to crowd-sourcing for a non-profit, a small donation from many individuals can add up to a lot. Add to that the personal connections being made and this program is a win-win for non-profits.



Sample Financial Breakdowns:

Scenario 1: A business owner has selected your non-profit from the list of participating organizations as the non-profit they would like to sponsor. In this scenario the non-profit will automatically receive 15% of the surcharge on transactions. **Syracuse ATM purchases and manages the ATM.**

Automatic Non-profit donation: 15%

| Surcharge | Portion to Non-Profit per Trans @ 15% | Monthly ATM Transactions | Monthly Amount to Non-Profit | Annual Amount to Non-Profit |
|-----------|---------------------------------------|--------------------------|------------------------------|-----------------------------|
| \$2.50 | \$0.375 | 100 | \$37.50 | \$450 |
| \$2.50 | \$0.375 | 250 | \$93.75 | \$1,125 |
| \$2.50 | \$0.375 | 500 | \$187.50 | \$2,250 |
| \$2.50 | \$0.375 | 1000 | \$375.00 | \$4,500 |

Scenario 2: You are a Non-Profit excited about participating in our program and anxious to get ATMs in locations. You provide solid leads about where you want to get your ATMs placed. We work with you and the potential locations to secure those placements. Because you provided us with the lead you are automatically the sponsored non-profit and receive 20% of the surcharge on transactions. **Syracuse ATM purchases and manages the ATM.**

Automatic Non-profit donation: 20%

| Surcharge | Portion to Non-Profit per Trans @ 20% | Monthly ATM Transactions | Monthly Amount to Non-Profit | Annual Amount to Non-Profit |
|-----------|---------------------------------------|--------------------------|------------------------------|-----------------------------|
| \$2.50 | \$0.50 | 100 | \$50.00 | \$600 |
| \$2.50 | \$0.50 | 250 | \$125.00 | \$1,500 |
| \$2.50 | \$0.50 | 500 | \$250.00 | \$3000 |
| \$2.50 | \$0.50 | 1000 | \$500.00 | \$6,000 |

Scenario 3: Same as scenario 1 or 2, however, this time the non-profit purchased the ATM and will receive 50% of the surcharge on transactions. **The non-profit purchases the ATM but Syracuse ATM manages the ATM.**

Automatic Non-profit donation: 50%

| Surcharge | Portion to Non-Profit per Trans @ 50% | Monthly ATM Transactions | Monthly Amount to Non-Profit | Annual Amount to Non-Profit |
|-----------|---------------------------------------|--------------------------|------------------------------|-----------------------------|
| \$2.50 | \$1.25 | 100 | \$125.00 | \$1,500 |
| \$2.50 | \$1.25 | 250 | \$312.50 | \$3,750 |
| \$2.50 | \$1.25 | 500 | \$625.00 | \$7,500 |
| \$2.50 | \$1.25 | 1000 | \$1,250.00 | \$15,000 |



ATMs for Good™ Terminal Options



ARGO 7: ATMs For Good™

ARGO 7.0

ATMs for Good™ leverages ARGO, the newest line of Triton ATMs, for our standard terminals. ARGO features an updated, next-generation design with added elements of security, larger screens, and easier-to-read keypads or touchscreen options. All ATMs for Good™ are EMV compliant.

The ARGO 7.0, our standard terminal, has a touch screen with 7.0" diagonal active display area at 800x480 (widescreen format) resolution.

If you really want to capture the attention of potential users you may want to upgrade to the ARGO 12 (add \$750) which has a 12.1" diagonal active display area. It was built with expanded marketing options in mind. A larger screen means more room for marketing messages.



ARGO 12: + \$750

ARGO 12.0



Notes: