

# EMAIL REACH-OUT TO BRANDS

## WHEN YOU PROACTIVELY REACH OUT TO A BRAND...

### EMAIL RESPONSE TO BRAND SPONSORSHIP REQUEST

Hi (name)!

Thank you so much for reaching out, I (brand affinity statement e.g. literally JUST use your mascara last week or have always had a special place in my heart for Oreos...and my little ones do, too). I think (brand) is an amazing company and would love to work with you! My audience (affinity statement e.g. knows about my Oreo infatuation as well or skews older and female and loves this kind of content) so it's a really organic fit as well.

What are you looking for in a partnership right now, and what do you need from me to get the ball rolling? Here are a few things I would love to know:

- What posts would you like, how many of each, and on what platforms?
- What usage rights do you need, and for how long?
- What competitors are included in exclusivity, and for how long?
- Any UGC / content-only needs?
- What product or message is this campaign focused on?
- What does success look like for this campaign (aka how will you be judging my performance)?
- What is the timing for this campaign?

So excited to work together! Talk to you soon!

(Name)

(Instagram hyperlink)

(TikTok hyperlink)

**\*NOTE:** Remove any of the above questions that were already answered in their initial outreach