

YouTube Sponsorship Pitch Email Template (Free Download)

Slug: youtube-sponsorship-pitch-email-template

Variation 1: Professional

Subject: Sponsorship idea for [Channel Name]

Hi [Creator Name],

I'm [Your Name], [Your Role] at [Brand Name]. We [one-sentence description of what the brand does] and have been following [Channel Name] for [specific reason — recent video, niche fit, audience overlap].

We're putting together a sponsorship campaign for [Product/Service] and think your channel would be a strong fit, particularly given [specific audience insight, e.g., "your recent series on home office setups"].

We'd love to explore a [integration type: 60-second mid-roll / dedicated video / product placement] for a budget in the range of [Budget Range], with flexibility depending on scope.

Would you be open to a 15-minute call this week, or should I send over more details by email first?

Best,

[Your Name]

[Your Title, Brand Name]

[Contact Info / Media Kit Link]

Variation 2: Friendly

Subject: Loved your video on [Topic] — got an idea for you

Hey [Creator Name],

Just watched "[Video Title]" and honestly, the part about [specific detail] was great — subscribed right after.

I'm on the team at [Brand Name], and we make [Product/Service]. Your channel's vibe feels like a natural fit for what we're building, and I wanted to see if you'd be interested in a sponsored integration — nothing scripted or stiff, just something that fits how you already talk to your audience.

Budget-wise we're thinking [Budget Range] depending on format, but happy to hear what's worked well for you with past sponsors.

No pressure either way — let me know if you want to chat!

[Your Name]

[Brand Name]

Variation 3: Short

Subject: [Brand Name] x [Channel Name]?

Hi [Creator Name],

We're [Brand Name] ([one-line description]). Interested in sponsoring an upcoming video — budget around [Budget Range].

Open to a quick call or want me to send a one-pager first?

[Your Name]

[Contact Info]

Variation 4: Premium

Subject: [Brand Name] would love to sponsor your next video

Hi [Creator Name],

I'll keep this focused: [Brand Name] is [one-sentence positioning, e.g., "the fastest-growing project management tool for creative teams"], and we've allocated budget this quarter specifically for creators in the [Niche] space.

Your channel stood out because of [specific, credible reason — subscriber growth, unique format, past brand fit]. We're proposing:

- Format: [Integration Type]
- Timeline: [Proposed Timeline]
- Compensation: [Specific Number or Range]
- Deliverables: [1-2 bullet points]

We move quickly on approvals and can have a contract and payment terms ready within 48 hours of a verbal yes. If this sounds interesting, reply here or grab time on my calendar: [Calendar Link].

Looking forward to it,

[Your Name]

[Title, Brand Name]

[Media Kit / Case Studies Link]

Optional Follow-Up Email

Send 4-6 business days after no response:

Subject: Re: [Original Subject Line]

Hi [Creator Name],

Following up in case this got buried — still very interested in sponsoring [Channel Name] for [Product/Service].

If timing's not right or this isn't a fit, no worries at all — just let me know and I'll close the loop on my end.

[Your Name]

AI Prompt Section

Act as a partnerships manager writing a cold sponsorship pitch email to a YouTube creator.

Brand: [Brand Name]

What the brand does: [1-2 sentence description]

Target creator: [Creator Name], channel about [Niche]

Specific reason for reaching out: [recent video, audience fit, etc.]

Proposed integration: [type — dedicated video / mid-roll / product placement]

Budget range: [Budget Range]

Tone: [Professional / Friendly / Short / Premium]

Write a subject line and email body under 150 words. Reference the specific reason for outreach in the first two sentences. End with one clear, answerable question. Do not use generic phrases like "I hope this email finds you well" or "reaching out to explore synergies."