



## **WELCOME FOR BUSINESSES TO THE DOWNTOWN NEWARK GIFT CARD PROGRAM!**

The Downtown Newark Partnership (DNP) replaced the paper gift certificate program with a new Downtown Newark Gift card program. We hope that you are as excited as we are about this change. Like the certificates, the gift cards can be accepted at all participating DNP merchant locations. We believe this as a great enhancement and are excited that we can offer you another benefit of our partnership. As always, participation is optional but we hope that you will consider the many benefits of card acceptance and sign up right away! Accepting the card has its benefits and here are just a few of the benefits that you will enjoy:

- **Added utility.** A single card can be used at multiple locations. Lunch at one place, a purchase at another, and an ice cream cone on the way home – all with a single card! Issuing a card ensures that every cent of the gifted amount will be spent as it was intended - in a DNP merchant location.
- **No more waiting.** Receive your funds just as you do for other credit card purchases.
- **No programming required for your terminal.** There are just a few simple steps that are required to participate.

## **WHAT ABOUT THE EXISTING CERTIFICATES?**

By the end of 2009r, the Downtown Newark Partnership will stop selling paper certificates and begin to sell the Downtown Newark Gift Card. The paper certificates that are still in circulation will continue to be valid through their expiration. Please continue to accept any paper certificates that are presented for payment. Certificates will be processed just as they are today.

## **GETTING STARTED**

To get you started, we'll need a little bit of information about your business and your point of sale terminals. Please contact Marvin Howard at [mhoward@newark.de.us](mailto:mhoward@newark.de.us) or call 302-366-7155 for a Gift Card Set-up Package. This packet includes everything that you will need to enroll in the program. We've tried to make this as simple as possible.

## **INCLUDED IN THIS GIFT CARD SET-UP PACKAGE:**

- **"The Basics"** Questions and Answers about the Downtown Newark Gift Card and how it works.

- **Merchant Participation Requirements** Letter(s) that include Visa Private Label program terms acceptance and a merchant processor notification. Both of which are the only requirements necessary to participate in the Downtown Newark Partnership's Gift Card Program.
- **Merchant Enrollment Card** By swiping this card through all of your Point of Sale (POS) terminals, your business' Merchant and Terminal Numbers will be loaded into our data base to ensure seamless acceptance of the card for payment.
- **Return Response Letter & Self-addressed Envelope** Once you swipe your card, you will notify us that your business is ready to accept the Downtown Newark Gift Card as a form of payment.

In addition, we've posted instructions for enrollment below as well as downloadable drafts of the required acceptance letters. It couldn't be easier.

### QUESTIONS?

If you find that you have questions about the Gift Card Program we'd love to hear from you! Please contact us directly. We'd be happy to assist you with your questions and help you get started on your way to enjoying all of the benefits that our Downtown Newark gift Card program has to offer.

Maureen Feeney Roser  
Assistant Planning & Development Director  
DNP Administrator  
[mfroser@newark.de.us](mailto:mfroser@newark.de.us)  
302-366-7030

Marvin Howard  
Downtown Parking Administrator  
Gift Card Program Supervisor  
[mhoward@newark.de.us](mailto:mhoward@newark.de.us)  
302-366-7155