




**TO:** Jim Gray, Mayor  
Sally Hamilton, CAO  
Urban County Council Members

**FROM:**   
Monica Conrad, Director  
Parks and Recreation

**DATE:** February 13, 2018

**SUBJECT:** Cumulus Advertising Agreement

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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 2018 through April 2018.

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:** 0186-18

**Commissioner/ Director:** Sally Hamilton, Acting Commissioner, General Services  
Monica Conrad, Director, Parks and Recreation

