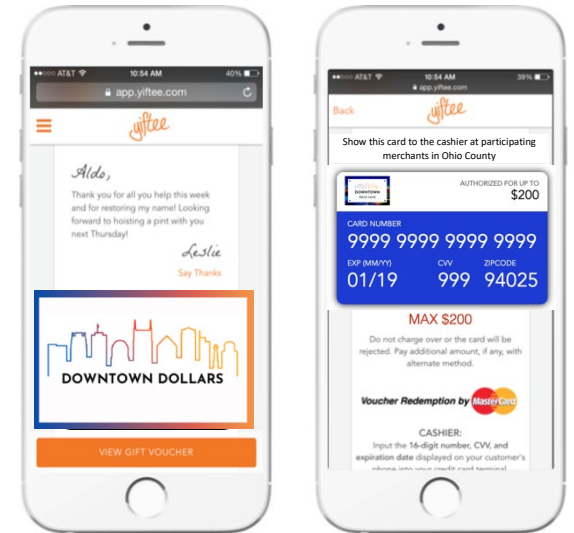




**NASHVILLE  
DOWNTOWN  
PARTNERSHIP**

## Welcome to “DOWNTOWN DOLLARS”

*A New Currency Accepted ONLY Downtown!*



### Uniting Companies, Consumers & Local Merchants to Grow Business in Our Community

As a downtown Nashville business, you are invited to participate in our Community e-Gift Card program!

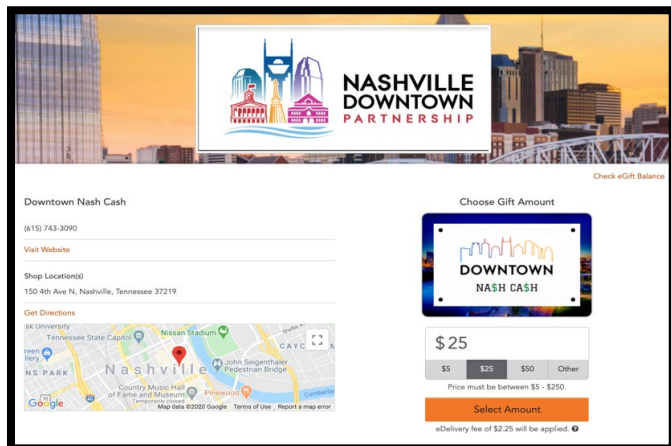
Community eGift Cards are a simple way for people and companies to drive more business into our local stores. These customized digital gift cards can be used at any participating downtown merchants: restaurants, salons and spas, boutiques, sports and entertainment, hotels, etc. “Downtown Dollars” keep spending local, strengthening our local businesses and building our community.

There is no special technology or administration required to participate when you accept MasterCard and can key in the transaction like a phone order. **There is no fee to participate** other than your usual processing fee.

### Who Buys “Downtown Dollars”?

Anyone! People and companies will purchase cards for personal use or as gifts. They are purchased from the Nashville Downtown Partnership website.

**Join now to get your business on board!**



#### How Community eGift Cards Work

Sign up for Downtown Dollars by emailing, [downtowndollars@nashvilledowntown.com](mailto:downtowndollars@nashvilledowntown.com)

- 1) Run the “Activation Card” as a digital MasterCard on your PoS to join. Put the “Downtown Dollars” link on your website to sell more.
- 2) People will come in your business with a “Downtown Dollars” eGift Card on their phone (or printed). Click on the “View Gift Voucher” bar and process it as a key-entry MasterCard.
- 3) MasterCard will authorize the purchase and you are paid as usual by your MasterCard bank.

## “Downtown Dollars” FAQs

Q: How to I sign up?

A: Tell the Nashville Downtown Partnership ([downtowndollars@nashvilledowntown.com](mailto:downtowndollars@nashvilledowntown.com)) that you want to participate and they will send you an Activation Card, which is a 10 cent prepaid MasterCard. Running the Activation Card is your authorization to opt-in to the program which means you agree to the Yiftee Merchant Agreement here: <https://bit.ly/2Bqrbxm>

Q: What if I can't process the Activation Card, which is a \$0.10 credit card transaction?

A: No problem. Process the Activation Card for your minimum amount. It will be declined but Yiftee will get the information they need to add you to the program.

Q: What if I can't key in a MasterCard?

A: This is very unusual. We can introduce you to a processor who will allow you to do this.

Q: What if the purchase is for more than the Community eGift Card value?

A: Run the Community eGift Card for the remaining balance on the card and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the eGift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info.

Q: Is tipping allowed on the Community eGift Card?

A: No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

Q: Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. But there is no tipping allowed on the Community Card.

Q: Since the eGift Card is like a MasterCard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations who have run their Activation Card.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present (CNP) MasterCard fee.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. You can check balance on [Yiftee.com](http://Yiftee.com) or <https://c.yiftee.com/check-gift-balance>.

Q: Can I apply a refund to the eGift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Q: Can I cancel my participation?

A: Yes. Anytime, by notifying your organizer. You will be removed from the marketing materials online and can no longer process the cards.