✦ ATHLETES · CREATORS · CLUBS ✦

SPONSOR PITCH EMAIL TEMPLATES

Four short, copy-ready emails for reaching local businesses and brands.

Replace everything in {curly braces}. Keep emails under 150 words, send from a professional address and attach your media kit.

1 · First pitch to a local business

Subject: Partnership idea for {Business Name}

Hi {First Name},

I'm {Your Name}, a {sport / position} at {team or school}. I'm a regular at {Business Name} and I'd love to help more {local audience} find you.

My audience is mostly {who they are} in {area}, and my recent posts average {average views} views.

Idea: {one specific idea, e.g. a game-day post and story featuring your pre-game meal}.

I've attached my one-page media kit. Would you be open to a 10-minute call next week?

Thanks,
{Your Name} · {phone} · {email}

2 · Follow-up (5–7 days later)

Subject: Re: Partnership idea for {Business Name}

Hi {First Name},

Just following up on my note last week. I know you're busy. I'd still love to put together {the idea} for {Business Name}. Happy to start small with a single post so you can see the results.

Would {day} or {day} work for a quick chat?

{Your Name}

3 · Timely pitch after a milestone

Subject: {Your Name} × {Business Name} for {event / season}

Hi {First Name},

{Milestone, e.g. our team just qualified for the state tournament}, and the next {number} weeks will be the busiest of my season online.

I'd love to feature {Business Name} in {specific deliverables}. I've attached my media kit with current numbers.

Could we talk this week?

{Your Name}

4 · Thank-you and recap (after a campaign)

Subject: Thank you + results from our {campaign name}

Hi {First Name},

Thank you for partnering with me on {campaign}. Here's a quick recap:

• Posts delivered: {list with links}
• Total views: {number} (from my app's insights)
• Comments, saves and shares: {numbers}
• Highlights: {one or two real comments or moments}

I'd love to do this again for {next event or season}. Ideas attached.

Gratefully,
{Your Name}

Tip · Only report numbers you can screenshot from your insights. Send the recap within a week; it is the best way to get a second deal.

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.