Your sponsorship has great commercial potential. Get the most of your support for an athlete, a team or a national delegation... The upcoming sport events are an ideal occasion to launch a prepaid card program or to boost your ongoing initiatives. As a financial institution or a retailer, you can highlight your partnership by issuing open-loop prepaid cards with the logo or pictures of the team you are involved with.

Prepaid cards represent an additional revenue channel, new marketing opportunities and an efficient driver for new customer acquisition. A tailored and performing program must be set-up to get significant benefits from it. It will bring in collateral business, boost your branding and define a new relationship with your audience.

Gemalto takes care of the rest by proposing an end-to-end prepaid card offer: top-quality and highly secure products & personalization, reactivity for card & packaging design, flexibility for volumes management.

Take the prepaid opportunity!
Open-loop prepaid is booming

Open-loop prepaid cards branded by major schemes can be used just like regular cards. They are usable in schemes POS network, to withdraw cash at ATMs and on the internet, at home and abroad. No checking account is required, the cardholder just need to load funds on it, through cash deposit, card or an internet payment. These innovative cards are gaining popularity in many countries and the number of issuers is still limited.

Open-network prepaid cards offer a great end-user experience as a simple and convenient mean of payment. They are safer than cash and include upmost security features.

Youngsters enjoy prepaid as their first card payment experience to manage their pocket money or as a financial back-up during time on their own.

Adults appreciate open-loop prepaid as an alternative payment option, a tool to monitor their budget or for purchases on the internet.

In the end both young and grown-up sports fans should be pleased to adopt prepaid cards featuring their favorite athletes.

The impact of limited editions

Prepaid cards’ issuance in conjunction with a world-class event your team is participating at will definitely increase fans’ interest. Two types of open-loop prepaid products can be proposed:

- **Gift cards:** usually non-reloadable, with fixed denominations or a sum pre-arranged by the purchaser
- **Reloadable prepaid cards:** usable as an instant-enrolling portable account

Stock and logistics management through our interactive web portal guarantees a fast and smooth resupplying of cards in case of massive success.

Design your cards & packaging

Gemalto’s studio provides reactive support for the design of your prepaid packages to fully serve your marketing and distribution strategy.

Several packaging formats and personalization options are available:

- **Full artwork customization:** star athletes on the front, competitions schedule on the back... Countless possibilities to delight fans!
- **Advanced packaging features** for an efficient display and activation at your branches/shops or at partner retailers’

Open-loop prepaid cards can be ordered securely on your website as well. An online service to create individual card designs can even be proposed.

Create the buzz!!

A successful program management involves a strong promotion of your collector’s prepaid cards. Sport fans, teenagers should be a preferred target mainly if they are members of a club/federation.

You can use direct marketing channels (smart message, email...) and launch campaigns in the specialized press & on social networks.

Partnerships with other sponsors can be arranged to implement some loyalty and cross-selling programs.

Finally, having the team you support equipped with your open-loop prepaid cards on-site would for sure increase interest.