

Car dealerships

For **[Station name]** sales reps. Everything you need to sell a 13-week Today's Great Idea sponsorship to a local car dealership: the case for it, emails from you to the dealer, what to say in the meeting, answers to pushback, the sponsor lines, and a sample of how it sounds on air.

Yellow fields like **[Station name]** are placeholders. Fill them in before you send anything.

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Before you pitch a dealership

Your station carries Today's Great Idea. This kit helps you sell it to car dealers in your market. Everything is written in your voice, so you can send and say it as is once the yellow fields are filled in.

What your station has

- **300+ true stories** in a growing library, across **18+ industries**, including several about cars.
- **Broadcast-ready MP3s.** The station downloads each story ready to air. The dealer has nothing to produce.
- **Your station picks the stories.** Choose from the library, and request stories on a theme. For a dealer, that could mean more car and transportation stories in their flight.
- **90 seconds as standard:** a 75-second story and reveal, then a 15-second sponsor close. An optional 7-second sponsor open brings it to 97 seconds.

Checklist before your first call

1. Get 13-week rates for each package from your sales manager.
2. Confirm the airtimes with your program director.
3. Check that no other dealership already holds the category.
4. Download two or three car stories to play in meetings (see the list below).
5. Fill in the yellow fields in the station's sponsor one-pager and deck.
6. Pick the dealers to call. Start with the ones already on your air.

1 • ONE-PAGE OVERVIEW

Why a dealership should own Today's Great Idea

This is the whole argument on one page. Every other piece in the kit comes back to it.

Who you are pitching

- **Dealer principal or owner.** Signs the cheque. Cares about the dealership's name in the community.
- **General manager.** Cares about traffic, service bays and staying ahead of the dealer down the road.
- **Marketing or BDC manager.** Runs the media budget day to day. Often your first contact.
- **Dealer groups.** One deal can cover several rooftops in the market.

Why it fits a dealership

- **The audience is already in a car.** Morning and afternoon drive airings reach people while they sit in the product the dealer sells.
- **Buying a car is a trust decision.** A name heard every day next to stories of persistence and good ideas builds the kind of familiarity that brings people onto the lot.
- **It stands apart from price ads.** Dealer radio is full of shouting and sale events. This is a minute and a half people actually want to hear.
- **One dealer per market.** Category exclusivity means no competing dealership can sponsor the feature.

ONE 13-WEEK FLIGHT DELIVERS

65 new stories

195 sponsored
airings

390 on-air mentions

Example: weekdays, three airings a day at **[6:52 AM]** **[12:52 PM]** **[5:52 PM]**, with the dealership named in every open and close. The open is optional. With the close only, it's 195 mentions.

WAYS A DEALERSHIP CAN SPONSOR

Title sponsor: every airing, every day, no other dealer in the feature.

[\$ per 13 weeks]

Daypart sponsor: own morning drive or afternoon drive only. A lower entry point.

[\$ per 13 weeks]

Local stories series: true stories about businesses in your market, presented by the dealership. [\$ per 13 weeks]

Your own story: a true 75-second story about how the dealership started.

[\$ add-on]

Car stories in the library

Good to play in the meeting, or to schedule in the dealer's first week on air. Ask your program director about requesting more.

Can't Miss It

U-Haul

Windshield wipers

The invention every driver uses

The assembly line

How cars got affordable

Enterprise Rent-A-Car

Rentals

Kal Tire • Fountain Tire

Tires and service

Canadian Tire • Esso

Auto retail and fuel

REP NOTES, NOT FOR THE CLIENT

Prices are left blank on purpose. Use your station's rate card, and get your sales manager's sign-off before you quote anything.

Ask the dealer about manufacturer co-op money early. Some brands will help pay for local advertising, but each has its own rules about what qualifies. Let the dealer check with their brand rep. Never promise it qualifies.

Three emails, about a week apart

Send the first email to the GM or dealer principal by name. Attach the sponsor one-pager and link one sample story. Keep each email short enough to read on a phone between customers.

Email 1: the pitch

Day 1

Subject: One great story every morning drive for [Dealership name]

Hi [First name],

Your customers spend their drive to work listening to the radio. I'd like to put [Dealership name] in front of them every day, in a way they'll actually enjoy.

Today's Great Idea is a 75-second true story about the person behind a famous brand or invention. Listeners don't find out who it is until the last line. One of our favourites is about a man whose black rental trailers kept getting hit at night. The answer at the end is U-Haul.

It airs on [Station name] at the same times every day, and one business presents it. We offer it to one dealership in [City], so no other dealer can sponsor it.

Here's a sample: [Link to sample story]. The one-page overview is attached.

Do you have 15 minutes on [Day] or [Day] to hear how it would work for [Dealership name]?

[Your name]

[Title], [Station name]

[Phone]

Email 2: follow-up with a car story

Day 4 or 5

Subject: The windshield wiper story

Hi **[First name]**,

Following up on my note about Today's Great Idea. Since you're in the car business, I thought you'd like this one: the story of how the windshield wiper was invented. **[Link to story]**

Picture your dealership's name at the start and end of a story like that, three times a day, five days a week. Over 13 weeks that's 390 times listeners hear **[Dealership name]** next to a great idea.

Is it worth a quick call this week? I can come by the store if that's easier.

[Your name]

[Phone]

Email 3: the last note

Day 10 to 12

Subject: Should I offer this to another dealer?

Hi **[First name]**,

I haven't heard back, so I'll keep this short. Today's Great Idea goes to one dealership in **[City]**, and I'd like to offer it to you first. We're planning the next 13-week flight to start **[Start date]**.

If the timing isn't right, just reply "not now" and I'll check back next quarter. If you'd like to hear more, reply with a good time and I'll call you.

[Your name]

[Phone]

Voicemail

Use with Email 1 or 2

Hi **[First name]**, it's **[Your name]** from **[Station name]**. I'm calling about a daily radio feature called Today's Great Idea. It's a true story with a famous name at the end, and we offer it to one dealership in **[City]**. I sent you a short email with a sample. My number is **[Phone]**. Again, **[Your name]**, **[Phone]**. Thanks.

3 • CALL AND MEETING TALKING POINTS

A 15-minute meeting, step by step

Bring a phone or laptop with a speaker. Playing one story in the room does more than any slide.

1**Open (1 minute)**

"Thanks for the time. I'll keep this to 15 minutes. I want to play you one story. It takes about a minute and a half, then show you how [Dealership name] would be part of it every day."

2**Ask before you pitch (3 minutes)**

- What radio are you running now, and what do you want it to do?
- Is your focus right now new cars, used cars, or the service department?
- What do you want people in [City] to think when they hear your name?
- How does the dealership take part in the community today?
- Does your brand offer co-op money for local advertising?
- Who else is part of a decision like this?

3**Play the story (2 minutes)**

Play "Can't Miss It" (U-Haul) or the windshield wiper story. Don't talk over it. When it ends, ask:

"Did you guess it before the end?"

Most people don't, and that's the point. Listeners stay to the last line, and the last thing they hear after the reveal is the sponsor.

4**Show how it works (4 minutes)**

- One new story every day, aired at the same times: [6:52 AM], [12:52 PM], [5:52 PM].
- The dealership's name closes every airing, right after the reveal. They can also add an optional 7-second open before the story. Show them the lines in section 5 of this kit.
- The story itself never mentions the sponsor. That's why listeners trust it, and the trust carries over to the name.
- One dealership per market. No competitor can sponsor it.
- 13 weeks: 65 stories, 195 airings, and 390 mentions of their name with both the open and close.
- Nothing for them to produce. We download each story as a broadcast-ready file and air it.

5**Offer their own story (2 minutes)**

"How did this dealership start?"

Let them tell it. Most dealer principals love this question. Then offer the "Your own story" add-on: a true 75-second story about how the dealership began, written by people, reviewed by them for accuracy, and added to the rotation.

6**Make the ask (2 minutes)**

"I'd recommend the title sponsorship, starting [Start date], so you're on every airing and no other dealer can get in. The investment for 13 weeks is [\$]. Can we get your open and close lines approved this week?"

If they hesitate on price, offer the daypart sponsor (morning or afternoon drive only) rather than cutting the title rate.

7**Close the meeting (1 minute)**

Agree on the next step before you leave: who signs, which airtimes, the start date, and when you'll send the agreement. Send a recap email the same day.

4 • OBJECTION HANDLING

What dealers will say, and how to answer

Agree first, then answer. Tap a question to open the answer.

– **"We already run spots on your station."**

"Good. Your spots tell people about the sale. This tells them who you are. It runs at fixed times, so listeners know when it's coming, and your name rides along with a story they enjoy. The two work together: your spots get a warmer audience."

+ **"It's not in the budget."**

+ **"We put our money into digital now."**

+ **"How do I know it's working?"**

+ **"A minute and a half is too long. People will change the station."**

+ **"Our manufacturer controls our advertising."**

+ **"What if the dealer across town sponsors it?"**

+ **"Just send me something."**

+ **"I need to talk to my partner (or the dealer principal)."**

+ **"Is this written by AI?"**

5 • SAMPLE SPONSOR OPEN AND CLOSE LINES

Lines a dealership can choose from

The standard feature is 90 seconds: 75 seconds of story and reveal, then a 15-second close. A 7-second sponsor open before the story is optional, and brings the airing to 97 seconds. If the dealer takes the open, it has room for about 15 words, so it just names the sponsor. The close comes right after the reveal and has room for about 35 words: the name, where to find them, and one short message. Keep prices and sale offers out of the open, and keep the close friendly, since it sits right next to the story.

CLASSIC

Open: "Today's Great Idea is presented by [Dealership name]."

Close: "Got a great idea of your own? Every great idea starts with someone willing to take the first step. [Dealership name] can help you get there. Visit us on [Street] in [City]."

THE DRIVE

Open: "Today's Great Idea, for your drive, from [Dealership name]."

Close: "Every great idea needs a way to get there. Whatever you drive, wherever you're headed, [Dealership name] will help you get there. On [Street] in [City], and at [Website]."

FAMILY-OWNED

Open: "Today's Great Idea is brought to you by the [Family name] family at [Dealership name]."

Close: "[Dealership name] started with a great idea too, back in [Year]. We're still family-owned and still right here in [City]. Come by and say hello."

SERVICE

Open: "Today's Great Idea is presented by the service team at [Dealership name]."

Close: "Here's another great idea: let the certified technicians at [Dealership name] look after your car. Book your next service online at [Website], or just give us a call."

COMMUNITY

Open: "[Dealership name] celebrates the people with great ideas in [City]. Here's Today's Great Idea."

Close: "Great ideas build great communities. [Dealership name] has been proud to be part of [City] since [Year], and we're proud to bring you these stories every day."

BRAND DEALER

Open: "Today's Great Idea is presented by [Dealership name], your [Brand] dealer in [City]."

Close: "Great ideas move people. So does [Dealership name]. See the new [Brand] lineup on [Street] in [City], or at [Website]."

DAYPART	Open: "Your morning Great Idea is presented by [Dealership name]." Close: "That's your morning Great Idea. Have a great drive today, and if your car needs anything along the way, the team at [Dealership name] is here to help."
LOCAL SERIES	Open: "[Dealership name] presents a [City] Great Idea: a true story from right here." Close: "Great ideas start right here in [City]. [Dealership name] is proud to share the stories of the people who make our community a better place to live."

6 • SAMPLE SPONSORED AIRING

"Can't Miss It," presented by a dealership

Use this to show a dealer exactly what they are buying. The story text is a read-aloud draft built from the "Can't Miss It" summary in the sponsor one-pager. For the real thing, play the recorded story from your station's library.

Open	Story and reveal	Close
0:00 0:07		1:22 1:37

With the optional open the airing runs 97 seconds, as shown. Without it, the standard feature is 90 seconds: story and reveal from 0:00 to 1:15, close from 1:15 to 1:30.

Full airing script, 90 seconds plus optional open

OPTIONAL SPONSOR OPEN • 7 SECONDS

"Today's Great Idea, for your drive, from [Dealership name]."

STORY AND REVEAL • 75 SECONDS

Sam and Anna had a small business renting out trailers. Every one of them was painted black. Black looked tough. Black hid the dirt. And black, it turned out, was nearly invisible at night.

One night a driver rolled up to a four-way stop and never saw the trailer in front of him. Crunch. Nobody was hurt, but Sam couldn't stop thinking about it. If a trailer can't be seen, it isn't safe. And if nobody notices it, nobody knows who owns it either.

So Sam and Anna made a decision. Every trailer they owned would be painted a bright highway-sign colour, the kind you can't miss. And right on the side, in big letters, they'd put the company name.

Suddenly their trailers were safer. And every one of them was a moving billboard, rolling down highways all over the country. People started to recognise them everywhere.

Today you'll find those trucks and trailers in just about every town. And you still can't miss them. Because the name on the side is

THE REVEAL • LAST LINE OF THE STORY

U-Haul.

"Unexpected problems can become unexpected opportunities, if you just move on them."

SPONSOR CLOSE • 15 SECONDS

"Every great idea needs a way to get there. Whatever you drive, wherever you're headed, [Dealership name] will help you get there. On [Street] in [City], and at [Website]."

SELLING THE "YOUR OWN STORY" ADD-ON

Ask the dealer principal these five questions. They map straight onto the five beats every story follows (hook, struggle, turn, reveal, takeaway), and give the series writers what they need. Send the answers to your program director, who requests the story for your station.

1. Who started the dealership, and what were they doing before?
2. What was hard in the early years? A bad year, a near miss, a doubter?
3. What one decision or idea turned things around?
4. What is the dealership known for today?
5. What would the founder tell someone with a new idea?

The finished story must be true and checkable, with no prices, offers or calls to action, and the dealer reviews the facts before it airs.

Today's Great Idea airs on **[Station name]**. The series is created and written by Glenn Suart, who told these stories for years on Calgary's NewsTalk AM770. Hear samples at TodaysGreatIdea.com. Real stories, written by people. Not AI.