



# \$5,000!

## HOW WOULD YOU SPEND IT?

### Announcing the Visa® 2014 CSCU How Would You Spend It? Employee Promotion.

Would one of your employees spend \$5,000 on an elaborate spa day? A new gaming system? What about a dream vacation? Soon, the break room will be abuzz with daydreams thanks to the Visa® 2014 CSCU How Would You Spend It? Employee Promotion. Every time an employee signs a member up for a Visa® card, they have the chance to win instant prizes from Amazon® and iTunes®. Plus, they'll be entered for a chance to win a \$500 Visa® Gift Card and even a cash prize of \$5,000.



#### ONLINE TRAINING

Learn, Play and Win.

#### GO ONLINE

Employees will visit [www.visatrainingonline.com](http://www.visatrainingonline.com) to register and log on for the online training course. (Note: employees only need to register once to access all online training courses.)

#### COMPLETE THE COURSE

Employees can then complete a training module for each Visa® card their branch promotes: Visa® Credit card, Visa® Debit card, Visa® Business Credit card and Visa® Business Debit card.

#### TAKE A QUIZ

Once they've completed the course, employees will take a short quiz to test their knowledge.

#### PLAY THE GAME

Employees will have a chance to win prizes after successfully completing each training session. Plus, they'll get one entry for the chance to win a \$500 Visa® Gift Card or even the \$5,000 cash prize.

#### WIN INSTANTLY

Instant winners will receive their prize within 24 hours.



#### SELL TO WIN GAME

Sell, Play and Win.

#### SELL VISA®

Employees are encouraged to sell and cross-sell Visa® Debit and Credit card products.

#### EARN A GAME CARD

They earn a "5,000 Ways to Spend It" game card each time they:

- Submit a Visa® Credit card application
- Open an account featuring a Visa® Debit card
- Make a referral that leads to a Visa® card application

The employee receives a scratch-off game card for a chance to win prizes from Amazon® and iTunes®, plus they'll be entered for a chance to win the first prize of a \$500 Visa® Gift Card and the grand prize of \$5,000 cash.

#### ENJOY THE WINNINGS

Employees will be directed to a secure website to complete their prize redemption process. Within 24 hours, instant winners will receive a confirmation email containing a prize code. Each employee who completes the prize redemption process will also be automatically entered for the chance to win the first and grand prizes.

Visit [www.cscu.net/5000](http://www.cscu.net/5000) to reserve your promotional materials. Act fast to get in on the winning. Materials and participation are available on a first come, first served basis. To learn more about the program, visit [www.cscu.net/5000](http://www.cscu.net/5000).

CSCU | VISA

VISA 2014 CSCU HOW WOULD YOU SPEND IT? EMPLOYEE PROMOTION: NO PURCHASE OR CARD APPLICATION NECESSARY TO PLAY OR WIN THE GAME OR SWEEPSTAKES. NON-APPLICATION GAME PLAYS AND ENTRIES AND APPLICATION GAME PLAYS AND ENTRIES HAVE AN EQUAL CHANCE OF WINNING. Open to legal US & DC residents 18 and older as of 8/1/14 who are employed by a participating CSCU Branch. Void in Puerto Rico and where prohibited. Game begins on 8/1/14 and ends on 9/30/14. RECEIVE A GAME CARD: Employees will receive one (1) game card each time they complete one of the following activities: 1) Card Application: Submit a Visa debit or credit card application; 2) Referral: Make a referral that leads to a Visa debit or credit card application; OR 3) U.S. Mail: To receive a game card by U.S. Mail without submitting a Visa card application or referral: Send a hand-printed, self-addressed, stamped envelope to: Visa 2014 CSCU How Would You Spend It? Employee Promotion Card Request, P.O. Box 832, Plainview, NY 11803. Must be postmarked by 9/30/14 and received by 10/7/14. HOW TO PLAY: Gently scratch off the silver covering on the game card to reveal a message and code. If your card reveals a prize description, you are a potential winner of the prize indicated. If the game card reveals "Sorry, you're not an instant winner", you are not a winner. PRIZE CLAIM & SWEEPSTAKES ENTRY: Go to [www.HowWouldYouSpendIt.com](http://www.HowWouldYouSpendIt.com) no later than 10/31/14 to claim your prize. Upon submission, instant winners will automatically receive (1) entry into the Sweepstakes by the dates specified in the Entry Chart in Rule #7 of the Official Rules. All instant win prizes must be claimed by 10/31/14. Unclaimed instant win prizes will not be awarded. NON-WINNING INSTANT PRIZE SWEEPSTAKES ENTRY: 1) Employees with non-winning game cards may also enter the Sweepstakes by visiting [www.HowWouldYouSpendIt.com](http://www.HowWouldYouSpendIt.com) by the dates specified in the Entry Chart in Rule #7 of the Official Rules. Upon submission, employees with non-winning game cards will receive one (1) entry; 2) Employees with receive one (1) entry into the Sweepstakes by visiting [www.visatrainingonline.com](http://www.visatrainingonline.com) and successfully completing a training module including: course, quiz, and, online game. ODDS: Odds of winning an Instant Win Prize are 1:4. Odds of winning a Grand Prize or First Prize depend on the number of Sweepstakes entries received. One (1) Grand Prize: \$5,000 awarded in the form of a check. Ten (10) First Prizes: \$500 Visa gift card. Thirteen (13) Instant Win Prizes: ten (10) \$5 Amazon.com Gift Code, ARV \$5 each and three (3) \$10 iTunes Gift code, ARV \$10 each. Total ARV of all prizes \$10,000. SPONSOR: Visa U.S.A. Inc., P.O. Box 8999, San Francisco, CA 94128-8999.

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