



Free Message Templates

Write the Perfect Event
Sponsorship Email



Write the Perfect Event Sponsorship Email

So, you've found an organization or brand that you think will be a great sponsor for your event. Now it's time to get in touch!

To help you make a great first impression, we've prepared three highly effective message templates you can use to connect with potential sponsors.



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Cold email →

Met at an event →

Referral from a mutual connection →

Top tips →

Cold email



Subject line: New avenues for brand visibility and lead generation: join us as an event sponsor!

Hello **[Sponsor's Name]**,

I hope this email finds you well!

I've been following **[Sponsor's Company]**, and I must say, your work in **[Industry/Market]** has caught our attention (in a good way!).

If you're anything like us, then visibility and lead gen are top-of-mind topics for your marketing team.

We believe **[Sponsor's Company]** would be a perfect fit for our upcoming **[Event Name]**, taking place on **[Event Date and Location]**.

Our event aims to **[Key Objectives of Event]** and provides attendees unparalleled networking and growth opportunities.

We're confident that your participation as a sponsor will not only bring immense value to the attendees of **[Event Name]** but will also make your sales and marketing teams happy by bringing in some much-needed qualified pipeline.

Through tailored sponsorship packages, we can offer exclusive branding opportunities, a dedicated exhibition space, and a speaking slot to showcase your expertise.

If you're open to exploring how we could join forces and create something memorable, I'd love to have a quick, casual chat—no suits required—about possibilities.

Cheers,

[Your Name]

[Your Contact Information]



Cold email →

Met at an event →

Referral from a mutual connection →

Top tips →

Met at an event



Subject line: A promising partnership: continuing our conversation from [Event Name].

Hello **[Sponsor's Name]**,

I hope you're doing well!

It was a pleasure meeting you at **[Event Name]** and hearing your insights on **[Topic of Conversation]**.

Following our conversation, I wanted to introduce you to an exciting potential opportunity that perfectly aligns with your brand's values and expertise.

[Event Name] is one of the premier trade shows in the **[Event Industry]**. Our primary objective is to **[Event Objectives]**, and we're excited about the possibilities of collaborating with brands like **[Sponsor's Brand]** to achieve exceptional results.

But we're not just looking for any sponsors who want to be part of this; we're seeking partners who share our passion for **[Event Theme]**.

That's why we offer tailor-made sponsorship packages that offer diverse opportunities for your brand to shine. Let's work together to make sure everyone is successful.

I can't wait to chat more about this opportunity and hear your thoughts on this!

Best,

[Your Name]

[Your Contact Information]



Cold email →

Met at an event →

Referral from a mutual connection →

Top tips →

Referral from a mutual connection



Subject line: [Mutual Connection's Name] thinks we should talk!

Hello **[Sponsor's Name]**,

I hope this message finds you well!

[Mutual Connection's Name] had some fantastic things to say about you and your work in **[Industry/Market]**.

So, of course, I had to reach out and explore a potential partnership.

Allow me to briefly introduce our upcoming event:

[Event Name] is one of the premier trade shows in the **[Event Industry]**.

Our primary objective is to **[Event Objectives]**.

In the past, we've had the privilege of collaborating with partners such as **[Previous Sponsor Name]**, collectively achieving **[Key Achievements Taken from a Sponsor Success Story]**.

I'd love to discuss how we can do the same for your brand!

If you'd like more details about this exciting opportunity and how this partnership can significantly amplify your brand's exposure and impact, please feel free to contact me.

Looking forward to hearing from you!

Warm regards,

[Your Name]

[Your Contact Information]



Cold email →

Met at an event →

Referral from a mutual connection →

Top tips →

[Click here](#) to discover more ways to attract and rebook exhibitors and sponsors.

Top tips



- **Personalization is Key:** Tailor your email to the specific sponsor by mentioning their company, achievements, or shared interests. Show that you've done your homework.
- **Clear and Concise Subject Line:** The aim of the subject line is to spark curiosity and summarize the email's content.
- **Address Their Pain Points:** Highlight how your event aligns with their objectives and can help solve their challenges. The more specific you are, the higher your chances of receiving a response.
- **Highlight Mutual Benefits:** Emphasize how the partnership can be mutually advantageous, showcasing the value they'll receive.
- **Share Success Stories:** Mention examples of past sponsor success stories or partnerships to build credibility.
- **Specific Call to Action:** Clearly state what action you want them to take—whether it's setting up a call, attending an event briefing, or requesting more information.
- **Adapt the Tone of Voice:** Customize your tone to match the sponsor's brand personality—whether it's casual, professional, or somewhere in between.
- **Show Appreciation:** Express gratitude for their time and consideration, even if they decide not to proceed. This will help maintain a positive relationship.
- **Keep it Short:** You don't need to give them everything in your initial email. Just enough to pique their interest. The hook is the most important thing.
- **Don't Be Afraid to Send a Follow-Up Email:** If you don't receive an immediate response, sending a polite follow-up email shows your continued interest and persistence in building a partnership.