



200,000+ Weekly Listeners

- *66% of Cumulus Listeners play golf
- *More than 20,200 Cumulus Listeners play weekly
- *Cumulus Listeners are 24% more likely than other stations' Listeners to play golf

Source: Nielsen Fall 2022 Ratings Book

2026 Spring Golf Card





Listener Rewards Program Program Concept:

Cumulus Lexington radio stations promote the opportunity for listeners to purchase a golf card – valid for 18 holes of golf at several courses. The Cumulus Golf Cards are sold to listeners online starting **Friday, April 3rd** on a first come – first served basis. Purchased Cumulus Golf Cards are then redeemed at your business by consumers who often bring friends and/or purchase additional merchandise.



Cumulus Lexington Provides:

- A Three-week promotional schedule to promote your business and the Cumulus Golf Card offer
- Online store front, including a link to your website and a map of your business' location
- Order processing, Cumulus Golf Card printing and delivery of certificates to consumers

You Provide:

Your business honors 250 single rounds of **18 hole golf with cart rental** upon presentation of the Cumulus Golf Card by customers

Lexington's Premiere Golf Program



Promotional Value

Golf cards go on sale Friday, April 3rd at 8:40am and will be available for purchase online – accessible through all of Cumulus Lexington's station websites.

For your participation in the Cumulus Golf Card program, your business will receive:

- Minimum of (300) :60 second pre-recorded promos to run March 13th – April 3rd (3 courses are included per promo)
- Inclusion in LIVE mentions as available running March 16th – April 3rd
- A LIVE interview with one of our station's hosts promoting your business' participation with Golf Card on WVLC-AM (News Talk 590) and WXZZ (ZRock)
- Business logo featured on the online Cumulus Golf Card storefront
- Link to your business' website with other Cumulus Golf Card participants



Lexington's Premiere Golf Program





Golf Card Guidelines:

- ✓ Golf Card will be produced for you at no cost
- ✓ Golf Card will be valid now till December 31st, 2026.
- ✓ No restriction on play except “tee times required in advance”
- ✓ Golf Cards are not to be used as cash towards purchase
- ✓ Golf Card good for green fees and cart only
- ✓ Round of golf defined as 18 holes of golf with cart
- ✓ Golf Card becomes property of the Cumulus Media

Information:

- ✓ Course Name: _____
- ✓ Course Address: _____
- ✓ Course Website: _____
- ✓ Course Phone: _____
- ✓ Course Round & Cart Price: _____

Each Course Will Provide:

- ✓ Commitment to honor and redeem 250 Golf Cards
- ✓ Complete *this form*
- ✓ Digital copy of logo and description of each course for our website

Cumulus Lexington Provides:

- ✓ Minimum of 300 (:60) pre-recorded promos to run 3/13 thru 4/3. 3 courses are included per promo
- ✓ LIVE mentions as available promos to run 3/16 thru 4/3.
- ✓ Golf Card Promotion on each radio station website links to your golf course website.
- ✓ All production costs of on-air and online promotion included.

Golf Course Agreement to Participate to Terms above:

- ✓ Client Name: _____
- ✓ Client Signature: _____
- ✓ Date: _____

