



Shooting Sports Payments Package

Payment Alliance International is your partner for shooting sports payment processing

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 shooting sports and firearms businesses, we have embraced the industry.

Our comprehensive suite of products are designed specifically for shooting sports and firearm industry professionals.

We are also the endorsed payments provider for these renowned organizations:



Rates starting under .50%

- Gun friendly credit and debit card processing
- Website credit card and check processing
- Wireless payment solutions for gun shows
- NRA, NSSF and SASS endorsed
- Experts who understand your business
- 24/7 world class customer support (USA)

Reduce fees by as much as 35%

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 35% on credit card processing fees. Plus each time you run a credit card transaction, you will support the firearms industry.



Process cards anywhere with PAlmobile™

Payment Alliance International now offers a cost-effective way to accept swiped card payments from your iPhone®, iPad®, iPod touch®, Galaxy Tab™ or other Android® device, by utilizing a Secure Card Reader Authenticator (SCRA) that simply attaches to the device.



Automate your customer payments for clubs and membership programs

We provide the right solution for electronic payment transfer from a customer's checking or savings account:

- ACH is perfect for one-time payments or recurring monthly payments – common with clubs and membership programs.
- 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 while increasing revenue.

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 knowing 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 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.



Shooting Sports Payments Package

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 Payment Alliance International 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
www.nraba.org



"Payment Alliance International 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
www.nssf.org



"Our business is primarily internet-based and was completely shut down when our credit card processor cancelled our service because we sell firearms online. We called Payment Alliance International (the endorsed payments provider of the NRA and NSSF) on a Thursday before leaving for our scheduled weekend event. When we returned from our event on Monday we were completely set up and ready to settle all pending orders. PAI is extremely knowledgeable in the firearms and shooting sports industry and they significantly lowered our costs. If you are in the firearms or shooting sports industry, we highly recommend the switch to Payment Alliance International."

Shaun Beiswanger - President
Sniper Company, LLC
www.snipercompany.com



"Payment Alliance International 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 Payment Alliance International are UNBELIEVABLE! Stag Arms has saved over 3% on every single credit card sale for the last 4 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
www.stagarms.com

FOR MORE INFORMATION or to receive a no obligation rate review or proposal, please contact 866-371-2273 opt. 1 or visit us at **www.GoPAI.com/shooting**



SSPP-SS-1011