

# Colorado Springs Market

**Radio Market Rank: 87** - El Paso County, Metro Population: A12+ 636,200 – 50% Male 50% Female

Hispanic A12+ population: 107,500 or 16.9%

Black A12+ population: 43,800 or 6.9%

**DMA Counties:** El Paso, Fremont, Teller, Custer, Huerfano, Pueblo, Las Animas, Otero, Crowley, Bent, Kiowa, Baca

**TSA Counties:** El Paso, Fremont, Teller, Custer, Huerfano, Pueblo, Las Animas, Otero, Crowley, Bent, Kiowa, Lincoln, Chaffee, Saquache

**TSA Population:** A12+ 930,700

**Total HH: 279,900** Income per HH: \$109,076. Median Income: \$81,852. Median Home Value: \$430,400. Median Rent: \$1,319.

**Nielsen Local TV Market data:** DMA TVHH Market Rank: 86 Colorado Springs-Pueblo - TVHH: 385,730

Gazette circulation 21,487

Colorado Springs metro radio market rank is 87 in the Nielsen Metro Market Dec 2023. Southern Colorado continues a trajectory of significant influx of new industries & population growth. Forbes' Magazine's annual list of America's fastest-growing cities provides a holistic picture of places on the upswing.

Colorado Springs culture and economy are heavily influenced by the military with a significant number of defense corporations and bases located within the area. The military has had a significant presence in the Colorado Springs area for more than 70 years. What started with the U.S. Army's Camp Carson, has grown into a burgeoning community of five military installations, hosting key national commands such as the Air Force Space Command, North American Aerospace Defense Command, Missile Defense Integration and Operations Center and the United States Air Force Academy.

With the city located at the base of the Rocky Mountains, next to Pikes Peak and 60 miles south of Denver, with good air quality and brisk seasons, Colorado Springs is a popular destination for tourists seeking scenery, rock formations and other unique geological features, like America's Mountain Pikes Peak, Garden of the Gods Park, Seven Falls, and Cave of the Winds.

Colorado Springs is known as Olympic City USA, CS is the heart of the nation's Olympic movement with a Culture of Excellence. As the proud home to the United States Olympic Committee Headquarters, 23 National Olympic Governing Bodies, 59 national & international sports organizations, the Colorado Springs Olympic Training Center and the U.S. Olympic & Paralympic Museum. Athletes and coaches have long recognized Colorado Springs as the epicenter of the U.S. Olympic and Paralympic Movements.

## Colorado Springs consistently ranks at the top of a variety of national and international lists:

#2 2022 U.S. News & World Report – Best Places to Live in the US, with a median age just under 35 and a high score for quality of life and value

#1 Park in the US – Garden of the Gods Park, Visitor & Nature Center – one of the most incredible geological wonders in the world – Trip Advisor

#1 fDi Intelligence, 2017 – Mid-Sized American Cities for Human Capital & Lifestyle

#1 Outside Magazine – Best Town 2021

#9 in U.S. News & World Report's 2023-2024 Best Places to Live rankings

Source: Nielsen TSA December 2023 (October-December)



# CUMULUS M E D I A

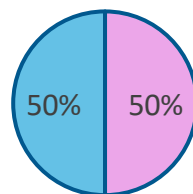
SOUTHERN COLORADO



COLORADO'S HOTTEST COUNTRY

- Top ranked country station in the market among A25-54 in mornings and midday
- Tied for 1st place rank (with KKMG) for the workday 10a-3p
- Reflects the Country lifestyle, love of family, love of our country, giving thanks to our military
- Colorado's favorite country music period! The best country from the 90's to now!
- New, highly entertaining, local morning show with major social media presence
- Megan in the Midday is a local military wife/mother, and a fun country & pop culture expert
- Ride home with Cat Country's live and local host
- Get all the Nashville 411 at night with Elaina
- Plus, Patrick and the new Pickle Jar music show to help entertain the 3rd shift
- Colorado Broadcasters Association Award winning station!

Audience Comp



Male Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA; M-Su 12m-12m; P 12+

### FEATURING THE HOTTEST COUNTRY NAMES INCLUDING:

Morgan Wallen, Luke Combs, Jason Aldean  
Lainey Wilson, Old Dominion,  
Kelsea Ballerini, Zac Brown Band, Kane Brown, Cole Swindel, Chris Stapleton  
Luke Bryan, Florida Georgia Line, Darius Rucker, Jon Pardi, Jelly Roll

TARGET DEMO

ADULTS  
25-54



SUPER SERVES

WOMEN  
25-54



SESSION  
STREAMING  
STARTS\*

21,750



**MASON IN THE MORNING**  
6am-10am Weekdays

**B-RAD LEE**  
6am-10am Weekdays

**MEGAN MARIE**  
10am-3pm Weekdays

**ROGER**  
3pm-7pm Weekdays

**NIGHTS WITH ELAINA**  
7pm-Mid Weekdays

**SHAWN MARTINEZ**  
Weekends



CATCOUNTRY951



CATCOUNTRY951



CATCOUNTRY951CO

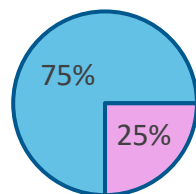


**CUMULUS**  
M E D I A™  
SOUTHERN COLORADO



- Colorado Springs home for Air Force Falcons Hockey and Women's Basketball, Denver Nuggets, Colorado Avalanche, Colorado Springs Switchbacks, plus Westwood One's coverage of the NFL and college sports including the Super Bowl and the NCAA Tournament
- An Infinity Sports Network affiliate and home to Southern Colorado's most popular local sports talk show: Drive Time Sports with Ryan Kaufman

Audience Comp



■ Male ■ Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA: M-Su 12m-12m; P 12+

**FEATURING:**

- Live interviews with Professional, Collegiate, High School, and Olympian Athletes and Coaches
- Live, on-site Game Broadcasts

TARGET DEMO

ADULTS  
25-54



SUPER SERVES

MEN  
25-54



SESSION  
STREAMING  
STARTS\*

14,262



**MAGGIE & PERLOFF**  
4am-7am  
Weekdays

**DAN PATRICK**  
7am-10am  
Weekdays

**JIM ROME**  
10am-1pm  
Weekdays

**RICH EISEN**  
1pm-3pm  
Weekdays

**RYAN KAUFMAN**  
3pm-6pm  
Weekdays



XTRASPORTS1300



# CUMULUS M E D I A™

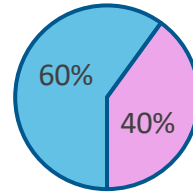
SOUTHERN COLORADO

# 98.1 KKFM CLASSIC ROCK

REAL CLASSIC ROCK

- Ranked 1st place among M18+
- Largest M18+ audience with 58,700 each week
- 2nd behind KKMG in number of listeners at 102,900
- 1st place rank in mornings, middays, and weekends among M18+
- Nearly 40 years of strong, consistent Classic Rock brand heritage
- Consistently ranked among the top 3 largest audiences in the market
- Delivers enthusiastic male and female rock listeners in the Colorado Springs and Pueblo region, giving advertisers strong dual market presence
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment with comics and topical humor – followed by long blocks of music.
- Local talent reflects the adult rock lifestyle, engaging listeners with music and information throughout each workday and all weekend long

### Audience Comp



■ Male ■ Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA: M-Su 12m-12m; P 12+

### FEATURING ROCK'S BIGGEST NAMES INCLUDING:

Aerosmith  
Rolling Stones  
Van Halen  
ZZ Top  
Led Zeppelin  
AC/DC  
Pink Floyd  
Metallica

TARGET DEMO

ADULTS  
25-54



SUPER SERVES

MEN  
25-54



SESSION  
STREAMING  
STARTS\*

40,665



**BOB AND TOM**  
5am-10am  
Weekdays

**J.P. BLACK**  
10am-2pm  
Weekdays

**CHRIS AUSTIN**  
2pm-7pm  
Weekdays

**STEVE GORMAN**  
7pm-Mid  
Weekdays

**SCORGIE**  
Weekends

KKFM981

981KKFM

981KKFM

**98.1 KKFM**  
CLASSIC ROCK



# CUMULUS M E D I A

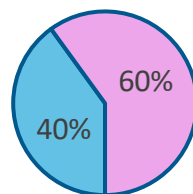
SOUTHERN COLORADO



SOUTHERN COLORADO'S #1 HIT MUSIC STATION

- Leads the pack with 123,100 listeners each week
- Top ranked contemporary hit station in market
- Jubal is top ranked #2 morning show among A25-54
- Tied for 1st place rank (with KATC) for the workday 10a-3p
- Reflects the local pop culture through our well-connected on-air personalities and social media and by playing today's most popular, best music by the highest profile pop artists
- Award Winning Morning Show Host, Jubal, a recipient of the Marconi Award!
- Award Winning Midday Show Host, Dallace, a recipient of Colorado Broadcasting Award's Best Midday Show
- Large Facebook and social media presence and following
- All about being Local! Magic FM is at all the big local events and talks about trending local topics happening in the Springs and Pueblo communities

### Audience Comp



■ Male ■ Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA; M-Su 12m-12m; P 12+

### FEATURED ARTISTS:

Taylor Swift  
The Weekend  
Beyonce  
Ed Sheeran  
Dua Lipa  
Drake  
Olivia Rodrigo  
Harry Styles  
Post Malone  
Justin Bieber  
Miley Cyrus  
SZA  
Noah Kahan  
Imagine Dragons

### TARGET DEMO

ADULTS  
18-49



### SUPER SERVES

WOMEN  
18-49



### SESSION STREAMING STARTS\*

34,117



**The Jubal Show**  
6am-10am  
Weekdays

**DALLACE JADE**  
10am-3pm  
Weekdays

**JEFF HABER**  
3pm-7pm  
Weekdays

**BIG MACK**  
3pm-7pm  
Saturdays

- 989MAGIC
- 989MAGICFM
- 989MAGICFM
- 98.9MAGICFM





**CUMULUS**  
M E D I A<sup>™</sup>  
SOUTHERN COLORADO



MORE MUSIC, MORE VARIETY

- Woody & Bobby are #1 ranked morning drive among all market stations 12+ and A25-54
- Top ranked of the three adult contemporary stations both 12+ and A25-54 in all prime dayparts
- 1st place rank in mornings and middays among W18+
- Engaging promotions in Southern Colorado neighborhoods and at high-profile community events
- Colorado Broadcasters Association “Best Major Market Morning Show”: Woody & Bobby!
- Popular, upbeat music programmed to entertain active adults, including women and moms, who use the radio at work and on-the-go
- Branded to be memorable and specific to the region, after our 14,115-foot landmark that all Southern Colorado enjoys every day: Pikes PEAK!

FEATURED ARTISTS:

Journey  
Taylor Swift  
Ed Sheeran  
Prince  
Bon Jovi  
Dua Lipa  
Police  
Pat Benatar

TARGET DEMO

ADULTS  
25-54



SUPER SERVES

WOMEN  
25-54

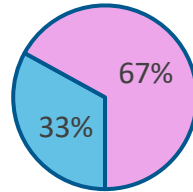


SESSION  
STREAMING  
STARTS\*

24,101



Audience Comp



Male Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA; M-Su 12m-12m; P 12+

**WOODY AND BOBBY**  
5am-12pm Weekdays

**COYOTE**  
Noon-7pm Weekdays

**DJ MICHAELS**  
7pm-9pm Weekdays

**JOHN TESH**  
9pm-1am Weekdays

**CAPTAIN DAN**  
6am-Noon Weekends

929PEAKFM

929PEAKFMCOLORADO

PEAKFM929





# CUMULUS M E D I A

SOUTHERN COLORADO

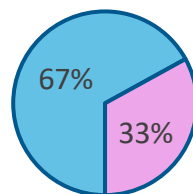


DEPEND ON IT

- Top 10 among M18+ in AM Drive , Midday, and PM Drive
- 1st or 2nd place rank in all prime dayparts among M55+
- Reflecting news stories and opinions that keep Southern Colorado listeners engaged and talking
- On-air interaction with many of our area’s most influential business owners, community leaders, and active citizens
- Well-known local and national news and talk personalities: Colorado’s most powerful daily lineup
- Celebrating 100 years in 2024!
- Lifestyle-oriented shows designed to appeal to and inform Southern Colorado listeners on-the-go, especially on the weekends



### Audience Comp



Male Female

COLORADO SPRINGS; DEC23 SD (OCT-DEC);  
TSA; M-Su 12m-12m; P 12+

### PROUD OF OUR SPONSORSHIP:

with Air Force Academy sports - KVOR Morning Show News and Sports Host Jim Arthur provides play-by-play for Falcon Football and Basketball teams

### TARGET DEMO

ADULTS  
25-54



### SUPER SERVES

MEN  
35-64



### SESSION STREAMING STARTS\*

84,717



<b>JIM ARTHUR</b> MORNING NEWS 5am-8am Weekdays		<b>RICHARD RANDALL</b> 8am-10am Weekdays		<b>DAN BONGINO</b> 10am-1pm Weekdays		<b>DEL WALMSLEY</b> 1pm-3pm Weekdays		<b>BEN SHAPIRO</b> 3pm-4pm Weekdays		<b>MARK LEVIN</b> 4pm-7pm Weekdays		<b>MATT WALSH</b> 7pm-8pm Weekdays		<b>CHRIS PLANTE</b> 8pm-10pm Weekdays	
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**Reaching Captive Consumers During Drive Time & Close to the Point of Purchase!**

**Average Cumulus Southern Colorado Local traffic package reaches 309,100 A12+ weekly**

## **Why the Cumulus Traffic Network?**

Whether you are commuting from Pueblo to Colorado Springs, Woodland Park to Briargate, Monument to Castle Rock or South Denver, From Peyton to downtown or Security/Widefield to Manitou Springs; Cumulus Colorado Springs Traffic Reports have consumers covered with the **#1 service element** they seek during drive times! Traffic reports are a critical part of every motorists' commute, on average Southern Coloradoans drive time is **25 minutes**. Let our **LIVE, LOCAL traffic reporters** highlight your business with this explosive branding & advertising opportunity! Radio dominates as the medium of choice both during and preceding commutes, Traffic and Weather reports are essential!

- All reports include pre-scripted :05 BTYB billboard to identify the business or brand aligned next to the report content followed by :15 live ad copy adjacent, read live by the traffic reporter
- All report sponsorships run Monday-Friday 5A-9A, 12N-1P and 3P-7P. **100% Prime time** during programming content
- All schedules ensure equal spot distribution
- Accurate, timely road condition & traffic updates from **live, local reporters**
- Traffic can accommodate copy changes up to 48 hours prior to air and assist with copywriting
- All schedules include reach, frequency & audience deliverables
- Excellent vehicle for brand-building, special events, direct response, etc.

**High Frequency + High Reach = Results for your brand & business!**

**Total Traffic**  
& Weather Network





## **The Powerful Combination Of Radio And Digital Will Reach Your Target Audience!**

Cumulus Media curates a holistic multi-platform advertising experience to engage with the consumers while accurately targeting your key audience, ensuring consistency without exhausting creative. Our goal is drive sales by targeting users all the way through our marketing funnel.

### ***Banner Ads and Home Page Takeovers:***

#### **Banner Ads**

- 10% SOV with banner ads throughout the station website of choice.
- Size options are: 300x250, 728x90, 160x600, 300x600, 300x50, 320x50

#### **Website Homepage Takeover**

**Every display ad unit on the homepage station of choice for a solid 24 hours:**

- Desktop Leaderboards (top & bottom), Mobile Leaderboards (top & bottom), Half Page Ads (300x600), Cube Ads (300x250)

#### **Exclusive to the homepage:**

- Wallpaper (desktop only)
- *Optional:* Above The Fold Promo Reel Element (654x515)

### ***Streaming:***

Cumulus Streaming Listeners are Engaged and Listen Longer Cumulus Streaming Listeners Are More Likely To Be 25-54

**Complete marketing solutions - locally, regionally and nationally**

**We are your collaborative partners, dedicated to supporting your team and filling in the gaps. Our mission is to enhance your reputation with your clients and drive your business growth. As committed partners, we work tirelessly, focusing on every detail to ensure client success.**

**One campaign, full-year media plans, or anything in between - you can count on us!**




100+	Agency Partners	10,000+	Advertiser Campaigns	\$100M+	Managed Spend
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**Proven performance consistently above the national average**



**.13%**  
Average Display Click-through Rate




**9.34%**  
Average Google SEM Click-through Rate

Average Client CPC for SEM: \$2.20



**54.9%**  
Average Pre-roll Video Completion Rate



**96.9%**  
Average OTT Video Completion Rate



**+12,800**  
Geo-Fenced Locations

# Advertising & Marketing Services



## Media Channels

### Display Advertising

Shows visual ads on standard spaces on web pages and mobile devices to reach targeted users and promote products or services.

### Connected TV / OTT

Video ads delivered in content on Internet-connected TVs, providing the same experience as traditional TV commercials.

### Digital Audio

Audio ads served to individuals through streaming audio platforms.

### Email

Full-service email marketing to reach your target audience effectively using our data of opt-in individuals.

### Native Display

Ads seamlessly integrated with surrounding content, such as between paragraphs on a news site or in a social media feed.

### Responsive Guaranteed Display

Responsive ads served on websites or apps. We guarantee a .6% CTR per month.

### SEM

Google Search or Bing Ads.

### Social Media

Native ads in feeds, seamlessly blending with the user's experience.



## Hyper-Targeting

### Geofencing

Serve hyper-local, relevant ads to audiences while they are near your specific retail location to drive in-store visits and sales.

### Weather Trigger

Target ads in real-time based on weather conditions within each zip code.

### DNA Digital

Follow fully-identified audiences from our vast first-party database (or your CRM export) with an immersive multi-channel ad campaign

### Direct Mail Digital Extension

Expand targeting to every device in a household to drive engagement using home addresses.



## Attribution

### POS Match-Back

Compare customer conversions with our original audience file to track which people from our audience became a customer.

### Foot Traffic

Measure how many consumers react to campaigns by tracking how many in-store visits were achieved.

### Cross-Device Pixel Tracking

Track how many specific actions were taken on a website to understand your customers' conversion path.



## Marketing Services

### Website Development

Best-in-class website development and management.

### Landing Page Creation

Custom domains used for tailored messaging and optimizing on conversions.

### Social Posting

Combining organic and paid promotion to foster engagement with a broader audience.

### SEO

Optimizing websites to improve visibility and ranking on search engine results.

### Local SEO

Improving the online visibility of a business for location-based searches.

### Reputation Management

Building a positive online presence via review monitoring and generation.

### Content Marketing

Creating and promoting relevant and optimized content to attract and engage a specific target audience.

### Content Development

Development of various types of content, such as articles, blog posts, videos, infographics, podcasts, and other forms of media.



# Our Approach | Data + Technology + People

## Data

Cumulus Media reaches a quarter billion people each month. By leveraging first party and third-party data we deliver greater personalization, improved targeting, and efficient reach to drive campaign success.



## Technology

Leading technology partnerships and expertise means your clients benefit from best-in-class DSP platforms, marketing automation platforms, social media management tools, data analytics tools, and more.

## People

Our team of **150+ digital experts across the U.S.** helps your client's campaign go from an idea, to execution, to end reporting.



### Local Marketer

The boots on the ground making sure you have someone to call when you have a need.



### Digital Strategist

Specialized Digital Marketing Consultants assigned to develop custom and unique strategies for every campaign.



### Support + Fulfillment

The team managing campaign optimizations, responding to client requests, and focused on achieving client objectives.

# What You Can Expect



## Custom Strategy

- Tell us the objective and we'll build the strategy!
- Whether it's a single campaign or a full-year media plan, you can count on us to develop the right strategy to achieve your client's goals.
- We operate behind-the-scenes and/or client-facing as needed



## Dynamic Creative

- Take your creative to the next level!
- We develop ads designed to engage the target audience and drive conversions.
- We offer complete creative services for all digital channels and ad formats.



## Consistent Campaign Management

- We are laser focused on your client's success.
- Our results-driven team manages campaigns, utilizing best-in-class conversion tracking to optimize performance and provide valuable insights. Our collaborative account management approach combines diverse perspectives, specialized skills, and teamwork for superior campaign strategy, execution, and optimization.



## Real-Time Measurement

- Impress your clients with customized, professional-grade reports without the need for expensive in-house reporting software or resources.
- We offer enhanced attribution reporting such as point of sale matchback, foot traffic analysis, and customer conversion tracking.



**#1** Audio Network in  
America

**404** Stations in **85** Markets

**1.5B+** Annual Podcast Downloads

**~5.0B** Annualized Streaming Impressions

**3K+** Digital Marketing Services Clients

Source: Nielsen Audio Spring 2021 Nationwide, 4 week reach of all Westwood One affiliates, Persons 12+, Monday-Sunday 12m-12m

Source: Westwood One - Nielsen Audio RADAR 150 (September 2021), Adults 25-54, Audiences to All Commercials, All Broadcasts Mon-Sun 5a-12m AQH and Weekly Inventory



With nearly  
**250 Million**  
Monthly Listeners

**Cumulus Media** reaches the majority of the US population across our vast footprint of radio stations, websites, streams, and podcasts.

# Multi-Channel Ad Frequency

Targeting known audiences across owned devices



## CROSS-PLATFORM MEDIA SATURATION

“To each person, it feels like you spent a million dollars on your campaign because your ads seem to keep following them wherever they go.”

# Precision Audio

See what happens after a customer interacts with your ad

Precision Audio is able to identify and serve audio ads to your target audience. We do this through using demographic targeting like age, gender and DMA.

- **Precision Audio** gets your brand in front of the same audience when they are not by the radio.
- **Radio** enables you to target your desired audience by station demographic during specific dayparts.

## Holistic Audio Campaign

Use Precision Audio to target using demographic, location, interests and more. Combine Precision Audio with Radio for a holistic audio campaign.

Precision Audio ads can serve to the targeted audience on their mobile phone, tablet and/or computer while they:

- Stream their favorite radio station  
(all radio formats included)
- Listening to podcasts



## How To Plan Precision Audio

### Select your Audience

- Location
- Demographic
- Interests
- Matchback by request

### Choose Your Creative Length

- :15 sec
- :30 sec
- :60 sec

Schedule your flight dates!

Example Streaming Partners





# PODCAST SPONSORSHIP PACKAGE

We have podcasts hosted by our local talent from 92.9 Peak FM, XTRA Sports 1300, 98.9 MAGIC FM and 740 KVOR.



OMNY distributes our podcasts and your brand to all major directories and apps: Apple Podcasts, Spotify, Stitcher, Google Podcasts, Amazon Music, Deezer, TuneIn, Pandora, and more!

Podcast feeds for all your fans  
Reach your audience on their favourite app, on every device.



Become the exclusive sponsor of the podcast of your choice. Your brand will be supported by the station and the talent. Hear your brand on the radio, in stream, on social media, and on our digital elements.

**BUSINESS NAME ON THE RADIO-** Your business name will be featured in all ON-AIR promotion of this podcast. This :05 mention leverages the influence and authority of six radio stations, plus online streams

**LIVE COMMERCIAL READS BY HOST-** Your business name & details will be featured 2x per episode. This :15 mention lives within the episode ***FOREVER!***

**SOCIAL MEDIA-** Your business name (linking to your social account) will be featured in social media posts promoting the podcast.

A minimum of 168 mentions on the station per month!

Plus! LIVE host-read on-air name mentions during the talent's show



Cumulus Media Southern Colorado takes part in and/or organizes some of Southern Colorado's most prominent events, including:

- Territory Days
- Manitou Springs Emma Crawford Coffin Races
- World's Largest Indoor Garage Sale
- PRIDE
- St. Patrick's Day Parade
- Take A Turkey to Work Day for Care and Share
- Ron-a-thon Radiothon, benefitting Ronald McDonald Charities
- Colorado State Fair
- Country Jam
- PINK FM in October for breast-cancer awareness
- Air Force Football, Basketball, & Hockey
- Festival of Lights Parade
- Switchbacks broadcast station
- Bike to Work Day
- Labor Day Lift-Off



# Cumulus Cares

Cumulus Media Southern Colorado provides on-air interviews, PSAs, event hostings & broadcasts, social media posts, and time on Our Town to many non-profits and charities.

We give back to many charities and non-profits, including:

- Pride
- Awake Palmer Lake
- Veterans Referring Veterans
- YMCA
- Sue DiNapoli Ovarian Cancer Society
- Police Foundation of Colorado Springs
- Special Kids Special Families
- Habitat for Humanity
- Pikes Peak Humane Society
- Pikes Peak Suicide Prevention
- The Arc
- American Heart Association
- Indy Give!
- Rocky Mountain ADA Center
- March of Dimes
- All Breed Rescue & Training
- Angels of America's Fallen
- Big Brothers Big Sisters
- SAFY – Specialized Alternatives for Families & Youth of Colorado
- The Enlisted Association – TREA Chapter 1
- Griffiths Center for Children
- Stable Strides
- Little Champions of Youth Program
- Light Up the Night Colbrunn Court
- SCHEELS/CSPD BALLTOBER FEST
- Shield 616
- Mt. Carmel Veteran's Services
- Ronald McDonald House – Nash Radiothon
- UCH Children's Foundation
- Hope & Home Foster Care
- Care & Share – Turkey Drive at Thanksgiving
- National Mill Dog Rescue
- El Paso Country Public Health
- Pikes Peak Mission to Zero – Preventing Veteran Suicide
- Defenders of Freedom – Veterans Recognition Ride
- Garden of the Gods Foundation
- Special Olympics of Colorado
- Ascending to Health Respite Care
- Proteus Syndrome
- Homeward Pikes Peak
- Pro Football Camp
- Touch A Truck
- Onward to Opportunity
- Pueblo Chile and Frijole Festival
- Veda Moment of Peace
- Folds of Honor
- 719 Food Truck Fest (Police Foundation of Colorado)
- Operation Burn Scar
- Play COS
- The Stranded Motorist Fund
- Festival of Lights Parade
- Springs Rescue Mission
- Riders 4 Children
- Teacher Tuesday
- Juneteenth
- Fiestas Patrias
- Lotus Foundation CO



# Cumulus Cares

## Submission Sheet

Station Contact Name

Station Contact Number

Station Contact Signature  
(Written Station Approval Required)

Let us help spread the word about your local non-profit/event.

### You Receive:

- Included in up to three days of promotional announcements on one of our popular stations during the week leading up to your event – approximately fifteen announcements live and/or pre-recorded
- Inclusion on our station website, plus one station social media post linking to your event during the promotional timeframe

### You Provide:

- Pick-up of station vinyl banner from our studio to place in high-traffic area of your event
- Station logo(s) that we provide on marketing materials for event (t-shirts, banners, web/social, flyers)
- Photo taken as event begins, emailed to station contact for use during event, with station banner visible in photo(s)
- Your approved artwork and event information for use online, emailed to your station contact at least 2 weeks prior to event

Organizer Signature

Please circle desired station below:

Organizer Name & Contact Number



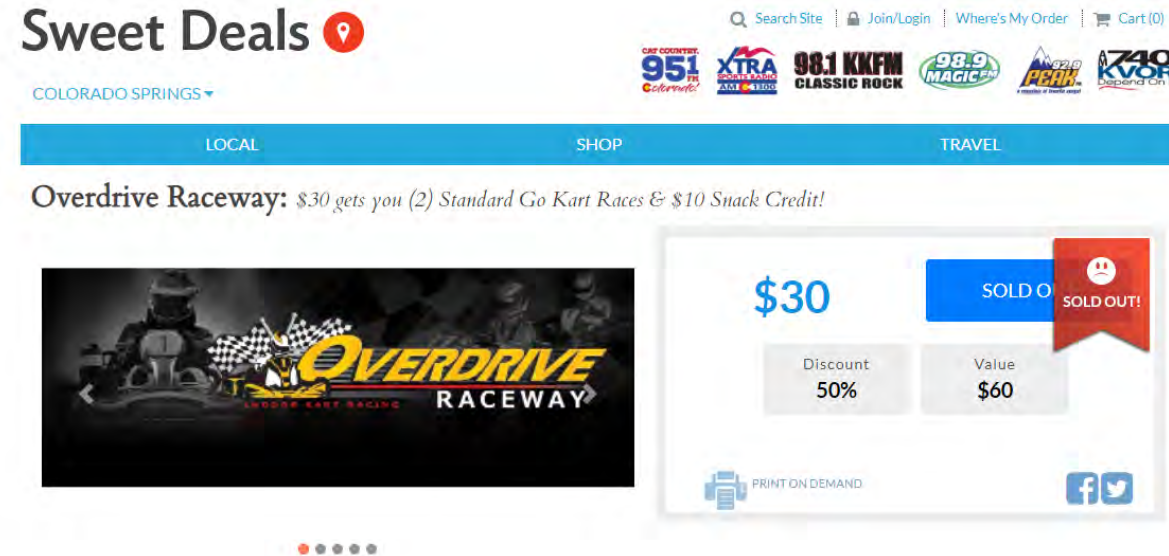
**Sweet Deals is RADIO.** It's a marketing campaign for your business with **no up-front cash investment.**


It's not about the offer. We limit your liability by selling a fixed, fair number of deals.

**Success comes from the advertising, not deal redemption.**

**How?** You control the creative message. Our on-air execution is commercial content for your business.

It's a **great way to fund marketing** for your specific business objectives like new menu items and offerings, seasonal events, slumps or new additional locations.



**Sweet Deals** 

SEARCH SITE | JOIN/LOGIN | WHERE'S MY ORDER | CART (0)

COLORADO SPRINGS ▼

LOCAL SHOP TRAVEL

**Overdrive Raceway:** \$30 gets you (2) Standard Go Kart Races & \$10 Snack Credit!

**\$30** **SOLD OUT** **SOLD OUT!**

Discount 50% Value \$60

PRINT ON DEMAND

"We received a lot of inquires the week the commercials aired asking about the center. This advertising program for sure works and added more weeks throughout the year when they need more community outreach."

- Catherine, IFly Colorado

"My main marketing is with Sweet Deals, seven times a year! This program has built my database of loyal customers.

I always see new faces and get GREAT results!"

- Jim, Overdrive Raceway

"I love Sweet Deals because it reaches a lot of new customers that we would not be able to reach otherwise. I also like how secure the Sweet Deals mailed certificates are, having worked security in the military myself."

- Bob, Dickey's BBQ Pit