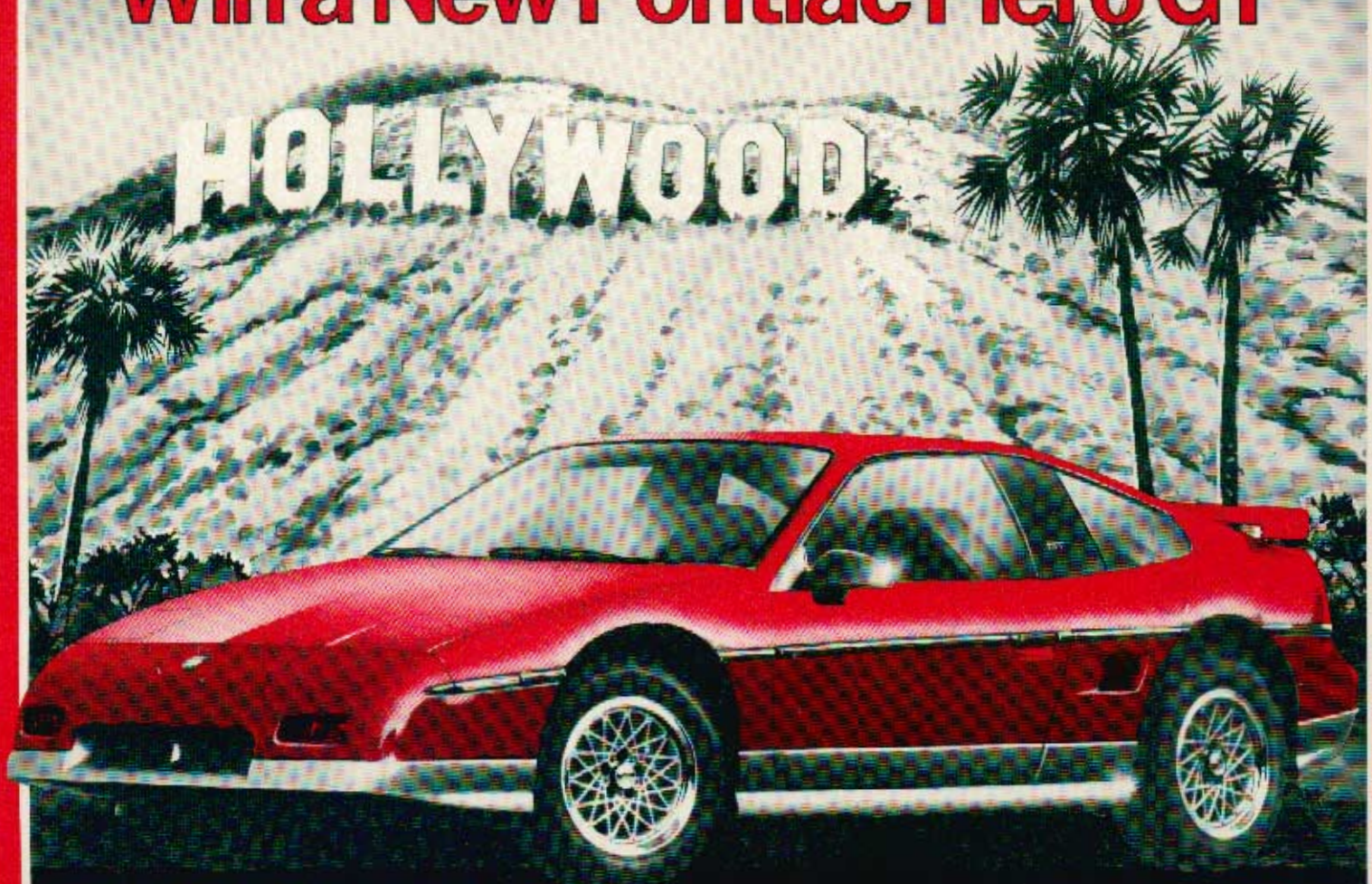


AS HEARD ON
AMERICAN
★ **TOP40** ★
WITH CASEY KASEM

**The Most Exciting Days of
Your Life Sweepstakes**

Win

**one of 18 Trips to Hollywood
...Plus the Chance to
Win a New Pontiac Fiero GT**



Samuel H. Patterson
Director
Advertising and Sales Promotion

January 8, 1986

Dear American Top 40 Affiliate:

Get ready to start building excitement this March with Pontiac's "The Most Exciting Days Of Your Life" Sweepstakes on American Top 40.

Beginning March 8th and running for 8 weeks, Pontiac will promote "The Most Exciting Days Of Your Life" Sweepstakes within American Top 40. Either a 60-second or 30-second promotion spot will air every weekend. (Note: See commercial copy in kit.)

"The Most Exciting Days Of Your Life" presents your station with an excellent opportunity to sell participating Pontiac dealers an advertising program to tie-in with this national sweepstakes.

18 lucky winners from across the country will win a trip for two to Hollywood, where they will be guests for 4 days and 3 nights at the luxurious Beverly Hills Hotel, and also receive lavish meals at some of California's finest restaurants along with special V.I.P. tours of some of Hollywood's hot spots. On the final night there will be a drawing at a special cocktail party honoring the winners, and Casey Kasem will personally award a brand new 1986 Pontiac Fiero to one of the 18 winners!

Please look over "The Most Exciting Days Of Your Life" Sweepstakes kit, and start gearing up to build excitement in a big way! Your Pontiac dealer has already received his promotion kit and will be waiting for your call.

Good Selling!



Sam Patterson

LISTEN TO

AMERICAN

★ TOP 40 ★

WITH CASEY KASEM

abc ABC RADIO NETWORKS

As advertised in Omni

**FIND OUT HOW TO WIN A TRIP TO HOLLYWOOD
FOR TWO AND A BRAND NEW 1986 PONTIAC
FIERO GT IN PONTIAC'S "MOST EXCITING DAYS OF
YOUR LIFE" SWEEPSTAKES**

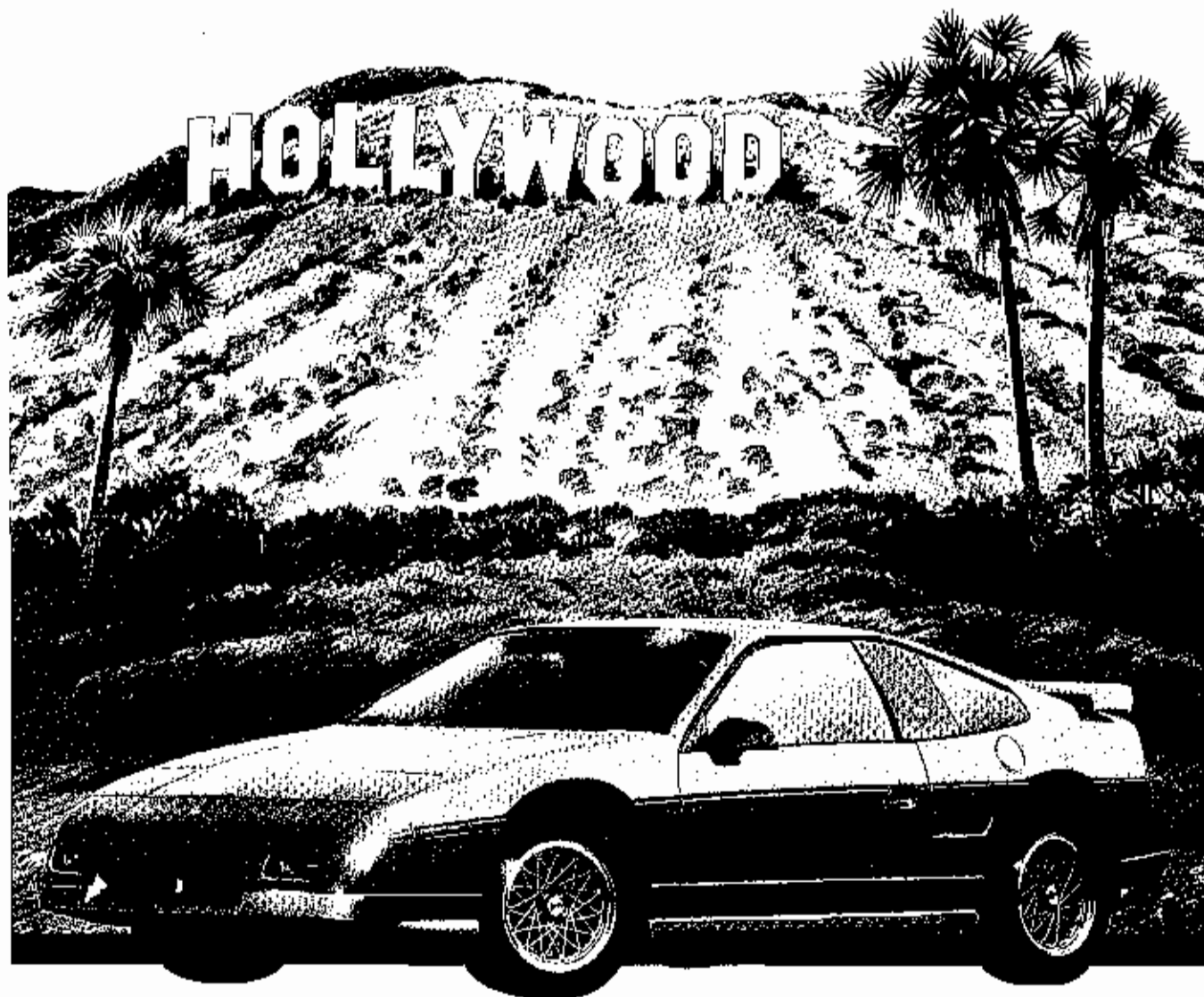
**BEGINNING MARCH 8
THROUGH APRIL 26.**

AMERICAN
★ **TOP40** ★
WITH CASEY KASEM

American Top 40 is the most listened-to pop music radio show in the world. On over 500 stations coast to coast. Including one where you live.

So catch American Top 40 with Casey Kasem and be a winner in Pontiac's "Most Exciting Days of Your Life" Sweepstakes!

No purchase necessary. Void where Prohibited. Sweepstakes ends April 30, 1986. For complete details and official rules visit your nearest Pontiac dealer.



PONTIAC'S
"MOST EXCITING DAYS OF YOUR LIFE"
SWEEPSTAKES

on
AMERICAN TOP 40

with
CASEY KASEM

AMERICAN TOP 40 PRESENTS
THE "MOST EXCITING DAYS OF YOUR LIFE"
SWEEPSTAKES

- Begins March 8 and runs through April 26.
- Sweepstakes promoted within AMERICAN TOP 40 WITH CASEY KASEM.
- February OMNI Magazine ad promoting Sweepstakes.
- To enter, AMERICAN TOP 40 listeners urged to go to local participating PONTIAC dealer to fill out an official entry blank.
- PONTIAC dealers alerted to call AMERICAN TOP 40 stations.
- Copy for station promo spots available (see kit).
- 18 winners from across the U.S. will win a trip for two to Hollywood, California including 4 days and 3 nights at the luxurious Beverly Hills Hotel — special meals and tours also included.
- On their last night in Hollywood, winners will attend a special cocktail party in their honor, where Casey Kasem will award one of them a 1986 Pontiac Fiero GT!

HOW YOU CAN PARTICIPATE
IN THE MOST EXCITING TIE-IN OPPORTUNITY OF 1986

- Contact your local participating PONTIAC dealer immediately to establish a local advertising campaign to tie-in with the national campaign.
- By purchasing local air-time in conjunction with the AMERICAN TOP 40's national campaign, your PONTIAC dealer greatly increases listener response to the "Most Exciting Days Of Your Life" Promotion, and increases his showroom traffic, too!
- Copy for station promo spots available (see kit).
- In addition to AMERICAN TOP 40 spots, you can also sell air-time in other prime time-in times to further increase audience awareness of the promotion.

BY SELLING LOCAL AIR-TIME, YOU'RE HELPING
YOURSELF TO TAKE FULL ADVANTAGE OF THE
"MOST EXCITING DAYS OF YOUR LIFE
SWEEPSTAKES!

**EVERYONE WINS IN PONTIAC'S "MOST
EXCITING DAYS OF YOUR LIFE" SWEEPSTAKES!**

YOUR LISTENERS WIN!

AMERICAN TOP 40 listeners have an opportunity to win one of 18 trips to Hollywood for two, as well as the Grand Prize, a 1986 Pontiac Fiero GT!

YOUR RADIO STATION WINS!

Your radio station can take advantage of the "Most Exciting Days Of Your Life" Sweepstakes by selling local air time to the Pontiac dealer in your area. These spots can be aired in conjunction with the nationally aired commercials on AMERICAN TOP 40 WITH CASEY KASEM. If your local Pontiac dealer is not aware of the audience penetration of AMERICAN TOP 40 (it is the country's single most listened-to weekly radio program), LET THEM KNOW! Local commercials will help them achieve maximum advertising benefits, as well as building an advantageous working relationship with both your radio station and your community.

YOUR LOCAL PONTIAC DEALER WINS!

Pontiac dealers stand to benefit greatly from this major national promotion, and strategically placed local commercials can greatly increase their showroom traffic.

In addition, by purchasing commercials aired during time slots other than AMERICAN TOP 40, dealers increase their chances of eliciting the widest audience response possible.

SUGGESTED STATION :10 SECOND PROMO

ANNOUNCER: LISTEN TO AMERICAN TOP 40 WITH CASEY KASEM ON
(WXXX) FOR DETAILS ON HOW TO ENTER PONTIAC'S
"MOST EXCITING DAYS OF YOUR LIFE" SWEEPSTAKES,
AND WIN A TRIP FOR TWO TO HOLLYWOOD PLUS A 1986
PONTIAC FIERO GT! AMERICAN TOP 40 THIS SUNDAY AT
 (time) !

SUGGESTED STATION :30 SECOND PROMO

ANNOUNCER: DO YOU NEED A LITTLE 'EXCITEMENT' IN YOUR LIFE? WELL, HOW WOULD YOU LIKE TO WIN A BRAND NEW 1986 PONTIAC FIERO GT? OR ONE OF 18 TRIPS TO HOLLYWOOD FOR YOU AND A FRIEND THAT INCLUDES GOURMET MEALS IN SOME OF CALIFORNIA'S TRENDIEST RESTAURANTS AS WELL AS SPECIAL V.I.P. TOURS OF HOLLYWOOD'S HOTTEST HOT SPOTS?

SOUND EXCITING?

LISTEN TO THIS WEEK'S AMERICAN TOP 40 WITH CASEY KASEM TO FIND OUT HOW TO ENTER PONTIAC'S "MOST EXCITING DAYS OF YOUR LIFE" SWEEPSTAKES, AND GET READY TO START BUILDING EXCITEMENT IN HOLLYWOOD? AMERICAN TOP 40 WITH CASEY KASEM THIS SUNDAY AT (time) ON WXXX!

**CALL YOUR LOCAL PONTIAC DEALER RIGHT AWAY TO SET UP YOUR OWN
"MOST EXCITING DAYS OF YOUR LIFE" PROMOTION!**

In addition to your tie-in advertising with the nationally aired Sweepstakes, you and your Pontiac dealer can create a supplementary local promotion to help increase awareness of the contest and showroom traffic.

As prizes for local winners, you may consider:

- DINNERS FOR TWO AT POPULAR LOCAL RESTAURANTS AND NIGHT SPOTS
- TICKETS FOR LOCAL THEATRICAL EVENTS
- MOVIE TICKETS
- TICKETS TO SPORTS EVENTS
- DISCOUNT COUPON BOOKS (in conjunction with other local businesses)
- COMBINATION OF THE ABOVE (as possible Grand Prize)

LOCAL TIE-IN CONTEST SUGGESTIONS

As ideas for your local tie-in promotion with your participating Pontiac dealer, you may consider:

ON-AIR CALL-IN CONTEST

- Have contestants describe the "Most Exciting Day Of My Life," or:
- Ask a pre-determined numbered caller (i.e. 3rd caller) "What's the most exciting new car in America?"

If caller answers "Pontiac Fiero GT," caller wins a local prize (see suggestions on previous page).

MAIL-IN PROMOTION

- Have contestants write down their own "Most Exciting Day Of My Life."
- Have contestants write down the words "Pontiac Fiero GT" on a postcard and hold a local drawing.

IDEA OF YOUR OWN

- You and your local Pontiac dealership representative can create a local promotion of your own that complements the "Most Exciting Days Of Your Life" national promotion.