



Shooting Sports

Payments Package

Payment Alliance International is Your Partner for Shooting Sports



Payment Alliance International is the proud partner of America's hallmark organizations which serve to protect our 2nd Amendment rights. While other payment processors have limited their service to sports shooting and firearms businesses, we have embraced the industry. Today, we are the endorsed payments provider to:



NRA Business Alliance
The Business of Freedom.



Reasons to Trust Your Business to Payment Alliance International

- The endorsed payments provider to the National Rifle Association Business Alliance, National Shooting Sports Foundation (NSSF), and other firearm associations
- We are gun-friendly when it comes to processing your customers' payments
Including online purchases
- Special wholesale pricing for association members
Local service and support
- 24/7 world-class technical support from three Operating Centers
- Total payment solution for all your needs

Increase Sales Margins

Reduce fees up to 30% with PAI Bank Card

It is essential for business owners to shave costs wherever and whenever they can. When you rely on Payment Alliance International for your payment processing, you will save upwards of 30% on credit card fees. Plus each time you run a credit card transaction, you will support the fire-arms industry.

We offer:

- *Guaranteed lowest wholesale processing fees*
- *Greater discounted rates for debit card processing*
- *Greatest amount of flexibility when accepting payment for online purchases*
- *Free reprogramming of equipment*
- *Wireless terminals for Gun Shows*
- *Check guarantee & electronic deposit*
- *Gift & loyalty card programs*
- *Automated customer payments for clubs & membership programs*
- *ATM placement program*
- *\$50,000 data security protection for all businesses*

Automate Your Customer Payments for Clubs & Membership Programs

We provide you the tool for electronic transfer of an authorized payment from a customer's checking or savings account. ACH is perfect for one-time payments or recurring monthly payments common with clubs & membership programs.

Plus, you'll save upwards of 90% over processing recurring payments by credit card. For example, a \$75 recurring credit card transaction would cost an average of \$1.85. That same transaction captured through our ACH product costs a flat 20 cents. That's nearly 90% in savings!!!

Now gun clubs, shooting ranges, and other membership services can automate their payment collections in a safe, secure and timely manner.

Gift & Loyalty Cards

Drive additional revenue, repeat business, and retain sale on customer returns

Gift cards are a convenient choice for anyone selecting a gift for their favorite hunter or sports enthusiast. Whether it's optics, clothing, holsters, or books & videos, it's easy to load any amount on a card and allow the recipient to make their choice.

Gift cards also provide a way for you to retain more of your sales. Issue gift cards for returns and have customers return to shop at your store or range.



Increasingly important is the ability to drive repeat business. That's why we've combined a loyalty feature to our gift card program. Reward your most loyal customers with a percentage discount or a stated offer

Check Guarantee and Electronic Deposit

Our guarantee product allows you to offer your customers the greatest amount of payment flexibility and the piece-of-mind that you'll never accept another bad check. Don't limit your customers' choice of payment. With check guarantee, any authorized checks that bounce are reimbursed to you in full.

Accept a lot of checks? Then ask about our electronic check deposit. In addition to being guaranteed the funds, the check is imaged and automatically deposited from the point of sale. No more deposit slips and trips to the bank. Turn your checks into an electronic transaction - Great for business to business sales.

Eliminate invoicing, late payments, and trips to the bank. Once a customer record is entered into the system, ACH will automatically withdraw the amount you specify at the recurring schedule you specify.





Here's what industry leaders say about Payment Alliance International

"Payment Alliance International has been one of the most successful royalty-based programs to date for the NRA's Clubs & Business Alliance network. They provide an outstanding benefit to our members and package it with exceptional customer service. I would recommend PAI to any association looking to boost their member benefits program or any merchant looking to save money on payment processing costs."

Elizabeth M. Bush
National Manager

Clubs, Associations & Range Services
National Rifle Association

"PAI continues to be one of our most trusted and valuable strategic partners. Through our alliance, we have been able to retain and attract new members as well as add value to the NSSF membership. It has truly been a wonderful experience and we look forward to many more years of continued success."

Bettyjane Swann

Director, Member Services

National Shooting Sports Foundation



"Payment Alliance International (PAI) is the best credit card processing company with whom I have ever done business. I have never experienced such outstanding customer service in my life. And the rates you will receive from PAI are UNBELIEVABLE! Stag Arms has saved over 3% on every single credit card sale for the last 3 years. They guarantee the absolute LOWEST rates on processing for anyone in the firearms business."

I am pleased to support this great company who has stepped in and saved our industry from losing the right to process cards for firearm related purchases."

Amanda Malkowski
Owner

Stag Arms, LLC

For more information or to receive your no-obligation free rate review, please contact:

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