

NFL Equipment Overlays

8/31 - 9/30

PROGRAM DETAILS

CDMA DEVICE OVERLAYS (for Consumer, Individual-Liable, and Corporate-Liable):

	SRP	Less 2 yr \$150 Rebate	Less Instant Overlay	POS Net Price	Less MIR	Total Savings	Net Price
Sanyo 2400**	\$179.99	\$150	NA	\$29.99	\$29.99	\$179.99	FREE
Sanyo 4930**	\$179.99	\$150	NA	\$29.99	\$29.99	\$179.99	FREE
Samsung A640**	\$199.99	\$150	\$20	\$29.99	NA	\$170.00	\$29.99
Sanyo Katana (6600)	\$279.99	\$150	NA	\$129.99	\$50	\$200.00	\$79.99
Fusic LG550	\$329.99	\$150	NA	\$179.99	\$30	\$180.00	\$149.99
Samsung a900	\$349.99	\$150	NA	\$199.99	\$100	\$250.00	\$99.99
BB7130	\$479.99	\$150	NA	\$329.99	\$130	\$280.00	\$199.99
Sierra 580 Card	\$249.99	\$150	NA	\$99.99	\$50	\$200.00	\$49.99
Novatel s620 card	\$249.99	\$150	NA	\$99.99	\$50	\$200.00	\$49.99
PC-5740 card	\$229.99	\$150	NA	\$79.99	\$30	\$180.00	\$49.99

**Sprint Store Exclusive

CDMA OVERLAYS (CORPORATE-LIABLE CUSTOMERS ONLY)

	SRP	Less 2 yr \$150 Rebate	Less Instant Overlay	POS Net Price	Less MIR	Total Savings	Net Price
Treo 700p	\$649.99	\$150	NA	\$499.99	\$100	\$250.00	\$399.99
Treo 700wx	\$649.99	\$150	NA	\$499.99	\$100	\$250.00	\$399.99
BB7250	\$399.99	\$150	NA	\$249.99	\$100	\$250.00	\$149.99
Sierra 580 Card	\$249.99	\$150	\$49.99	\$50.00	\$50	\$249.99	FREE
Novatel s620 card	\$249.99	\$150	\$49.99	\$50.00	\$50	\$249.99	FREE
PC-5740 card	\$229.99	\$150	\$49.99	\$30.00	\$30	\$229.99	FREE

iDEN DEVICE OVERLAYS (for Consumer, Individual-Liable, and Corporate-Liable):

	SRP	Less 2 yr \$150 Rebate	Less Instant Overlay	POS Net Price	Less MIR	Total Savings	Net Price
i205	\$199.99	\$150	NA	\$49.99	\$49.99	\$199.99	FREE
i265	\$199.99	\$150	NA	\$49.99	\$49.99	\$199.99	FREE
i530	\$229.99	\$150	NA	\$79.99	\$50	\$200.00	\$29.99

i560	\$299.99	\$150	NA	\$149.99	\$50	\$200.00	\$99.99
i670	\$249.99	\$150	NA	\$99.99	\$50	\$200.00	\$49.99
i760	\$329.99	\$150	NA	\$179.99	\$50	\$200.00	\$129.99
i870	\$449.99	\$150	NA	\$299.99	\$50	\$200.00	\$249.99
RIM 7520	\$449.99	\$150	NA	\$299.99	\$100	\$250.00	\$199.99

ELIGIBILITY REQUIREMENTS

- All customer types eligible – consumer, Individual-Liable (IL) and Corporate-Liable (CL) - except for the CDMA Corporate-Liable only offers
- New and existing customers activating a NEW line of service with a 2-year subscriber agreement
- HUP-eligible customers with a new 2-year subscriber agreement
- Overlays are combinable with \$150 2-year National Rebate
- In-store activation is required to receive instant overlay on the Samsung A640. Otherwise, extra overlay will be awarded via mail-in rebate.

CDMA Corporate-Liable only offers:

- Exclusive to business customers with an account established using a Federal Tax ID # only
- New and existing customers activating a NEW line of service with a 2-year subscriber agreement
- Existing business customer with less than six months remaining on their contract are eligible with a new 2-year subscriber agreement
- Overlays are combinable with \$150 2-year National Rebate
- In-store activation is required to receive instant overlay on EVDO Connection Cards. Otherwise, extra overlay will be awarded via mail-in rebate.

POSITIONING and COMPETITIVE

PROVISIONING/RINGING UP INSTRUCTIONS

CDMA IN CDMA STORE (using RMS/P2K/PSA)

Mail-In Rebates:

- For all customer types in all markets (except Puerto Rico/US Virgin Islands) – Activate the subscription in RMS per standard procedure; provide customer the appropriate mail-in rebate form
- Consumer, IL and CL customer types in Puerto Rico/US Virgin Island markets – Activate the subscription in RMS, using the appropriate RMS instant overlay codes in lieu of mail-in rebates.

RMS Codes for Consumer & IL overlays in all markets

Samsung A640

- > **Samsung A640 \$20CR**
- > **24+HupSamsung A640 \$20CR**

RMS Codes for CL overlays in all markets

Samsung A640

- > **Samsung A640 \$20CR**

Sierra AC580 EVDO Card

- > CL SIERRA AC580 \$49CR

Novatel S620 EVDO Card

- > CL NOVATEL S620 \$49CR

STARCOM PC-5740 EVDO Card

- > CL STARCOM 5740 \$49CR

RMS Codes for Consumer & IL overlays in US VI/PR

Sanyo 2400

- > Sanyo 2400 \$29.99CR
- > 24+HupSanyo2400 \$29.99CR

Sanyo 4930

- > SANYO 4930 \$29.99CR
- > 24+HUP SANYO 4930 \$29.99CR

Samsung A640

- > Samsung A640 \$20CR
- > 24+HupSamsung A640 \$20CR

Sanyo Katana

- > KATANA \$50CR
- > 24+HUP KATANA \$50CR

LG FUSIC

- > LG550 FUSIC \$30CR
- > 24+HUP LG550 FUSIC \$30CR

Samsung A900

- > SamA900 \$100CR
- > 24+HUPSamA900 \$100CR

Samsung A900M

- > SAMSUNG A900M \$100CR
- > 24+HUP SAMSUNG A900M \$100CR

BlackBerry 7130e

- > BB7130E \$130CR
- > 24+HUP BB7130E \$130CR

Sierra AC580 EVDO Card

- > Sierra 580 \$50CR
- > 24+HUP Sierra 580 50CR

Novatel S620 EVDO Card

- > Novatel S620 \$50CR
- > 24+HUP Novatel S620 50CR

STARCOM PC-5740 EVDO Card

- > Starcom 5740 \$30CR
- > 24+HUP Starcom 5740 30CR

RMS Codes for CL overlays in US VI/PR

Sanyo 2400

- > Sanyo 2400 \$29.99CR

Sanyo 4930

- > **SANYO 4930 \$29.99CR**

Samsung A640

- > **Samsung A640 \$20CR**

Sanyo Katana

- > **KATANA \$50CR**

LG FUSIC

- > **LG550 FUSIC \$30CR**

Samsung A900

- > **SamA900 \$100CR**

Samsung A900M

- > **SAMSUNG A900M \$100CR**

BlackBerry 7130e

- > **BB7130E \$130CR**

Treo 700p

- > **CL TREO 700P \$100CR**

Treo 700wx

- > **CL TREO 700W \$100CR**

BlackBerry 7250

- > **CL BB7250 \$100CR**

Sierra AC580 EVDO Card

- > **CL SIERRA AC580 \$49CR AND Sierra 580 \$50CR**

Novatel S620 EVDO Card

- > **CL NOVATEL S620 \$49CR AND Novatel S620 \$50CR**

STARCOM PC-5740 EVDO Card

- > **CL STARCOM 5740 \$49CR AND Starcom 5740 \$30CR**

iDEN IN iDEN STORE (using FDT/ Triversity)

Use the following POS Ringdown Procedure after the device has been activated in FDT:

1. At prompt **Enter Item**, scan/enter SKU for the handset.
2. At prompt **Enter SIM ID #ESN**, scan/enter the SIM or ESN of the handset.
3. **For IL customers:** Scan/key the EVP Activation SKU (**NWACTEVP or NWACEVPD**)
4. **For IL and CL customers:** At prompt **Enter Corp ID#**, enter the customer's Corporate ID Number.
5. At prompt **Enter Corp ID#**, enter the customer's Wireless number with no separators (such as 7035551212).
6. Scan/key the appropriate activation SKU: NEWACTIV or NWACTDAT.
7. Scan/key the 2-year commitment SKU: 2YRCOMMT.
8. Select **Purch Allow/Item Disc**.
9. Select **Item \$ Discount**.
10. Use keyboard to highlight handset for discount and press **[Enter]**.
11. At prompt **Enter \$ Discount**, enter the exact amount of the discount: \$150.00 (should be entered as '15000' with no decimal) then press **[Enter]**.
12. Repeat these steps for additional handsets.
13. Scan/key any accessories.

14. When all items are entered - Press the **[+]** key (addition sign on numeric keypad) to total sale transaction.
15. Select appropriate tender.
16. Provide customer the appropriate mail-in rebate form

iDEN IN CDMA STORE (using FDT/RMS)

- In RMS, apply the \$150 National 2-year rebate overlay.
- After completing the transaction, provide customer the appropriate mail-in rebate form

CDMA IN iDEN STORE (using FAST/Triversity/Oasis)

Samsung A640 \$20 Instant Overlay

Use the following POS Ringdown Procedure after the device has been activated in FDT:

1. At prompt **Enter Item**, scan/enter SKU for the handset.
2. At prompt **Enter SIM ID #ESN**, scan/enter the SIM or ESN of the handset.
3. **For IL customers:** Scan/key the EVP Activation SKU (**NWACTEVP or NWACEVPD**)
4. **For IL and CL customers:** At prompt **Enter Corp ID#**, enter the customer's Corporate ID Number.
5. Scan/key the handset discount SKU (**NFLPROMO**)
6. At prompt **Enter Corp ID#**, enter the customer's Wireless number with no separators (such as 7035551212).
7. Scan/key the appropriate activation SKU: NEWACTIV or NWACTDAT.
8. Scan/key the 2-year commitment SKU: 2YRCOMMT.
9. Select **Purch Allow/Item Disc**.
10. Select **Item \$ Discount**.
11. Use keyboard to highlight handset for discount and press **[Enter]**.
12. At prompt **Enter \$ Discount**, enter the exact amount of the discount: \$170.00 (should be entered as '17000' with no decimal) then press **[Enter]**.
13. Repeat these steps for additional handsets.
14. Scan/key any accessories.
15. When all items are entered - Press the **[+]** key (addition sign on numeric keypad) to total sale transaction.
16. Select appropriate tender.
17. Provide customer the appropriate mail-in rebate form

CL Only Offer – \$49.99 Instant Overlay

Use the following POS Ringdown Procedure after the device has been activated in FDT:

1. At prompt **Enter Item**, scan/enter SKU for the device.
2. At prompt **Enter SIM ID #ESN**, scan/enter the SIM or ESN of the handset.
3. At prompt **Enter Corp ID#**, enter the customer's Corporate ID Number.
4. Scan/key the device discount SKU (**EVDOFREE**)
5. At prompt **Enter Corp ID#**, enter the customer's Wireless number with no separators (such as 7035551212).
6. Scan/key the appropriate activation SKU: NEWACTIV or NWACTDAT.
7. Scan/key the 2-year commitment SKU: 2YRCOMMT.
8. Select **Purch Allow/Item Disc**.
9. Select **Item \$ Discount**.
10. Use keyboard to highlight handset for discount and press **[Enter]**.
11. At prompt **Enter \$ Discount**, enter the exact amount of the discount: \$200.00 (should be entered as '20000' with no decimal) then press **[Enter]**.
12. Repeat these steps for additional handsets.
13. Scan/key any accessories.
14. When all items are entered - Press the **[+]** key (addition sign on numeric keypad) to total sale transaction.

15. Select appropriate tender.
16. Provide customer the appropriate mail-in rebate form

Mail-In Rebates:

Use the following POS Ringdown Procedure after the device has been activated in FDT:

1. At prompt **Enter Item**, scan/enter SKU for the handset.
2. At prompt **Enter SIM ID #ESN**, scan/enter the SIM or ESN of the handset.
3. **For IL customers:** Scan/key the EVP Activation SKU (**NWACTEVP or NWACEVPD**)
4. **For IL and CL customers:** At prompt **Enter Corp ID#**, enter the customer's Corporate ID Number.
5. At prompt **Enter Corp ID#**, enter the customer's Wireless number with no separators (such as 7035551212).
6. Scan/key the appropriate activation SKU: NEWACTIV or NWACTDAT.
7. Scan/key the 2-year commitment SKU: 2YRCOMMT.
8. Select **Purch Allow/Item Disc**.
9. Select **Item \$ Discount**.
10. Use keyboard to highlight handset for discount and press **[Enter]**.
11. At prompt **Enter \$ Discount**, enter the exact amount of the discount: \$150.00 (should be entered as '15000' with no decimal) then press **[Enter]**.
12. Repeat these steps for additional handsets.
13. Scan/key any accessories.
14. When all items are entered - Press the **[+]** key (addition sign on numeric keypad) to total sale transaction.
15. Select appropriate tender.
16. Provide customer the appropriate mail-in rebate form

MERCHANDISING MATERIALS

Mail-in Rebate Forms	<p>iDEN MIR Form – LIT JU61007-1036: (branded Nextel only)</p> <p>Check with Jody Kohler for these materials.</p> <p>iDEN MIR Form – LIT JU61007-1027:</p> <p>CDMA MIR Form – LIT JU61007-1000:</p> <p>CDMA MIR Forms FOR CL ONLY OFFERS – LIT JU6B023-9500:</p>	
POP/Collateral Lit Numbers		
In-Market Date (reception date)		
SMARTworks/Promo Kit	<p>Outbound Flyer with Fair & Flexible: 6091100 Outbound Flyer with Fair & Flexible Families: 6091102 Host Flyer: 6091101</p>	

TRAINING

Pre-merger Sprint Store	Pre-merger Nextel Store
8/23 Weekly Playbook	

ADVERTISING/MEDIA

DIRECT MAIL/ETC.

KEYWORDS (KMS)