

Brand Collaboration Pitch Templates

For Music Artists

A professional brand collaboration pitch template specifically designed for music artists, built using proven outreach strategies to help you connect with key decision-makers, secure partnerships, and build meaningful relationships. Personalize your outreach with tactics that reference shared interests, content, locations, events, and more.

PESSOALS

Template One

Common Ground Location

Location-based outreach works well when artists want to connect with nearby brands, businesses, or organizations. By highlighting a shared location, you immediately create a sense of familiarity and relevance. This approach is especially effective for collaborations tied to local events, community projects, or region-specific campaigns.

Subject line: [Location Name] Opportunity?

Hi [Name],

I'm [Your Name], an artist based in [Location], and I'd love to explore the possibility of partnering on [Topic].

My work focuses on [brief description of your art style/medium], and I see great potential for collaboration between us in the [local market/community].

Here's why I think we'd be a great fit:

Reason 1

Reason 2

Reason 3

If this interests you, just reply "more info," and I'll send over a short message with all the details.

Looking forward to hearing from you!

Best,

[Your Name]

Template Two

Generic Brand Partnership Email Template

This template is designed for artists reaching out to brands they'd like to partner with. It keeps the tone simple and neutral, making it easy to adapt to different scenarios. Whether you're proposing a campaign, co-branded content, or another creative collaboration, this format helps you present your ideas clearly while showing how the partnership could benefit both sides.

Subject line: [Your Brand Name] x [Their Brand Name]

Hi [Name],

I'm [Your Name], an artist, and I'm reaching out to explore a potential partnership on [Topic].

I'd love to discuss the possibility of collaborating on [briefly outline the type of partnership you're proposing: campaign, co-branded content, affiliate partnership, etc.].

Here's why I think it could be beneficial for both of us:

- Reason 1
- Reason 2
- Reason 3

If this sounds interesting, just reply "more info," and I'll send over a short message with all the details.

Best,
[Your Name]

Template Three

Common Ground Shared Group Email Template

This template is a great way for artists to build a connection by mentioning a shared group or interest. Whether it's a creative community, social media group, industry forum, or event, starting with that common ground creates an immediate bond and makes the outreach feel more personal.

Subject line: From [Shared Group]

Hi [Name],

I noticed we're both part of [shared group name], and since we share a connection in the creative space, I thought I'd reach out about a potential collaboration.

I'm [Your Name], an artist who [short description of your art, e.g., creates visual art, music, photography, etc.].

My work has been featured in [optional: exhibitions, platforms, or with other brands if relevant].

Given our shared interest in [specific area], I believe a partnership could be a great fit.

I'd be glad to send over more details if you're open to exploring this.

Best,

[Your Name]

Template Four

Common Ground Engaged In The Same Content

If you and a potential brand partner engage with similar content, this template is a great way to spark a conversation. By referencing a post, topic, or piece of content they recently shared, you create a natural icebreaker. For artists, it's an easy way to show alignment in themes, values, or creative style while smoothly introducing the idea of collaboration.

Subject line: [Shared Content Topic]

Hey [Name],

I noticed you recently shared/posted about [specific content/topic], and I was excited to see that we both explore similar themes in our work.

I'm [Your Name], an artist who [short description of your art]. My work often connects with this topic by [explain how your art relates or adds value].

I'd love to explore the idea of collaborating on [specific campaign, co-created content, event, etc.].

Would you be open to a conversation?

Best,

[Your Name]

Template Five

Common Ground Industry

This template works well when reaching out to brands within the same industry or creative space. By pointing out your shared industry, you establish credibility and show that you understand their world. Artists can use this to highlight their experience, past collaborations, or creative work that aligns with the brand's goals, while smoothly leading into a partnership conversation.

Subject line: [Industry Name] Opportunity?

Hi [Name],
I noticed we both work within the [industry/creative field].

I'm [Your Name], an artist who specializes in [brief description of your art/medium].

I've collaborated with [mention notable brands, exhibitions, or projects if relevant] to achieve [specific result or creative outcome].

I'd love to explore how we might partner to create [specific goal or outcome of collaboration, a campaign, event, or unique content].

Would you be open to a quick chat to discuss further?

Best,
[Your Name]

Template Six

Common Ground Shared Event

This template is ideal for artists reaching out to brands after attending the same event, whether virtual or in person. Mentioning the shared event shows familiarity and helps establish an immediate connection. It's a natural way to start a conversation and position a potential collaboration based on common experiences.

Subject line: Saw you at [Event Name]

Hey [Name],
I noticed you also attended [Event Name]. [Speaker or topic] was my favorite part!

I'm [Your Name], an artist who [brief description of your art/medium].

I'm reaching out because I'm looking to collaborate with the right partner to [ideal goal or outcome of collaboration].

Given our shared experience at the event, I thought this might be relevant to you.

Would you be open to discussing this further?

Best,
[Your Name]

Template Seven

Follow up Email

If you don't get a response right away, sending a polite follow-up can significantly increase your chances of connecting. Persistence is important; according to research, 80% of successful collaborations happen after five or more follow-ups. For artists reaching out to brands, a follow-up shows professionalism and genuine interest, but it's important not to overdo it.

Subject line: Quick follow-up

Hi [Name],

Hope you don't mind a quick follow-up!

I just wanted to check in and see if this might be relevant for [Brand Name].

Here's what a collaboration could offer:

- Benefit 1
- Benefit 2

Looking forward to hearing your thoughts!

Best,[Your Name]

Thank you

Thank you for reading. Pessolas is a personal branding agency dedicated to helping professionals craft a memorable, authentic, and influential personal brand. We help you showcase your brand consistently on social media, turning followers into loyal fans.

We believe that your personal brand is 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.

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.

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