

[Full Name]

[Portfolio URL] | [Email Address] | [Phone Number]
[Social Media Handles / Primary Platform]
[Date]

[Recipient Name]
[Recipient Title / Brand Name]
[Address/Location]

Subject: Strategic Partnership Proposal: [Your Channel Name] x [Brand Name]

Dear [Recipient Name],

I have been following [Brand Name]'s recent initiatives, particularly the [Recent Campaign or Product Launch], and was impressed by [Specific Detail that resonates with you]. As a content creator focused on [Niche/Industry], I see a clear alignment between your brand values and the interests of my community of [Audience Size/Demographic].

My content emphasizes [Key Value Proposition/Style, e.g., high-production storytelling or authentic product reviews]. Currently, my audience is highly engaged with [Specific Topic/Trend], and I believe introducing them to [Specific Product/Service] would provide genuine value while driving measurable results for [Brand Name].

I am proposing a collaboration that goes beyond a standard shout-out. Specifically, I am interested in:

- [Proposed Idea 1, e.g., Long-form integration]
- [Proposed Idea 2, e.g., Multi-platform storytelling]
- [Proposed Idea 3, e.g., User-generated content for brand use]

Attached to this letter is my media kit, which includes detailed analytics on my reach, engagement rates, and previous successful partnerships. I am confident that my creative approach can help [Brand Name] achieve its goals for [Current Quarter or Specific Goal].

I would love to discuss how we can tailor a campaign that meets your specific KPIs. Are you available for a brief introductory call on [Day of the week]?

Best regards,

[Your Name]

[Title/Content Creator]