



## 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 8<sup>th</sup> 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 8<sup>th</sup> (3 courses are included per promo)
- Inclusion in LIVE mentions as available running March 11 – April 5<sup>th</sup>
- 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
- ✓ Course Address: Tates Creek Golf
- ✓ 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 Frazier GM, Cumulus 11/31/19*

**Golf Course Agreement to Participate to Terms above:**

- ✓ Client Name: \_\_\_\_\_
- ✓ Client Signature: \_\_\_\_\_
- ✓ Date: \_\_\_\_\_

