



PREVIEW

U.S. Sponsor Bank Market Overview

Key Insights Into the Visa/MasterCard Bank Sponsorship Market



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Report Overview

WHAT IS THIS REPORT?

This report offers expert insight and exclusive data on the merchant acquiring sponsorship landscape.

Topics covered include:

- A general overview of the sponsor bank market
- The legal and regulatory environment
- Keys to success in relationships
- Contract terms
- Typical pricing
- Past actual portfolio quotes
- Bank sponsorship fee analysis
- Market share indicators of the top sponsor banks
 - Size
 - Number of relationships
 - Average dollar volume sponsored per relationship

WHY IS THIS USEFUL?

This report will help current sponsor banks understand the market and optimize their acquiring sponsorship program. Banks that are considering creating their own sponsorship program will also find this report to be an excellent starting point. Merchant acquirers will also find value in this report as they evaluate their current sponsor relationships.

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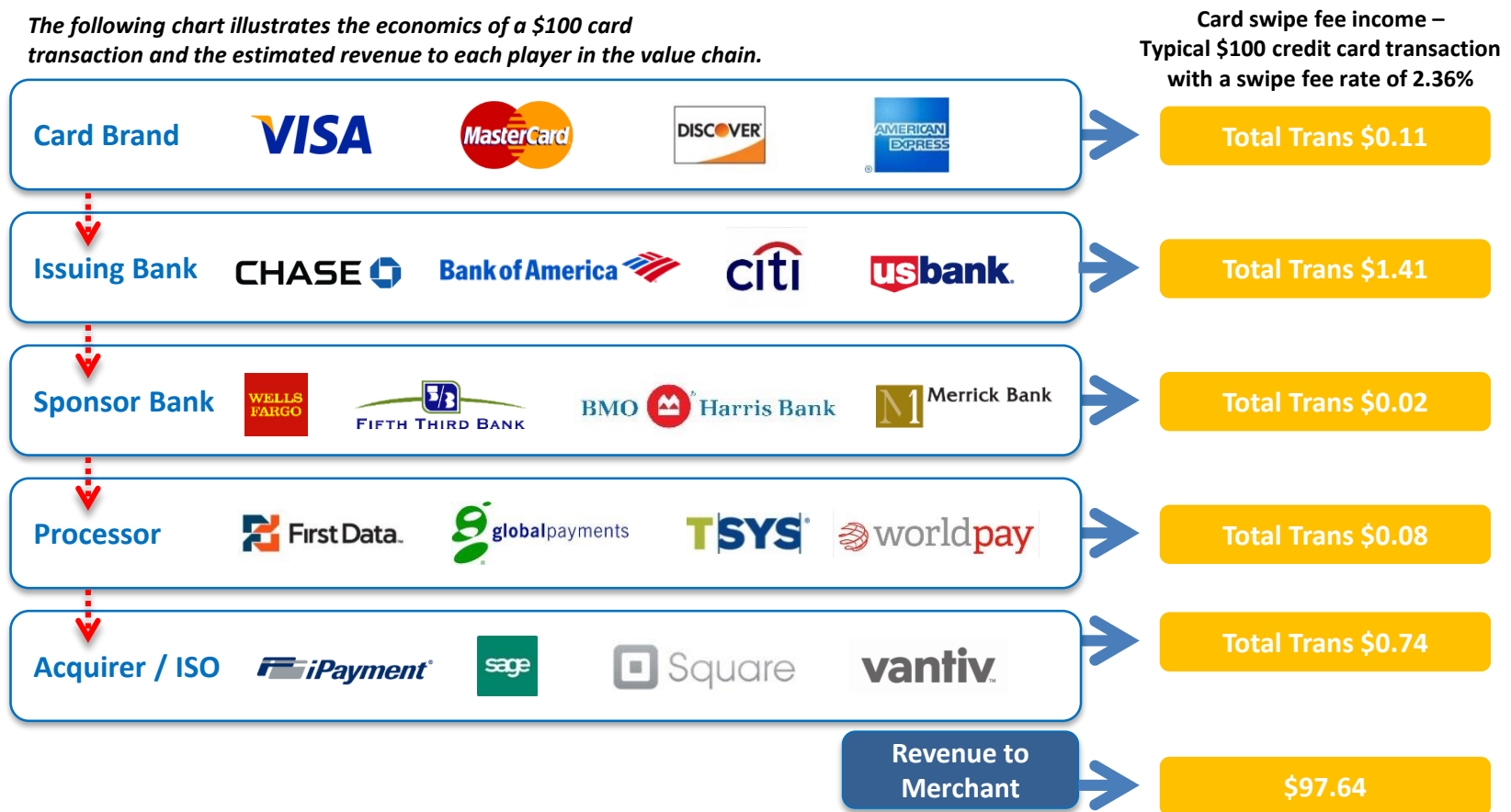
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General Overview on Sponsoring Bank Market

Market Basics

- Limited number of banks in the market
- There are some banks (probably five or so) that have a one to one relationship with an ISO and have chosen to not sponsor additional banks.

The following chart illustrates the economics of a \$100 card transaction and the estimated revenue to each player in the value chain.



Report Author Bio - Rich Eyberg

Rich Eyberg, a Senior Associate of The Strawhecker Group, has over 30 year's experience in the bankcard business. Eyberg is a payments consultant specializing in merchant acquiring businesses, prepaid, and acquiring activities in the specialized oil and convenience store verticals. He also focuses on strategy, business development, and vendor management. Recently, Eyberg has also done work and studied developments in the mobile/electronic couponing space and the merchant funded/manufacturer funded rewards and loyalty ecosystems.

Eyberg's previous positions at Alliance Data included Senior Vice President of Prepaid Services, Senior Vice President of Sales and Business Development and Vice President of Payments. While at Alliance Data, Eyberg was in charge of, at various times, Sales, Account Management, Business Development, Systems Development, and Project Management. He also participated in both Alliance-wide and Payment division specific strategy review, formulation and implementation activities.

Eyberg held a variety of positions of increasing revenue responsibility at First Data over a 25 year career, in both the Issuing and Acquiring groups. His last positions were Executive Vice President of the General Electric Card Services Account Team, Senior Vice President of the Chase Card Services Account Team (and Chemical/ Manufacturers Hanover prior to the merger) and Vice President of Merchant Services.

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Have Questions?

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About TSG

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