

The Ultimate Guide to Writing Brand Partnership Emails

FOR MUSIC ARTISTS

A Step-by-Step Guide for Indie Musicians to Pitch
Brands, Connect with Decision-Makers, and Secure
Partnerships to Grow Their Career

PESSOALS

Disclaimer

This eBook, *“Brand Like a Celebrity”*, is published by Pessolas for educational and illustrative purposes only.

All references to public figures, celebrities, and other individuals are based on publicly available information and are used solely to analyze and explain personal branding concepts. Such mentions do not imply any affiliation, endorsement, or sponsorship by the individuals or brands referenced.

All trademarks, logos, names, and images are the property of their respective owners. Pessolas makes no claim of ownership over any third-party intellectual property.

Any opinions or interpretations expressed in this eBook are those of the authors and do not reflect the views of the individuals mentioned. Readers are encouraged to apply the insights provided in a respectful and ethical manner while building their personal brand.

The Ultimate Guide to Writing Brand Partnership Emails

For MUSIC ARTISTS

A Step-by-Step Guide for Indie Musicians to Pitch
Brands, Connect With Decision Makers and Secure
Partnerships to Grow Their Careers.

Table of Contents

Chapter One: What is Brand Partnership?

What are music brand partnerships? - - - - -	4
Why are brand partnerships so effective? - - - - -	5
How can indie music benefit from brand partnerships?- - - - -	6
The power of brand partnerships in music marketing - - - - -	7
Finding the right brand to collaborate with - - - - -	8
How to measure the success of a brand partnership? - - - - -	9

Chapter Two: How to Compose an Email?

What is Brand Partnership Email - - - - -	11
What Is a Partnership Email Important?- - - - -	11
How to Compose an Email - - - - -	12
7 Tips On How To Write An Effective Email - - - - -	15
Where To Go From Here - - - - -	19

Chapter 1

What Is Brand Partnership?

When we hear "brand partnerships" in the music industry, our minds often jump to images of global superstars endorsing multinational corporations. We picture Taylor Swift promoting Coca-Cola or J Balvin collaborating with Jordans. But in today's digital age, the landscape of brand partnerships has undergone a radical transformation.

The rise of social media has levelled the playing field across industries. Now, a small thrift store can operate entirely through Instagram, reaching customers directly and building a loyal following. This democratization isn't limited to retail, it's happening in the music industry too. Independent musicians and labels are harnessing the power of social media to grow their audiences and promote their art.

But here's the exciting part: this democratization has created a whole new world of possibilities for brand partnerships. No longer are these collaborations the exclusive domain of chart-topping artists and Fortune 500 companies. Today, indie musicians can partner with independent brands, creating mutually beneficial relationships that amplify both parties' reach and appeal.

This shift opens up a wealth of opportunities for indie artists and labels. By thinking creatively about brand partnerships, you can access new audiences, gain credibility, and secure resources that were once out of reach. The key is to understand how these partnerships work and how to leverage them effectively in the indie music space.

What are music brand partnerships?

At its core, a music brand partnership is a collaborative effort between a musician or label and a brand. The goal is to create a win-win situation where both parties benefit from each other's audience, resources, or expertise.

Traditionally, these partnerships often involved major labels and big corporations but the landscape has shifted dramatically in recent years. We're witnessing the rise of niche and small, independent, ethical brands. These are companies that prioritize values like sustainability, local production, or social responsibility. They might be vegan cosmetics brands, eco-friendly clothing lines, or artisanal food producers. What they lack in size, they make up for in passionate, engaged customer bases.

This shift mirrors what's happening in the music industry. Just as listeners are turning to indie artists for authentic, unique sounds, consumers are gravitating towards brands that align with their values and offer something different from mass-market products.

For indie musicians, these emerging brands present perfect partnership opportunities. Both parties often share similar values, aesthetics, and target audiences. They're also typically more open to creative, out-of-the-box collaborations that bigger brands might shy away from.

These partnerships can take many forms. It might be a clothing brand creating merch for a band, a local brewery naming a beer after an artist's new album, or a sustainable tech company sponsoring a music festival. The possibilities are as varied as the brands and artists themselves.

Why are brand partnerships so effective? And how can it be effective in music?

Brand partnerships are effective because they leverage the power of association and shared audiences. When a consumer sees a brand they trust partnering with another entity, some of that trust transfers over. It's a form of social proof that can be incredibly powerful in building credibility and attracting new customers or fans.

These partnerships also allow brands to tap into each other's audiences. This cross-pollination can lead to significant growth for both parties involved. It's not just about reaching more people - it's about reaching the right people. A well-chosen brand partnership puts your music in front of an audience that's already primed to appreciate what you're offering.

In the music industry, brand partnerships can be particularly effective. Music is deeply personal and emotional, and fans often feel a strong connection to the artists they love. When an artist partners with a brand, they're essentially giving that brand their stamp of approval. This can be incredibly influential for their fans.

Furthermore, brand partnerships can provide resources that are often scarce for indie artists. This might be financial support, access to production facilities, or help with distribution and promotion. These resources can be game-changers, allowing artists to create and promote their music in ways they couldn't afford to on their own. For indie artists specifically, brand partnerships can help bridge the gap between underground and mainstream. By associating with recognizable brands, indie artists can gain exposure to wider audiences without compromising their artistic integrity. It's a way to grow your reach while staying true to your roots.

How can indie music benefit from brand partnerships?

Brand partnerships can offer a multitude of benefits for indie musicians. Perhaps most importantly, they can provide much-needed resources. In an industry where financial constraints often limit what indie artists can achieve, a brand partnership can open up new possibilities. This might mean funding for a music video, support for a tour, or simply the ability to focus on making music full-time.

These partnerships can significantly boost an artist's visibility. By aligning with a brand, you're putting your music in front of that brand's audience. This exposure can be invaluable, especially if the brand's demographic aligns well with your target listener base.

Think of how Phoebe Bridgers partnered with Brooklyn-based jewelry brand Catbird to create a limited-edition necklace inspired by her song "Kyoto." The collaboration sold out quickly and raised funds for charity, boosting both Bridgers' and Catbird's profiles.

Credibility is another major benefit. When a brand chooses to partner with you, it's a form of endorsement. It signals to potential listeners that your music is worth paying attention to. This can be particularly powerful if you partner with a brand that's well-respected in your genre or subculture.

Mac DeMarco X Vans is a very successful example. While Vans is a larger company, indie musician Mac DeMarco worked with their smaller, more niche Vault by Vans line to create a limited-edition shoe. The collaboration was well-received by DeMarco's fans and skateboarding enthusiasts alike, selling out rapidly and helping build his credibility in the industry.

Moreover, brand partnerships can inspire creativity. Collaborating with a brand often involves thinking about your art in new ways. How does it fit with the brand's image? What kind of content can you create together? This process can push you out of your comfort zone and lead to exciting new directions in your art.

A great example of this is how Michelle Zauner, known by her stage name Japanese Breakfast, partnered with kitchenware brand W&P Design to create a limited-edition set of chopsticks. The collaboration tied in with Zauner's memoir "Crying in H Mart" and helped both parties reach new audiences.

Lastly, and most importantly, brand partnerships can help indie artists diversify their income streams. In an era where streaming revenues are often minimal, having additional sources of income can be crucial for sustainability. Whether it's through sponsored content, co-branded merchandise, or paid performances at brand events, these partnerships can provide financial stability that allows you to keep creating music.

The power of brand partnerships in music marketing

The power of brand partnerships in music marketing cannot be overstated. Let's break down the key benefits:

Access to New Resources: Brand partnerships can provide indie artists with resources that would otherwise be out of reach. This could be financial support for recording or touring, access to high-quality production equipment, or even just the benefit of the brand's marketing expertise. These resources can help elevate your music and your career to the next level.

For example, a partnership with a local studio could provide you with free or discounted recording time. A collaboration with a video production company might result in a professional music video that you couldn't have afforded on your own. These resources can significantly improve the quality and reach of your work.

Increased Credibility: When a brand chooses to partner with you, it's a vote of confidence in your music and your potential. This association can lend you credibility, especially if the brand is well-respected or aligns closely with your musical style and values.

This increased credibility can open doors. Other brands might take notice and consider partnering with you. Music industry professionals might pay more attention to your work. And potential fans might be more inclined to give your music a chance if they see you associated with a brand they trust.

Paid Promotion: Many brand partnerships involve some form of paid promotion. This could be the brand featuring your music in their advertising, sponsoring your tour, or paying you to create content for their social media channels. This kind of promotion can be invaluable for indie artists who often struggle to fund marketing efforts.

Paid promotion through brand partnerships can help you reach audiences you might not have access to otherwise. It can also provide a steady income stream, allowing you to focus more on creating music and less on how to fund your career.

Diversification: Brand partnerships allow you to diversify both your audience and your income streams. By partnering with brands in different industries or with different target demographics, you can expose your music to a wide range of potential fans.

Similarly, these partnerships can help you diversify your income. Instead of relying solely on music sales and streaming revenue, you might earn money from sponsored content, brand ambassador roles, or co-branded merchandise. This diversification can provide more financial stability, which is crucial for sustaining a long-term career in music.

Finding the right brand to collaborate with

Finding the right brand to collaborate with is crucial for a successful partnership. It's not just about partnering with any brand that's willing - it's about finding a brand that aligns with your values, aesthetic, and audience.

Start by defining your own brand as an artist. What are your core values? What's your aesthetic? Who is your target audience? Once you have a clear

understanding of your own brand, you can start looking for brands that complement it.

Look for brands that share your values. If you're all about the local community, partner with local businesses. The more closely aligned your values are, the more authentic the partnership will feel to your audience.

Consider your audience when choosing brand partners. What brands do they already engage with? What products or services might be relevant to them? A good brand partnership should feel natural to your fans, not forced or out of place.

Don't limit yourself to music-related brands. While music gear companies or streaming platforms might seem like obvious choices, think outside the box. Fashion brands, food and beverage companies, tech startups - any brand that shares your vibe could be a potential partner.

Research potential partners thoroughly. Look at their past collaborations, their social media presence, and their reputation in the market. Make sure they're a brand you'd be proud to be associated with. Start small and local. If you're new to brand partnerships, consider starting with small, local brands. They're often more open to working with up-and-coming artists, and these partnerships can help you build experience and credibility for larger collaborations down the line.

Remember, a good brand partnership is a two-way street. Think about what you can offer the brand, not just what they can do for you. The most successful partnerships are those where both parties bring value to the table.

How to measure the success of a brand partnership?

Measuring the success of a brand partnership is crucial for understanding its impact and informing future collaborations. While the specific metrics might vary depending on your goals, there are several key areas to focus on:

Conversion is the ultimate measure of success for many brand partnerships. In the music industry, conversion can take many forms. It might be streams of your latest single, ticket sales for your upcoming tour, or purchases of your merchandise. Whatever your primary goal was for the partnership, that should be your key conversion metric.

Track your streaming numbers before, during, and after the brand partnership. Look for spikes in listens that correlate with partnership activities. Many streaming platforms provide detailed analytics that can help you track where your listeners are coming from.

Monitor your social media growth. A successful brand partnership should result in an increase in your followers, likes, comments, and shares. Pay attention not just to the numbers, but to the engagement quality. Are these new followers interacting with your content?

Use unique links or promo codes. If you're promoting a specific release or piece of merchandise as part of the partnership, provide the brand with a unique link or promo code. This allows you to directly track how many sales or clicks came from the partnership.

Brand sentiment is a more qualitative metric, but still important. Monitor comments and messages on your social media and the brand's. Are people responding positively to the partnership? Has it enhanced your image or the brand's?

Long-term impact should also be considered. Some benefits of a brand partnership might not be immediately apparent. Keep tracking these metrics over time to get a full picture of the partnership's impact.

Not every metric will be relevant for every partnership. Before the collaboration begins, agree with the brand on what success looks like and which metrics you'll use to measure it. This ensures you're both working towards the same goals. Challenging than ever, these collaborations can provide the edge you need to take your music to the next level.

Successful brand partnerships come from authenticity and alignment. When you team up with brands that share your values and audience, your collaborations feel real and connect deeply with fans, not just reaching more people, but the right ones.

However, it's crucial to approach brand partnerships strategically. Take the time to find the right partners, clearly define your goals, and measure your results. In conclusion, brand partnerships represent a powerful opportunity for music artists and labels to expand their reach, access new resources, and grow their careers.

Chapter 2

How to Compose an Email to Partner with a Brand

Partnering with brands is one of the best ways of promoting your personal brand and music, and there's something that will save or destroy your campaign. and it relates to how you approach them for cooperation.

A partnership email is more important than you can think. Which is why we're going to discuss everything you need to know about collaboration email formats and more below.

A collaboration email is a professional outreach message sent to propose a mutually beneficial partnership.

What Is a Partnership Email Important?

These emails are important since they are the initial impression and set the stage for a true opportunity. So, they're meaningful because these collaborative emails:

Sets the tone: Your tone and professionalism in your email set the tone for how you conduct the partnership.

Clarifies value: It sets out what you're contributing to the table and how the brands will benefit.

Engages conversation: A solidly written email can establish a long-term partnership, not always one-time transactions.

Remember, your target corporations' inboxes are flooded, and it takes strategy to be heard, which is why understanding the essential components of an effective collaboration email is crucial.

Now, if you want to know how to compose an email to partner with a brand, here's what you need to know.

How to Compose an Email to Partner with a Brand: 3-Step Guide

Your process will depend on your audience and purpose. But most often, when composing collaboration emails, the steps will be the following:

1. Identify Your Purpose

You must know precisely what you want to achieve before composing a partnership email. Your intention directs the tone, structure, and content of your email, so make sure to define it.

A few common collaboration goals can be selling a novel idea or a campaign or securing sponsorships or partnerships, or it can even be a partnership on a campaign or co-branded content, and so on.

You can't begin composing your emails until you define this but once you do this, you'll be able to avoid ambiguity: Without a goal, your email will be nondescript or unorganized, Creates relevance: A focused target guarantees your message is aligned with the priorities of the brand, ensure better response rates: Receivers will respond if they feel a clear benefit and reason.

Which email would you anticipate delivering better?

Option A: Ambiguous comment that is not personalized and talks about generic business goals and KPIs.

Option B: Informing them what your business solution is, why it's relevant to the person you're emailing, and what's in it for them. With a research-backed email showing you took the time to do so.

Clearly, the answer is option B. Personalized emails with a clear objective will always perform better.

2. Identify your ICP and BP

What is the difference between your ICP (ideal customer persona) and a buyer's persona?

ICP (Ideal Customer Persona): Is the type of business or individual you would prefer to partner with. These could be brands that align with your niche, values, or target audience.

BP (Buyer Persona): Is the individual in that business who makes partnership decisions. Example: A Marketing Manager, Influencer Outreach Specialist, or Brand Director.

Now, you must figure out how to discover them prior to composing your collaboration email.

Here's a brief overview:

Search up the brand niche. Identify brands or influencers with similar audiences, values, or goals that intersect.

Study their audience. Are they similar to your audience? Do they have similar demographics? (interests, location, etc.)

Determine the right decision-maker. This will depend on who you are reaching out to partner with. If it's a big company, find out if they have a dedicated brand manager or the department handling it.

Let's take an example.

If you're an independent music artist who wants to grow through brand partnerships, your Ideal Customer Persona (ICP) might be lifestyle, fashion, or audio brands that align with your music style and audience, like clothing labels that appeal to your fans or headphone companies that promote creativity and sound quality.

Your buyer persona (the person you'd reach out to) could be the brand's marketing manager, artist relations lead, or even the founder, depending on the brand's size and structure.

3. Finding the Right Brand Contact

There are many ways to find relevant brands to partner with, but the best approach depends entirely on your target audience. For reaching brand decision-makers, the people who can actually approve partnerships, LinkedIn is often your most effective tool. Unlike general social media platforms, LinkedIn allows you to directly engage with professionals in a business context, giving your outreach much more credibility and increasing your chances of getting a response.

You have several options to locate the right contacts:

- LinkedIn search filters (use location, industry, and job title to narrow down decision-makers)
- LinkedIn Sales Navigator (for more advanced searches)
- LinkedIn groups related to marketing, lifestyle, or your niche
- Webinars and events where brand representatives participate
- “People you may know” suggestions to discover new contacts

If your goal is to connect with the marketing manager, head of partnerships, or founder, LinkedIn is likely where they’ll be active. You can also follow their company pages, engage with their posts, and comment thoughtfully. Building awareness before reaching out can increase your chances of a positive response.

Example: Suppose you’re an indie artist wanting to pitch a partnership to a sustainable fashion brand. You could:

Use LinkedIn search filters to identify 2nd and 3rd-degree connections, UK-based contacts, and job titles like “Marketing Manager,” “Head of Partnerships,” or “Founder.”

Once identified, send a professional connection request with a short, friendly note introducing yourself.

This way, you focus your outreach on the people who can actually make partnership decisions, instead of sending cold emails blindly. By targeting the right contacts and presenting a clear, compelling value proposition, you increase the likelihood of forming successful and mutually beneficial collaborations.

7 Tips On How To Write An Effective Brand Collaboration Email

How do you write a partnership email that invites replies? Remember to keep these 7 tips in mind.

First, personalizing your emails because people appreciate it when you make the effort.

Be sure to keep the message clear and concise, avoiding unnecessary jargon or confusion. Highlight what's in it for the recipient, so they understand the value of the partnership.

It's also important to make it easy for them to respond, offering simple next steps and clear calls to action.

The tone of the email should be conversational and not sound too formal or stiff.

Always follow up if you don't hear back, but remember to do so politely and respectfully.

Lastly, before reaching out, it's important to test your approach and prove your value, whether through examples or solid data

Once you apply these strategies, your brand partnership emails will start generating better responses and results.

Now let's break down each of these step by step..

1. Always Personalize Your Email

Regardless of the reason or circumstance of your outreach email, you should always personalize it as much as you can. Don't send out a generic, one-size-fits-all message. Instead, research the recipient and their brand, and tailor your message accordingly.

You can: Use their name in the subject line or opening.

Reference something specific about their brand from their website or previous work to show you've done your homework.

Align your collaboration proposal with their values, goals, and audience to make it clear why it's beneficial to them.

To research your leads, you can visit their LinkedIn page and view what they have been posting recently.

Their "about us" company page to learn about their background.

Podcasts, case studies, and other marketing materials to learn about what they do intimately.

2. Be Straightforward

When reaching out to brands, brevity is key. Your first email is often the one that gets a reply, so make it easy to read and straight to the point. Busy marketing professionals or brand managers are much more likely to respond to a clear, well-written message than a long, vague one.

Tips for a strong email:

- Start with an attention-grabbing subject line that sparks curiosity and makes them want to open your email.
- State your offer early. What exactly are you proposing, and what's in it for them?
- Break your value into bullet points so it's readable and digestible.
- Be clear about what you want from them. Avoid vague phrases like *"Looking to partner in a mutually beneficial way"*. Instead, say something like "This might be of interest to you because partnering with me will give your brand exposure to [X audience] and authentic creative content that resonates with my listeners."

If you keep your message friendly, professional, and focused, you'll maximize your chances of getting a response.

3. Framing Your Partnership the Right Way

Always frame your partnership in a way that highlights what's in it for the brand. Make them clearly see the value, exposure, and credibility they'll gain by working with you and why it's a true win-win collaboration.

Increased visibility: My music and content regularly reach [specific number] active listeners and followers within your target audience. On social media, I currently have [specific number] engaged followers across [platforms], and my videos often reach [average views or engagement rate]. Partnering with me would allow your brand to connect with a highly engaged, culture-driven community through authentic creative content.

Proven results: In my recent collaboration with [Previous Partner or Example Brand], their online engagement increased by [percentage]% within the first few weeks of our campaign. I believe we can create similar — or even better — outcomes for your brand through a creative concept that feels genuine and fresh.

More credibility: Collaborating with independent artists like me gives your brand cultural relevance and authenticity it shows you support creativity at its roots. My audience values the brands I associate with, and this partnership would add strong social proof and a human touch to your marketing efforts.

Be clear about the value you bring, whether it's greater visibility, higher engagement, or stronger brand credibility, and always position your proposal as a partnership that helps *both* sides grow.

4. Make it easy for them to act

Your email should include a crystal-clear call to action (CTA), something that makes it easy for the brand to take the next step. Avoid ending your outreach with vague questions like “What do you think?” or “Would you be interested?” because they leave room for hesitation.

Instead, guide them toward a simple, actionable next step. Make it obvious what to do if they want to move forward with the collaboration.

Here's how to do it right:

- Offer a quick 10-minute call or chat to share more about the partnership idea.
- Include a Calendly link or preferred scheduling tool so they can easily pick a time that works for them.
- Or make it even simpler by giving them a one-click or short reply option, such as: “Just reply YES and I’ll send you a short one-page plan with all the details.”

The easier you make it for them to respond, the higher your chances of getting a reply. Clear direction shows professionalism and confidence, two things brands always look for in a potential partner.

5. Be in a conversational tone

Just because you are doing business doesn't mean that your email should be full of jargon and techno-speak. You'll want to discover the appropriate middle ground between professional and friendly.

This way, you are friendly and sincere but also credible and business-like. You can also use tools such as the Hemingway App to check how easy or difficult your email is to read. If you have a personal brand, you can also add a bit of personality to the email so that it feels human and stands out.

6. Always Follow Up

If you do not receive a response within a few days, send a polite follow-up. Statistics also demonstrate that 80% of successful partnerships involve five or more follow-ups. Be persistent but not obnoxious. As a general rule, you can follow up every 3-4 days, no more than 4-5 times.

You can use our brand partnership email templates from our brand partnership email templates. Ensure you're not spamming your leads, try to make your follow-ups informative, and also include more information about how you operate, your background, and a case study.

7. Always test and proofread your emails

Lastly, after you send that email, double-check for typos and mistakes. Because something so minor can destroy your first impression. A clean email says a lot about you. So, you'll want to double-check everything is in line before you send it out.

Double-check you:

- Use Grammarly to catch any typos.
- Send the email to yourself to look at first.
- Test what the subject line looks like in your own inbox to see if it stands out.

Where To Go From Here

Hopefully, this guide on how to write a partnership email was helpful.

To recap, while having the right template or sample email helps, what also matters is:

- Which brand are you targeting?
- Who are your ideal customer persona and buyer personas?
- How are you going to reach them specifically?

Scrape LinkedIn search results, groups, or even webinars, and export a list of people with contact information and even set up an outreach campaign, connecting with them on LinkedIn and email (with several touch points and personalization at scale).

Thank You

Thank You for Reading. We believe that your personal brand is more than just a logo or a color palette; it's the essence of who you are and the impact you aim to make. Our mission is to accelerate professional influence and position individuals like you as trusted authorities in your field.

Whether you're just getting started or refining an existing presence, we're here to help you craft a brand that's bold, strategic, and unforgettable.

Pessoals is a personal branding agency dedicated to helping creators, entrepreneurs, and professionals craft a memorable, authentic, and influential personal brand. Our services include:

Brand Strategy & Positioning: We help you define your unique identity, core values, and messaging so you stand out in your industry.

Visual Identity & Design: From logos and color palettes to comprehensive visual branding, we craft a cohesive look that reflects your personality and business objectives.

Content Strategy & Creation: We guide you on what content to produce, how to share it effectively, and how to maximize engagement across various platforms.

Social Media Management & Optimization: We help you showcase your brand consistently on social media, turning followers into loyal fans.

We'd love to hear from you! Reach out today and let's talk about how we can bring your brand vision to life.

Have questions or ideas? Contact us anytime, we're here to help.

hello@pessoals.com

pessoals.com