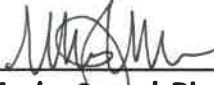




TO: Linda Gorton, Mayor
Sally Hamilton, CAO
Urban County Council Members

FROM: 
Monica Conrad, Director
Parks and Recreation

DATE: February 1, 2019

SUBJECT: Cumulus Advertising Agreement

Request

To execute Agreement between the LFUCG and Cumulus radio stations, including five different radio broadcasts, to be included in the Cumulus Golf Card promotion. The promotions run March 2019 through April 2019.

Why are you requesting?

Cumulus desires to offer an equal trade of golf for advertising. By allowing LFUCG golf courses to appear on the Cumulus Golf Card, LFUCG golf courses will receive a minimum 350 (:60) spots, 350 (:30) spots, inclusion in live mentions, live interview, LFUCG logo featured on online Cumulus Golf Card storefront, and a link to LFUCG Parks and Recreation website. All Cumulus rounds will be tracked.

Department needs this action completed because:

Cumulus requires a signed agreement in order to finalize the reservation and prior to advertising.

What is the cost in this budget year and future budget years? No impact on budget year or future budget years.

Are the funds budgeted? Equal trade

File Number: 0139-19

Commissioner/ Director: Geoff Reed, Commissioner, General Services
Monica Conrad, Director, Parks and Recreation

