

TODAY'S GREAT IDEA ON [STATION NAME] • SALES KIT:
BANKS AND CREDIT UNIONS

Sell your local bank 90 seconds of great ideas, every day

Everything a station salesperson needs to sell a Today's Great Idea sponsorship to a bank or credit union: a leave-behind overview, emails, a meeting script, answers to objections, sponsor lines and a sample story.

Who to call: the person at the bank who owns small-business growth, brand or innovation. Titles vary: Branch or Regional Manager, VP Small Business, Marketing Director, Head of Innovation. Credit unions often decide locally, so start there. **How to use it:** fill in everything in [yellow brackets] with your station's details before you send anything.

Before you pitch Leave-behind Emails Meeting script Objections Open and close lines Sample story

BEFORE YOU PITCH

What you're selling, in one minute

THE FEATURE

- A true 75-second story about an everyday person with a problem, and the idea that solved it. The famous name is revealed in the last line.
- Then a 15-second sponsor close: 90 seconds in all.
- An optional 7-second sponsor open brings it to 97 seconds.
- The story never mentions the sponsor. That's why listeners trust it.

HOW THE STATION GETS IT

- A library of 300+ stories across 18+ industries, and it keeps growing.
- You choose the stories that suit your audience and your sponsor.
- Each story arrives as a broadcast-ready MP3 download. Your production team adds the sponsor open and close.
- You can request new stories, including local ones.

WHY BANKS ARE A STRONG FIT

Banks and credit unions finance great ideas, but people rarely think of them that way. This feature puts that role on air every day, in front of the would-be founders and small-business owners the bank most wants to meet. Lead with that.

1 • LEAVE-BEHIND OVERVIEW

Today's Great Idea on [Station name], presented by [Bank name]

Leave this with the prospect, or paste it into a proposal. It follows the station's sponsor one-pager, reworded for a financial institution.

WHAT IT IS

A true 90-second radio story about an everyday person with a problem, and the idea that solved it. Listeners don't learn who it was until the last line, when they hear a name they know: Post-it Notes, WD-40, U-Haul, the Big Mac.

Your bank closes every airing, and can open it too. The story itself never mentions the sponsor, which is why listeners trust it.

Each airing runs 90 seconds: the 75-second story and reveal, then a 15-second sponsor close. An optional 7-second sponsor open brings it to 97 seconds.

WHY IT FITS A BANK

- Banks finance great ideas. This puts that role on air every day.
- It reaches the people you want to meet: would-be founders, small-business owners and side-hustlers.
- It shows the bank as a catalyst for local growth, not just a lender.
- It's an easy test: one 13-week flight, with results you can measure.

65

new stories

195

sponsored airings

390

on-air mentions of your bank

One 13-week flight: weekdays, three airings a day, your name in every open and close (390 includes the optional open; 195 with the close only).

YOUR NAME, EVERY AIRING

Open (optional): "Today's Great Idea is presented by **[Bank name]**, helping local business owners turn great ideas into real businesses."

Close: "Got a great idea of your own? **[Bank name]** can help you take the first step. Our small-business advisors can help you plan it, fund it and grow it. Visit **[bank website]/greatideas** to get started."

WAYS TO SPONSOR

Title sponsor: every airing, every day, with category exclusivity (no other bank, credit union or lender).

Daypart sponsor: the morning or afternoon airings. A lower entry point.

Local founders series: true stories about businesses in our community, which could include the bank's own clients or members.

Your own story: a true story about how the bank or credit union started, added to the rotation.

WHAT YOU CAN MEASURE

- Visits to a dedicated page, such as **[bank website]/greatideas**
- Small-business appointments booked from that page
- New members or clients who mention the feature
- Brand awareness before and after the 13 weeks

WHY IT'S CREDIBLE

- Aired daily for more than 12 years on Calgary's NewsTalk AM770 and across the Corus radio network
- 300+ stories across 18+ industries, with new ones added all the time
- Real stories, researched and written by people. Not AI.
- Created and written by Glenn Suart, who told these stories on air for years

Let's talk

[Rep name], **[Station name]** • **[Phone]** • **[Email]**

Airtimes: **[6:52 AM]** **[12:52 PM]** **[5:52 PM]** • 13-week investment: **[\$ rate]**

First email and two follow-ups

Send to one named person, not a general inbox. Keep the sample link near the top: once they press play, the story does the selling.

EMAIL 1 • FIRST CONTACT

Subject: 90 seconds a day that make [Bank name] the home of great ideas

Hi [First name],

Most people have a business idea, or know someone who does. Very few act on it, because they don't know where to start. Your bank is where those ideas get funded, but that's rarely what people think of when they hear your name.

We have a new feature on [Station name] that can change that. Today's Great Idea is a true 90-second radio story about the person behind a famous brand, and listeners don't find out who it was until the last line. It ran every day for more than 12 years on Calgary's NewsTalk AM770 and the Corus network.

Here's a sample with a bank as sponsor: [link to sample audio]

As sponsor, [Bank name] would close every airing, and can open it too, with no other financial institution allowed in. One 13-week flight gives you up to 390 on-air mentions, and every close sends people to your small-business page.

Could we take 20 minutes on [day] or [day] to see if it fits your plans for [year]?

[Rep name]

[Title], [Station name]

[Phone] • [Email]

EMAIL 2 • FOLLOW-UP

Send 4 to 5 business days after Email 1, as a reply in the same thread.

Subject: Re: 90 seconds a day that make [Bank name] the home of great ideas

Hi [First name],

A quick follow-up with one idea for how [Bank name] could use the feature.

Alongside the famous brands, we can air true stories about businesses right here in [city], including your own clients or members: the local bakery, the trades company, the start-up that got its first loan from you. Your customers become the heroes, and listeners hear what your bank makes possible, without a sales pitch.

I've attached a one-page overview. Would a short call next week work? If someone else on your team looks after this, I'd be grateful for a name.

[Rep first name]

EMAIL 3 • LAST NOTE

Send about 10 business days after Email 2 if there's still no reply.

Subject: Should I close the file?

Hi [First name],

I haven't heard back, so I'll assume the timing isn't right. Before I close the file: the sponsorship is category exclusive, so once a financial institution takes Today's Great Idea on [Station name], it's theirs.

If you'd like me to hold it for [Bank name], or I should speak with someone else, just reply to this note.

Thanks,

[Rep first name]

A 20-minute meeting, step by step

Have the sample ready to play from your laptop or phone. Listen more than you talk in step 2: their answers tell you which package to offer in step 5.

1

OPEN • 1 MINUTE

Thank them and set the agenda

"Thanks for the time. I'd like to learn what you're working on, play you one of our 90-second stories, and see if there's a fit. If there isn't, I'll tell you."

2

DISCOVER • 5 MINUTES

Ask before you pitch

- "What does your team need to show results on this year?"
- "How do you reach new small-business clients today? What does one cost you to win?"
- "When people in [city] think of your bank, what do you want them to think?"
- "Are you using radio, audio or podcasts now?"
- "Who else would need to say yes to a 13-week test?"

3

PLAY • 2 MINUTES

Play the sample, then stop talking

Let them guess the name before the reveal. When it ends, ask: *"Who do you think would enjoy hearing that on the drive in?"*

4

CONNECT • 5 MINUTES

Tie it to what they told you

- **Growth:** "Every close sends business owners to your page. That's a pipeline, not just awareness."
- **Brand:** "Your name sits next to persistence and invention, every day, at the same time."
- **Community:** "Local stories can put businesses you've backed on the radio."
- **Innovation:** "It's a low-risk test you can report on after 13 weeks."

5

PROPOSE • 5 MINUTES

Offer one clear starting point

Suggest a 13-week title sponsorship at your set airtimes, with a dedicated web page on their side. If budget is tight, offer the daypart package. Name the rate: [\$ rate]. Mention exclusivity once.

6

CLOSE • 2 MINUTES

Agree the next step before you leave

"Would it help if I sent a short proposal with a start date and your draft open and close, so you can share it with [the other decision-maker]?"

Book the follow-up in the calendar while you're still in the meeting.

4 • OBJECTION HANDLING

What they'll say, and how to answer

Start every answer by agreeing with the concern. Then give one fact and ask one question.

+ "Radio feels old. We're focused on digital."

+ "How would we measure the return?"

+ "Compliance and legal will slow this down."

+ "That's not my budget."

+ "We already sponsor a lot of community events."

+ "Will our competitors be on it too?"

+ "It's too expensive."

+ "Can the stories be about our industry, or about us?"

+ "Is this written by AI?"

+ "Send me something and I'll look at it."

5 • SPONSOR OPEN AND CLOSE LINES

Lines a bank can use on air

Every airing ends with a 15-second close. The 7-second open is optional. Offer two or three of each so the sponsor can choose. The bank's compliance team should approve the final wording before your production team records it.

OPEN

"Today's Great Idea is presented by [Bank name], helping local business owners turn great ideas into real businesses."

OPEN

"Today's Great Idea, brought to you by [Bank name], proud to back the people who build [city or province]."

OPEN

"Every great business starts with an idea. Today's Great Idea is presented by [Bank name]."

OPEN

Credit union version: "Today's Great Idea is presented by [Credit union name], owned by its members and invested in their ideas."

CLOSE

"Got a great idea of your own? [Bank name] can help you take the first step. Our small-business advisors can help you plan it, fund it and grow it. Visit [bank website]/greatideas to get started."

CLOSE

"Ready to start something? Talk to a small-business advisor at [Bank name]. We'll help you turn your idea into a plan, and your plan into a business. Find out more at [bank website]/greatideas."

CLOSE

"Today's Great Idea was presented by [Bank name], where great local ideas get started. Whether you're launching a business or growing one, find free planning tools at [bank website]/greatideas."

CLOSE

Credit union version: "Got a great idea? Your neighbours at [Credit union name] want to hear it. As a member-owned credit union, we invest in the people and ideas that build our community. Visit [website]/greatideas."

"Company's Coming," presented by a bank

A full script to show a prospect how a bank sponsor sounds. The story and reveal run 75 seconds and the close 15 seconds, for 90 seconds in all. The optional open adds 7 seconds before the story.

**OPTIONAL
OPEN**

7 seconds, before
0:00

"Today's Great Idea is presented by **[Bank name]**, helping local business owners turn great ideas into real businesses."

THE HOOK

0:00 – 0:18

Jean was divorced, living in a small Alberta town and raising two young children on her own. She loved to cook, so she ran a little café to pay the bills. To make extra money, she catered parties and events on the side.

THE STRUGGLE

0:18 – 0:38

Everyone loved Jean's food. Soon she sold the café and became the go-to caterer in town whenever company was coming over. And everywhere Jean went, people asked her the same question: "Can I get that recipe?"

THE TURN

0:38 – 1:01

So at the age of 53, Jean wrote her first cookbook, called *150 Delicious Squares*. It sold 15,000 copies in just three months. She didn't sell it only in bookstores. She put it where other cookbooks weren't, like gas stations. One book became two, then ten, then more than 200, each on a single subject, using ingredients you already have in the cupboard.

THE REVEAL

1:01 – 1:08

Today, more than 30 million copies later, Jean Paré's company is Canada's largest cookbook publisher. You know it as **Company's Coming**.

THE TAKEAWAY

1:08 – 1:15

Jean proved you're never too old to start something new. Just make sure you have all the right ingredients before you bake your idea.

**SPONSOR
CLOSE**

1:15 – 1:30

"Got a great idea of your own? **[Bank name]** can help you take the first step. Our small-business advisors can help you plan it, fund it and grow it. Visit **[bank website]/greatideas** to get started."

The story never mentions the sponsor. Only the open and close do. In the finished MP3 the story arrives ready to air, and your production team records the sponsor's open and close around it.

Before you send anything

Your station's details

- [Station name], [Rep name], [Title], [Phone] and [Email]
- Your airtimes, such as [6:52 AM] [12:52 PM] [5:52 PM]
- [\$ rate] for each package you offer
- [link to sample audio]: an online link to a sample story with a bank sponsor

The prospect's details

- [Bank name] and [First name] of the contact
- [city] or [city or province] for the local lines
- [bank website]/greatideas: the page their close sends listeners to
- [number] of new clients that would pay back the cost

Today's Great Idea is created and written by Glenn Suart. Real stories, written by people. Not AI. Hear samples at TodaysGreatIdea.com