**Partnership Outreach Email Templates**

**Initial Outreach Email**

**Subject Line:** Collaboration opportunity with [Your Brand Name]

Hi [Name],

I've been following your work at [Their Company/Brand] for some time and particularly admired [specific project, content, or achievement]. Your approach to [relevant topic] aligns perfectly with what my audience values.

I'm [Your Name], creator of [Your Brand/Platform] where I [brief description of what you do and who you serve]. My audience of [audience size] [audience description] is actively interested in [relevant topic/product category].

I believe there's a valuable opportunity for us to collaborate in a way that would benefit both our audiences. Specifically, I'm interested in discussing:

[Choose one or customize:

- A sponsored content partnership featuring your [product/service]

- A co-created content series exploring [topic]

- An affiliate relationship promoting your [product/service]

- A joint webinar/event focused on [topic]]

My audience metrics include:

- [Key metric 1, e.g., "Average video view count: 15,000+”]

- [Key metric 2, e.g., "Email open rate: 32%”]

- [Key metric 3, e.g., "Audience demographics: 65% female, 25-45, professionals"]

Would you be open to a 15-minute call to explore if there’s mutual value in working together? I'm available [provide 2-3 specific time slots] next week, or I can work around your schedule.

Looking forward to potentially collaborating,

[Your Name]

[Your Brand/Platform]

[Website]

[Social Profile]

**Follow-Up Email (If No Response)**

**Subject Line:** Following up: [Your Brand] + [Their Brand] collaboration

Hi [Name],

I wanted to follow up on my previous email about a potential collaboration between [Your Brand] and [Their Brand].

I understand you're likely managing a busy schedule, so I thought I'd share a quick example of how I envision our partnership benefiting your brand:

[Brief example of specific collaboration idea or success story from previous partnership]

I'm still excited about the possibility of working together and would welcome a brief conversation to explore options.

Would [specific day/time] work for a quick 15-minute call?

Best regards,

[Your Name]

[Your Brand/Platform]

[Website]

[Social Profile]

**Partnership Proposal Email**

**Subject Line:** Partnership proposal: [Your Brand] x [Their Brand]

Hi [Name],

Thank you for expressing interest in collaborating! As promised, I've outlined a specific partnership proposal below.

PARTNERSHIP CONCEPT:

[Clear, concise description of proposed collaboration]

DELIVERABLES:

From [Your Brand]:

- [Specific deliverable 1]

- [Specific deliverable 2]

- [Specific deliverable 3]

From [Their Brand]:

- [Requested deliverable 1]

- [Requested deliverable 2]

- [Requested deliverable 3]

TIMELINE:

- [Key date 1]: [Action item]

- [Key date 2]: [Action item]

- [Key date 3]: [Action item]

INVESTMENT:

[Clear outline of financial terms or exchange of value]

ANTICIPATED RESULTS:

- [Benefit 1]

- [Benefit 2]

- [Benefit 3]

I've attached a one-page media kit with more detailed audience metrics and examples of previous successful partnerships.

If this proposal aligns with your goals, I'd love to schedule a call to refine the details. If adjustments are needed, I'm open to discussing alternatives that would better serve both our objectives.

Looking forward to your thoughts,

[Your Name]

[Your Brand/Platform]

[Website]

[Social Profile]

**Partnership Agreement Email**

**Subject Line:** [Your Brand] x [Their Brand] partnership agreement

Hi [Name],

I'm excited to move forward with our collaboration! To ensure we're aligned on all details, I've summarized our agreement below:

PARTNERSHIP OVERVIEW:

[Brief description of collaboration]

CONFIRMED DELIVERABLES:

From [Your Brand]:

- [Finalized deliverable 1]

- [Finalized deliverable 2]

- [Finalized deliverable 3]

From [Their Brand]:

- [Finalized deliverable 1]

- [Finalized deliverable 2]

- [Finalized deliverable 3]

CONFIRMED TIMELINE:

- [Final date 1]: [Action item]

- [Final date 2]: [Action item]

- [Final date 3]: [Action item]

FINANCIAL TERMS:

[Clear statement of payment amount, method, and timing]

APPROVAL PROCESS:

[Brief description of content approval workflow]

TRACKING & REPORTING:

[How results will be measured and reported]

Please review these details and confirm that everything looks correct. If you prefer a formal contract, I'd be happy to provide one.

I'll need the following from you to get started:

- [Required asset 1]

- [Required asset 2]

- [Required asset 2]

Looking forward to a successful partnership!

Best regards,

[Your Name]

[Your Brand/Platform]

[Website]

[Social Profile]

**Post-Campaign Thank You Email**

**Subject Line:** Thank you for our successful partnership!

Hi [Name],

I wanted to express my sincere thanks for our recent collaboration. It was a pleasure working with you and the [Their Brand] team.

I'm pleased to share the results of our partnership:

- [Result 1, with specific metrics]

- [Result 2, with specific metrics]

- [Result 3, with specific metrics]

The feedback from my audience has been overwhelmingly positive. Here are a few highlights:

- [Quote or summary of audience feedback]

- [Engagement metric or specific outcome]

I've attached a comprehensive performance report with more detailed metrics and screenshots of the content.

I'd love to explore opportunities for ongoing collaboration. Some ideas for our next partnership include:

- [Future collaboration idea 1]

- [Future collaboration idea 2]

Would you be interested in scheduling a brief call in the next few weeks to discuss future possibilities?

Thank you again for your partnership!

Best regards,

[Your Name]

[Your Brand/Platform]

[Website]

[Social Profile]

**Customization Guide**

**How To Customize These Templates**

**Research Thoroughly**

1. Study their recent content, campaigns, and brand voice
2. Identify specific examples of their work to reference
3. Understand their current business objectives and challenges

**Personalize Meaningfully**

1. Reference specific content they've created that resonated with you
2. Connect your audience’s interests to their business goals
3. Demonstrate knowledge of their brand beyond surface level

**Quantify Value**

1. Include specific, verifiable metrics about your audience
2. Provide concrete examples of results from previous partnerships
3. Be transparent about what you can realistically deliver

**Adapt to Brand Voice**

10. Adjust formality based on their communication style

11. Match industry terminology they commonly use

12. Reflect their brand values in your proposal

**Simplify and Clarify**

13. Keep emails concise and scannable

14. Use bullet points for key information

15. Make specific asks with clear next steps

**Red Flags to Avoid**

• Generic, template-feeling language

• Vague or inflated claims about your influence

* Focusing only on what you want, not mutual benefit
* Overly complex or confusing proposals
* Grammatical errors or sloppy formatting
* Missing or buried call to action