



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

2025 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 4th** 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

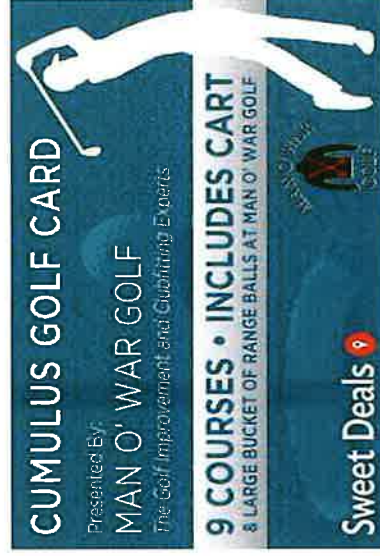
Lexington's Premiere Golf Program





Promotional Value

Golf cards go on sale Friday, April 4th 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 14th – April 4th (3 courses are included per promo)
- Inclusion in LIVE mentions as available running March 14th – April 4th
- A LIVE interview with one of our station's hosts promoting your business' participation with Golf Card on WVLK-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 March 31, 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

Scott Frazier GM 1/21/25
Cumulus Media

Information:

- ✓ Course Name: Tates Creek, Lakeside, Picadome
- ✓ Course Address: Kearney Hills, Meadowbrook
- ✓ 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 3/14 thru 4/4.
3 courses are included per promo
- ✓ LIVE mentions as available promos to run 3/14 thru 4/4.
- ✓ Golf Card Promotion on each radio station website links to your golf course website.
- ✓ Run a \$10,000 radio on-air schedule advertising the 5 city golf courses.

Golf Course Agreement to Participate to Terms above:

- ✓ Client Name: Mayer Linda Gorton
- ✓ Client Signature: *Linda Gorton*
- ✓ Date: 3/28/2025

