



Shop 716 eGift Card

Details:



- ✓ **There is NO cost to the merchant or business to opt-in to the program**
- ✓ The [Shop 716 eGift Card](#) is electronic; there is NO plastic card
- ✓ It can be texted, emailed or printed after purchase for use
- ✓ The merchant must be able to key a Mastercard transaction
- ✓ It is a Mastercard and will be processed by the business merchant account as a CNP transaction
- ✓ Although administered by the Amherst Chamber of Commerce, you do NOT need to be an Amherst Chamber member to opt-in as a merchant
- ✓ **The [Shop 716 eGift Card](#) does NOT expire**
- ✓ **Additional Terms: NON-RELOADABLE. NO CASH ACCESS. Unless prohibited by law, a \$3.00 fee will be deducted monthly from Voucher balance starting 1st day after 12 months of inactivity. Activity means any action resulting in a change in Voucher balance, other than fee imposition, or adjustment due to error or prior transaction reversal.**
- ✓ **Launch date is Tuesday, November 10th; program will continue indefinitely**
- ✓ All local independent shops, restaurants, attractions and businesses can opt-in
- ✓ Franchise and/or banner businesses will be able to participate after the launch campaign, beginning 12/31/2020.
- ✓ Large box retailers and grocery stores will not be eligible for opt-in
- ✓ There is an eDelivery fee to the consumer for purchase of the Shop 716 eGift Card
 - \$25 value = \$2.25 eDelivery fee; \$50 value = \$3.50 eDelivery fee and up
- ✓ The eDelivery fee will be paid for by the Erie County Business Task Force for the promotional period of 11/10/2020 through 11/30/2020 **OR WHILE SUPPLIES LAST**
- ✓ **There will be a special BOGO promotion, funded by the Erie County Business Task Force, that will launch 11/10/2020 and run through 11/30/2020 OR WHILE SUPPLIES LAST**
- ✓ **The BONUS eGift Card will expire 12/30/2020.**
- ✓ The merchants will receive marketing materials showing that they participate in the program (more information to follow)
- ✓ Visit www.amherst.org/shop716 for more information
- ✓ Email shop716@amherst.org with questions



Buy (1) \$25 or more
Shop 716 eGift Card,
receive (1) free
\$25 bonus eGift Card.

Offer expires 11/30,
available while supplies last.
Limit 1 per card purchaser,
independent of recipient.
Bonus Gift expires
12/30/2020.