

TODAY'S GREAT IDEA

Own 90 seconds of inspiration every day

A sponsorship proposal for [Advertiser name] on [Station name]

[Rep name] [Phone] [Email]

A true story with a famous name at the end

Today's Great Idea is a 90-second radio story about an everyday person with a problem, and the idea that solved it.

Listeners don't find out who it was until the last line. Then they hear a name they know: Post-it Notes, WD-40, U-Haul, the Big Mac.

Real stories, written by people. Not AI.

90

seconds per story

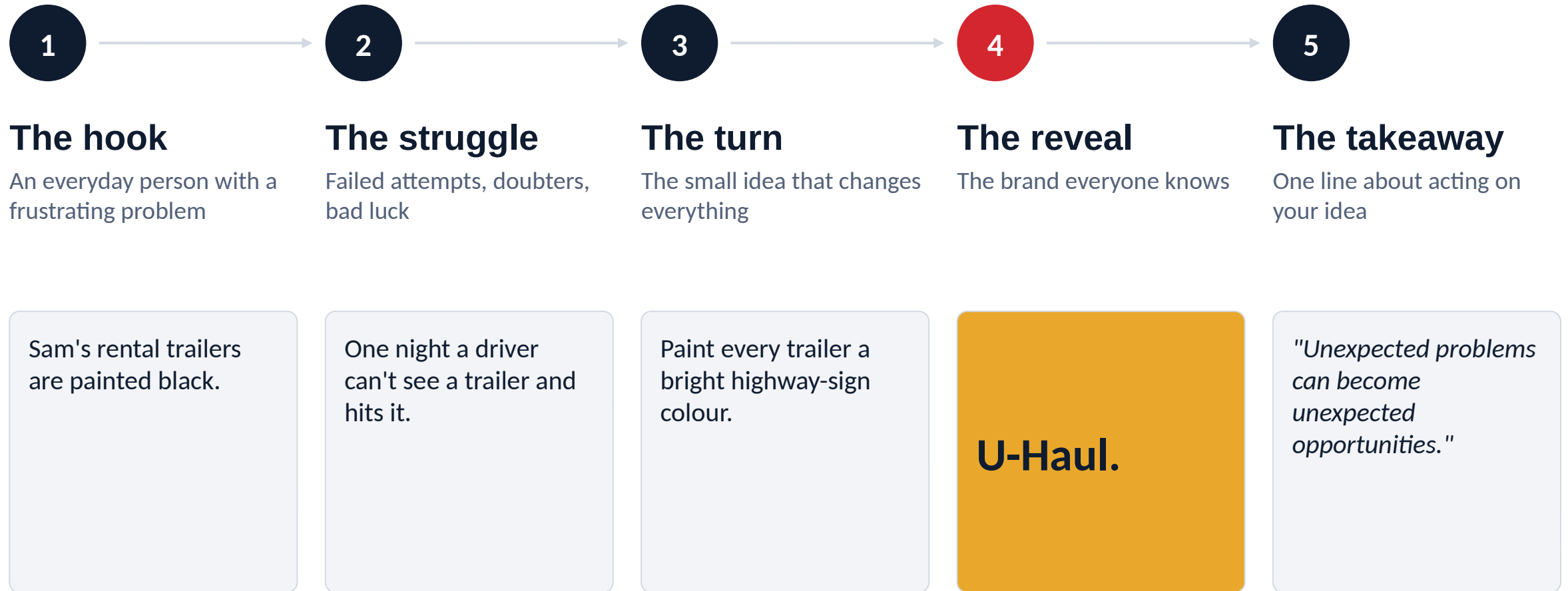
1

new story every day

300+

stories in the library

Every story follows the same five beats



Example: "Can't Miss It"

Listeners guess along until the last line

Stick To It

A choir singer keeps losing his hymn book bookmarks.

THE REVEAL

Post-it Notes

Keep Trying

A chemist needs 40 tries to get one formula right.

THE REVEAL

WD-40

Can't Miss It

A driver can't see a black trailer at night.

THE REVEAL

U-Haul

Voice Over

A Winnipeg actor records his lines in two days.

THE REVEAL

HAL 9000

Third Time Lucky

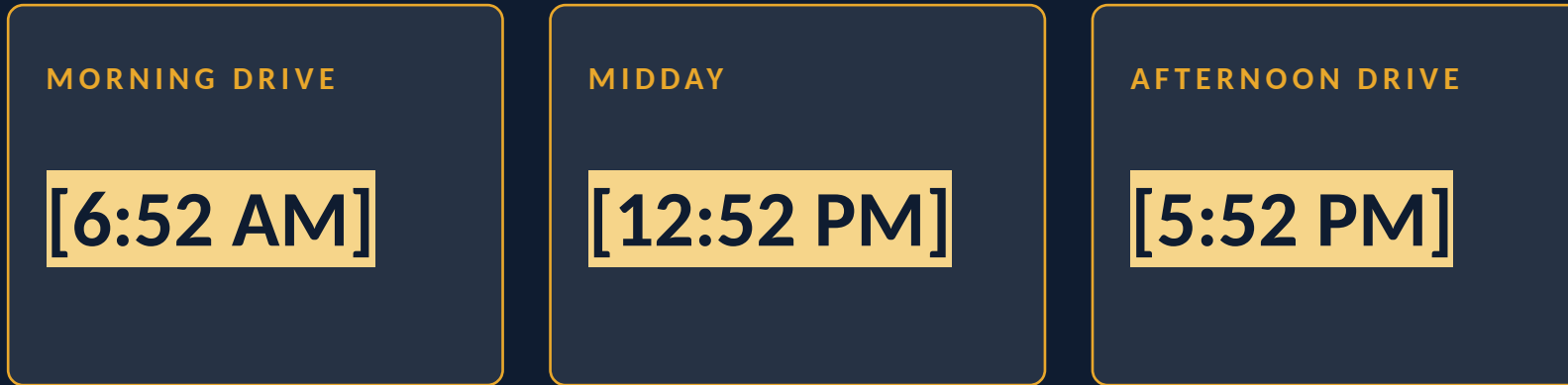
A new burger flops under two different names.

THE REVEAL

The Big Mac

Hear them all at TodaysGreatIdea.com

Appointment listening, at the same time every day



Same story, up to three fixed times a day. Set your own airtimes.

- One new story every day
- Aired 2 to 3 times a day at fixed times
- Weekdays, weekends, or both
- Sold in 13-week flights
- Listeners learn when it's on and tune in for it

Fixed times build a habit. The audience knows when the story is coming, and your name comes with it.

Your business closes every airing



SAMPLE OPEN • OPTIONAL, 7 SEC

"Today's Great Idea is presented by **[Advertiser name]**, where great local ideas get started."

SAMPLE CLOSE • 15 SEC

"Got a great idea of your own? **[Advertiser name]** can help you take the first step."

90 seconds as standard, 97 with the optional open. The story itself never mentions the sponsor. That's why listeners trust it.

What one 13-week flight delivers

65

new stories

One a day, Monday to Friday

195

sponsored airings

Each story aired three times a day

390

on-air mentions

Your name in every open and close

Example based on a weekday schedule with three airings a day. Weekend airings add more.



Online too

Credit on the station's website, social posts and newsletter



Category exclusivity

No competitor in your category sponsors the feature

Choose how you sponsor it



Title sponsor

Your name on every airing, every day, with category exclusivity.



Daypart sponsor

Own the morning or afternoon airings. A lower entry point.



Local stories series

Underwrite a run of true stories about businesses from our own community.



Your own story

We write a true 90-second story about how your business started.

Stories from around the world, and from right here

International

Global brands everyone knows

From the library

National

Stories that make the country proud

From the library

Regional

Companies from our province or state

Written for this station

Local

Hometown founders and businesses

Written for this station

Your business could be one of the local stories

- True and verifiable, with sources
- About a person, a problem and an idea
- You review the facts before it airs
- No prices, offers or calls to action in the story
- No political or advocacy messages
- Family-friendly for every audience

Why sponsors choose Today's Great Idea



Stand next to great ideas

Your brand is linked every day with persistence, invention and success.



Goodwill, not clutter

Listeners enjoy the feature, and they credit the business that brings it to them.



Remembered

A daily habit at fixed times builds recall that scattered spots can't.



Trusted

Real stories, researched and written by people. Not AI.



Community-minded

Local stories celebrate the businesses and people in our market.



Simple to run

Broadcast-ready every day. Nothing for you to produce.

Created by Glenn Suart

Glenn Suart has spent more than two decades helping people turn ideas into businesses. Through WriteMyPlan he has worked with 300+ clients in just about every industry, and he helped build a premium consumer brand into a multi-million-dollar business.

For years he told these 90-second stories every day on Calgary's NewsTalk AM770. Today's Great Idea brings them to stations everywhere.

Every story is real, researched and written by hand. None of it is written by AI.



I have a passion for helping people move forward with their great ideas. We talk to everybody, and if we can't help, we'll point you in the right direction.

Glenn Suart, creator and host

Your investment

Package	What's included	Airings per day	13-week investment
Title sponsor	Open and close on every airing, category exclusivity, online credit	[3]	[\$]
Daypart sponsor	Open and close on morning or afternoon airings	[1]	[\$]
Local stories series	A run of local stories presented by your business	[2]	[\$]
Your own story (add-on)	A true 90-second story about your business, added to the rotation	In rotation	[\$]

Proposed start date: [Start date] Flight length: 13 weeks

Let's put your name next to great ideas

1 Choose your package and airtimes

2 Approve your open and close

3 Hear your first airing

[Rep name]

[Station name]

[Phone]

[Email]

How to customize this deck

For the sales team only. Delete this slide before presenting.

1

Add your logo

On slides 1 and 13, click the picture icon in the "Station logo" box and choose your logo file.

2

Fill in the highlighted fields

Every yellow-highlighted field needs your details. Use Find (Ctrl+F or Cmd+F) and search for "[" to find them all.

3

Set your airtimes

Slide 5 shows three airtimes. Change them to your real times, or delete one if you air it twice a day.

4

Add your rates

Slide 12 has the pricing table. Fill in your 13-week rates and delete packages you don't offer.

5

Logo on every slide (optional)

View > Slide Master, select the top master slide, insert your logo in a corner, then close Master View.

6

Use the talking points

Each slide has speaker notes with what to say. Open View > Notes to see them.