

NEWS TALK 590
WVLK
NEWS TALK 590
97.3FM
WVLK

NASH
FM 92.9

Hot 102.5
LEXINGTON'S
HOTTEST MUSIC

101.5
JACK fm
playing what we want

Z-ROCK 103
THE ROCK STATION

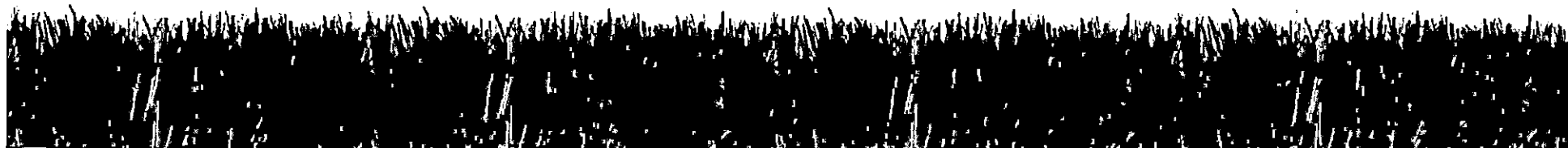


200,000+ Weekly Listeners

- *55.9% of Cumulus Listeners play golf
- *More than 31,700 Cumulus Listeners play weekly
- *Cumulus Listeners are 50% more likely than other stations' Listeners to play golf

Source: Nielsen Spring 2017 Ratings Book

2019 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 April 8th 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 four-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 260 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 Monday, April 8th at 8:45am 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 (350) :60 second pre-recorded promos to run March 11 – April 8th (3 courses are included per promo)
- Inclusion in LIVE mentions as available running March 11 – April 5th
- 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 December 31, 2019
- ✓ 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: Kearney Hills Lakeside Golf Club
Tates Creek Golf
Gay Brewer @ Picadome
Meadowbrook
- ✓ Course Address: Lex Fayette Co. Govt.
- ✓ Course Website: playgolflex.com
- ✓ Course Phone: _____
- ✓ Course Round & Cart Price: _____

Each Course Will Provide:

- ✓ Commitment to honor and redeem 260 Golf Cards
- ✓ Complete *this form*
- ✓ Digital copy of logo and description of each course for our website

Cumulus Lexington Provides:

- ✓ Minimum of 350 (:60) pre-recorded promos to run 3/11-4/8. 3 courses are included per promo
- ✓ LIVE mentions as available promos to run 3/11-4/5
- ✓ Golf Card Promotion on each radio station website links to your golf course website.
- ✓ All production costs of on-air and online promotion included.

\$10,000 TRADE BANK Included To Run on any of 5 Radio Stations

Scott Srazin GM, Cumulus 11/31/19

Golf Course Agreement to Participate to Terms above:

- ✓ Client Name: Linda Gorton, Mayor of Lexington - Fayette urban County
- ✓ Client Signature: Linda Gorton Government
- ✓ Date: MAR 07 2019

