



Directions:

Use this email template to introduce the series, schedule qualified appointments, and close sponsorship deals.

Subject: Introducing *GO GREEN*

Body Template:

[CLIENT NAME],

I hope this finds you well. This [ADD MONTH], The [Media Outlet] Content Studio is launching a new series called *GO GREEN*. The series will feature weekly articles exploring all-things green-living including everyday tips, hacks, and recommendations for improving our environment and making our community a better place to live. The series will engage green-enthusiasts in the [GEO] area - think "Why You Should Turn Off The Tap in 2022" or "Go Green With These Simple New Year Resolutions."

There is a really exciting founding sponsorship opportunity that I think is a great fit for [CLIENT BUSINESS NAME]. This exclusive sponsorship has been designed to offer massive exposure and engagement with your target audience throughout the year. I'd love to walk you through the full program details at your earliest convenience.

Do you have availability to meet [OPTION 1] or [OPTION 2]?

Talk to you soon,

[YOUR NAME]

[YOUR PHOTO]

GO GREEN



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Branded Content is 22x more engaging than display ads

Source: Pressboard