

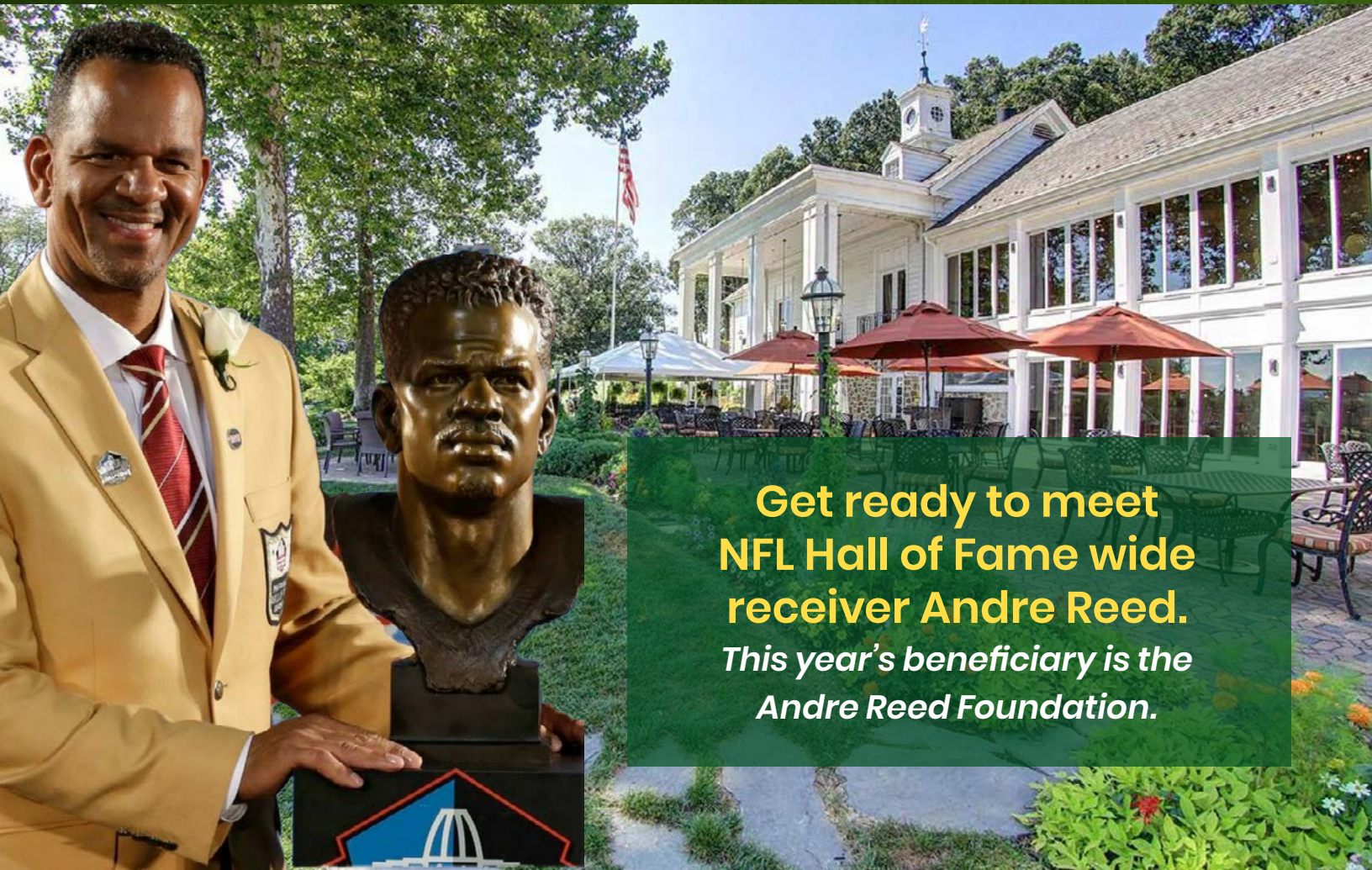


The GLVADA *Cup*

GOLF CHALLENGE ~ DOMESTICS VS. IMPORTS

September 23rd 2024

THE STEEL CLUB, HELLERTOWN PA



**Get ready to meet
NFL Hall of Fame wide
receiver Andre Reed.
This year's beneficiary is the
Andre Reed Foundation.**

The GLVADA Cup

September 23rd 2024

THE STEEL CLUB, HELLERTOWN PA

PRESENTED BY



SCHEDULE OF ACTIVITIES

- | | |
|-------------------------|--|
| 10:30 a.m. - 12:15 p.m. | Player Registration <i>sponsored by Geico</i> Team Shirt Distribution <i>sponsored by Cumulus Media</i> |
| 10:00 a.m. - 12:15 p.m. | Practice Putting Green <i>sponsored by Boyer & Ritter LLC</i> Driving Range |
| 11:30 a.m. - 12:30 p.m. | Luncheon <i>sponsored by Fisher & Phillips</i> |
| 12:30 p.m. | Shotgun Start |
| 5:00 p.m. - 6:00 p.m. | Players Reception <i>sponsored by WFMZ</i> |
| 6:00 p.m. | Tournament Results Announced |
| 6:00 p.m. | Putting Contest Finals Prize: \$5000 advertising schedule <i>sponsored by Cumulus Media</i> |
| 6:00 p.m. - 7:00 p.m. | BBQ Blow Out <i>sponsored by WFMZ</i> |

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THE STEEL CLUB, HELLERTOWN PA

SPONSORS

PRESENTING SPONSOR

Viamedia

PLAYERS RECEPTION SPONSOR

WFMZ TV

TEAM SHIRT SPONSOR

Cumulus Media

ANDRE REED APPEARANCE SPONSOR

Zurich

LUNCHEON SPONSOR

Fisher & Phillips

REGISTRATION SPONSOR

Geico Lehigh Valley

PUTTING GREEN SPONSOR

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OASIS SPONSOR

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First Commonwealth Federal Credit Union

SCORECARD SPONSOR

Siegel Distributing BG

RYDER CUP FORMAT SPONSOR

M&T Bank

PUTTING CONTEST SPONSOR

Cumulus Media

SIGNAGE SPONSOR

Working Dog Press

HOLE SPONSORS

Hotel Bethlehem

PenTeleData

Northampton Community College

Adams Outdoor

Peter Bauer Dealer Law

ACV Auctions

Mowery Construction

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Skills USA

2024 GLVADA CUP PAIRINGS

| Hole | DOMESTIC | vs. | IMPORTS |
|------|---|-----|--|
| 1 | <u>WIND GAP CHEVY BUICK</u> Bryan Gault Rich Salezze | | <u>INFINITI OF ALLENTOWN</u> Tom Kwiatek Todd Donnolly |
| 2 | <u>STAR BUICK GMC</u> Clete Landis C.J. Landis | | <u>OUTTEN KIA</u> Jason Ray Anthony Sutko |
| 3 | <u>FAULKNER CHEVROLET CADILLAC</u> Sam Borrelli Doug Leonzi | | <u>BROWN DAUB HYUNDA</u> Tom Daub Shane Remaley |
| 4 | <u>BROWN DAUB BATH</u> Frank Gerenser Anthony Marzigliano | | <u>FAULKNER SUBARU</u> Kyle Manley Ziad Abdelmassih |
| 5 | <u>WIND GAP CHEVY</u> Todd Egry Andrew Hammer | | <u>LEHIGH VALLEY HYUNDAI</u> Rich Clancy Kyle Clancy |
| 6 | <u>WFMZ WEATHER CHALLENGE</u> Melanie Falcone Dan Skeldo | | TBD TBD |
| 7 | <u>ANDRE REED CHALLENGE</u> Andre Reed Evan Lewis | | Ty Reed Dion Reed |
| 8 | <u>DOTTA AUTO SALES</u> Jerry Horst Chris Vallantos | | <u>EBERHARDT MOTORS</u> Eric Eberhardt Brian Sabo |
| 9a | <u>CUMULUS MEDIA</u> Michael Lotitio Michael Gilmartin | | <u>CUMULUS MEDIA</u> Jon Reiningger Mark Jobes |
| 9b | Kevin Wagner | | Andy Trauger |

| Hole | DOMESTIC | vs. | IMPORTS |
|------|---|-----|--|
| 10 | <u>STAR BUICK GMC CADILLAC</u> Greg Smith Tyler Smith | | <u>GILBOY VOLKSWAGEN</u> John T. Gilboy Kevin Gertz |
| 11 | <u>SCOTT CHEVROLET CADILLAC</u> Eric Feinour Chris Rapp | | <u>BROWN DAUB KIA</u> Mike Dalton Ben Pino |
| 12 | <u>RENTSCHLER CHRYSLER JEEP</u> (IHEARTMEDIA) Steve Flank Ernie Stiegler | | <u>SCOTT MAZDA</u> Kein Stitzel Noah Stitzel |
| 13 | <u>KELLY BUICK GMC</u> (MOWERY CONSTRUCTION) Bill Manna Bill Sutton | | <u>LEHIGH VALLEY HONDA</u> Junior Mendoza Bruce Fuller |
| 14 | <u>HALDEMAN FORD</u> (ADAMS OUTDOOR) Jim Wiegers Tim Laubach | | <u>BENNETT TOYOTA</u> (DEALER VANTAGE) Scott Jones Bryan O'Reilly |
| 15 | <u>CIOCCA FORD</u> Brent Forest Kyle Egge | | <u>AUDI ALLENTOWN</u> Eric Dedig Joe Maher |
| 16 | <u>CIOCCA CHEVROLET</u> Mark Harrod Erik Brough | | <u>CIOCCA VOLKSWAGEN</u> Dylan Ciocca Cole Ciocca |
| 17 | <u>HALDEMAN LINCOLN</u> (VIAMEDIA) Jerry Paparelli Tony Policare | | <u>DANIELS BMW</u> (VIAMEDIA) Dan Walsh Carmen Valleri |
| 18 | <u>KOCH FORD</u> Jeff Newhard Dave Billowitch | | <u>KOCH MAZDA</u> Tim Tobin Joe Damweber |

RYDER CUP FORMAT INFORMATION

2-Man Scramble

This format will be played first by all foursomes, regardless of which hole they start on. In this format, each member of the 2-man team will hit a drive. They will both play their second shot from the location of the best drive. This will continue until they make the green. At that point, both golfers will attempt the closest putt. One score will be recorded.

Best Ball

This format will be played on the next six holes of the match. In this format, each golfer plays his (and only his) ball, from tee to green, ending with a successful putt. The team will record the best score of the two players on each hole. For example, if Fred shot a 6 on hole #5, and his partner recorded a 4 on the same hole, the team's score for that hole would be a 4.

Alternate Shot

As the name implies, this format (played on the final 6 holes) requires the two players on each team to rotate shots. Once the team has chosen a member to go first, that person will take the drive. The next shot must be played by the other member. This rotation will continue until the putt is made. Whoever makes the putt for the team on that hole, will be ineligible to take the drive for his team on the next hole. If a putt is conceded by the other team, it will be treated as a successful putt, and the player who was to take the putt cannot tee off on the next hole.

Ryder Cup

We will be using the Ryder Cup Rules for today's play. This means we will play under three distinct formats of six holes each. As you can see from your scorecard, you will start with a Two-Man Scramble on the first six holes you play. The next six holes will be played under the Best Ball format and the final six holes are an Alternate Shot format. Descriptions of these formats are outlined on the reverse side of the pairings sheet.

Winning four of the six holes in every format will award that team one point towards the Domestic vs. Imports competition. If each team wins three holes on a given format, they both will be awarded one/half point. If both teams tie on individual holes, it is considered a half hole in the six hole play.

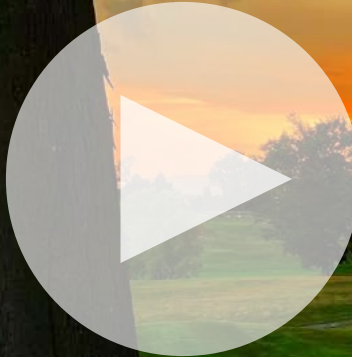
PUTTING GREEN COMPETITION

Cumulus Media has put up a \$5,000 advertising package to the dealership representative sinking the winning putt or recording the nearest putt to the hole, in a competition held during the cocktail reception. Finalists will be chosen based on their performance during the open competition taking place by each golfer on their way to Hole # 10.

RULES: *Make it in the 6-inch ring around the hole and you are entered in the playoff round. Make the putt and you advance to the finale. Those that make it in the 6-inch ring will putt a second time; those that get in the ring will face off with anyone that has made the putt. Closest to the hole wins. The prize can be transferred to a non-profit of your choice. The prize cannot be converted to cash. Only dealer principals, or bona fide dealer managers are qualified to participate in the hole-in-one contest. The prize must be used by September of 2024. The schedule will air across all 5 Cumulus Stations - WLEV, WODE, WCTO, WEEX, and WWYY in the Allentown Market. Making the putt before the finale puts you in the final putt-off. The schedule is established at the current rate card. It cannot be used against current advertiser balances. Production is included if not being provided by an agency. All typical advertising rules apply.*

The GLVADA *Cup* 2023

GOLF CHALLENGE ~ DOMESTICS VS. IMPORTS



Monday, August 28th

SPONSORED BY Viamedia

WOODSTONE COUNTRY CLUB • 3777 Dogwood Road, Danielsville PA 18038