

## Friends of CKXU Contract 2018 / 2019

SU-164, 4401 University Drive West

Lethbridge, AB T1K 3M4

Phone: (403) 329-5189 Fax: (403) 329-2224

www.ckxu.com

We, \_\_\_\_\_ (name of business), hereby agree with CKXU 88.3 FM to provide the following benefit(s) to anyone presenting a valid 2018 Friends of CKXU card or keychain (see exemplars below):

- ☐ 15 % discount: \_\_\_\_\_
- ☐ 10 % discount: \_\_\_\_\_
- ☐ other discount: \_\_\_\_\_
- ☐ restrictions: \_\_\_\_\_

### 2018/19 Friends of CKXU Fold-Out Business Card!

#### TWO GUYS & A PIZZA PLACE

10% DISCOUNT ON REGULAR PRICED ITEMS FOR DINE-IN OR PICK-UP ONLY. NOT TO BE COMBINED WITH OTHER OFFERS

#### URBAN GROCER

10% DISCOUNT (EXCLUDES TOBACCO)

#### URBAN PRAIRE

10% DISCOUNT

#### ZAKKA-YA

10% DISCOUNT

#### HEY THANKS FOR BEING A FRIEND!

DONATING TO CKXU'S ANNUAL FUNDRAISE IS ONLY ONE WAY YOU CAN FEEL THAT WARM AND COZY SENTIMENT OF SUPPORTING LOCAL! ALWAYS USING YOUR FRIENDS OF CKXU DISCOUNT CARD AT LOCAL BUSINESSES IS ANOTHER! YOUR SUPPORT OF LOCAL BUSINESSES, ARTS ORGANIZATIONS, OR REALLY ANYTHING THAT HELPS CONTRIBUTE TO THE CULTURE OF A CITY HELPS PROMOTE A HEALTHY COMMUNITY! DOESN'T THAT FEEL GOOD?

THE BUSINESSES ON THIS CARD RECOGNIZE AND SUPPORT CKXU'S EFFORT TO HELP PROMOTE A VIBRANT, HEALTHY, AND GENUINELY FUN PLACE TO LIVE. SHOP LOCAL, LISTEN LOCAL, AND BE PART OF SOMETHING MORE! THANKS AGAIN!

OH AND BECAUSE WE'RE ALWAYS ADDING NEW AND EXCITING BUSINESSES TO THE FRIENDS PROGRAM, YOU CAN IMAGINE THAT THIS CARD GOES OUT OF DATE PRETTY QUICKLY. DON'T FORGET THAT THE MOST UP-TO-DATE LIST IS FOUND AT:

[HTTPS://CKXU.COM/CKXU-FRIENDS](https://ckxu.com/ckxu-friends)

THE HOLDER OF THIS CARD IS A SUPPORTER OF LETHBRIDGE'S ONLY CAMPUS-COMMUNITY RADIO STATION, AND IS ENTITLED TO ALL THE BENEFITS OFFERED TO FRIENDS OF CKXU CARD HOLDERS.

THE HOLDER OF THIS CARD IS NOT AN EMPLOYEE OR REPRESENTATIVE OF CKXU 88.3FM, BUT IS INSTEAD ONE OF OUR MANY AWESOME FRIENDS.

THE BENEFITS OFFERED BY THIS CARD EXPIRE:

**MARCH 31ST 2019**

THIS CARD CANNOT BE REPLACED IN THE CASE OF LOSS OR THEFT. IF YOU HAVE ANY QUESTIONS ABOUT THIS CARD OR CKXU 88.3FM, PLEASE CALL: (403) 329-5189

"FRIENDSHIP IS THE ONLY CEMENT THAT WILL EVER HOLD THE WORLD TOGETHER" - W. WILSON



**CKXU FRIEND CARD**  
2018 - 2019

CARDHOLDER'S NAME \_\_\_\_\_

SPIRIT ANIMAL \_\_\_\_\_

We agree to display two posters in our business advertising the *Friends of CKXU* program:

1. 5 1/4" x 4" vinyl sticker to be placed in the front window of the business, stating that the *CKXU Friends Card* is accepted at this business



2. A 2018/19 *Friends of CKXU* card, folded to your preferences and stating the specific discount offered at your business



In return for providing this discount, CKXU 88.3 FM will:

1. Provide free advertising in all *Friends* promotions including
  - o numerous on-air mentions by DJs during FUNdrive and throughout the year
  - o a listing on the *Friends Card* page of CKXU's website
  - o on-air advertising (see further conditions on page 3)
2. Additionally, as a member of the *Friends* Program, you will receive a 15% discount off our standard advertising rates should you be interested in purchasing additional promotion. Additional advertising could be used to promote your upcoming event or maybe you have a storewide sale you want the community to know about.

We understand that either party has the right to cancel this agreement, for any reason, with seven days written notice.

## ADVERTISING DETAILS

To ensure quality and consistency, **ALL** *Friends of CKXU* advertisements will be produced by the CKXU Production Staff

- advertisement length will be approximately 30 seconds ( $\pm$  10 seconds)
- advertisement will be played no less than fifteen times per month for the duration of this contract (approximately \$1500 total value)

**To assist us in the creation of your ad, please provide us with one short sentence about your business. (Slogans or catch phrases would work well, also.)**

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What information would you like to be shared on the CKXU website and as part of your advertisement?

☐ address      ☐ email      ☐ telephone      ☐ website

Please pick one category that best describes your business for the CKXU website and brochure:

☐ art    ☐ food & drink    ☐ hobbies    ☐ lifestyle    ☐ music & venues    ☐ services & other

\*Please note: In the case your establishment is no longer open for business during the duration of this contract, CKXU reserves the right to remove advertisements from the air and the website.

## CONTACT INFORMATION

Please contact Genna Bouchier at [volunteer@ckxu.com](mailto:volunteer@ckxu.com) if you have any questions about the *Friends of CKXU* program or the conditions within this contract.

This agreement begins April 1st, 2018 and expires March 31<sup>st</sup>, 2019.

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Business Contact: \_\_\_\_\_

☐ Owner    ☐ Manager

Address of business: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Website: \_\_\_\_\_

A CKXU representative will be checking in at least four times throughout the year, just to ensure things are going well and to see if there is anything you might need from us. You can expect to hear from us in February, May, August and November.

What is the best way for a CKXU Representative to contact you?

☐ stop by during business hours      ☐ telephone      ☐ email

Additionally, CKXU would appreciate any donations you are able to provide that may be used as incentives for our donors or as door prizes during events (for example). If you're able to help us out, is there a time of year or an event that you'd prefer to donate to?

☐ CKXU Loves You (February)   ☐ FUNdrive (March)   ☐ Love & Records (September)

☐ A Very CKXUing Christmas (December)   ☐ other: \_\_\_\_\_

## **SIGNATURE**

If you have any questions regarding the 2018/2019 Contract or the *Friends of CKXU* program in general, please feel free to Genna Bouchier at [volunteer@ckxu.com](mailto:volunteer@ckxu.com). Thank you for your involvement in the *Friends of CKXU* program!

Business Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

CKXU Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_