

Brand pitch email template

Free email templates for independent artists pitching brands in India, including a first pitch, a follow-up, a reply when a brand approaches you, and a quote, with notes on what to change for each brand.

Replace everything in [square brackets]. Keep each email under 150 words. [Read the brands module first.](#)

1. First pitch

Subject: [Your artist name] × [Brand]: an idea for [campaign, product or moment]

Hi [Name],

I'm [your name], a [genre] artist from [city]. [One line of proof: e.g. "My last single reached 40,000 listeners, mostly 18 to 24-year-olds in Bengaluru and Pune."]

I've [used / followed / been a customer of] [Brand] for [time], and I think my audience fits yours: [one line on the overlap].

An idea: [one specific concept, e.g. "a three-Reel series where I write a short song with your café's regulars, released over the week of your anniversary"].

I'd love to share a few more details. Would a 15-minute call next week work?

My press kit, with music and audience details: [EPK link]

Thanks,

[Name]

[Phone] · [Instagram] · [Spotify]

2. Follow-up (one week later)

Subject: Re: [original subject]

Hi [Name],

Just following up on my note about [the idea]. Happy to adapt it to what you have planned for [season or launch].

[One new piece of proof, if you have it: a new release, a show, a milestone.]

Thanks,

[Name]

3. When a brand approaches you

Subject: Re: [their subject]

Hi [Name],

Thanks for reaching out. I'd be glad to explore this.

To put together a quote, could you share:

1. The deliverables you have in mind (number and type of posts, Reels or videos)

2. Where and for how long you'd like to use the content, and whether it'll be used in paid ads
3. Whether you'd like to use my music, and how
4. Any exclusivity you need
5. Your timeline and budget range

Thanks,
[Name]

4. Sending a quote

Subject: Quote: [Your name] × [Brand], [campaign]

Hi [Name],

Thanks for the details. Here's what I'd propose:

Item	Details	Fee (₹)
Content	[e.g. 2 Reels and 3 stories]	
Usage	[e.g. organic on brand's pages for 3 months; paid ads extra]	
Music licence	[e.g. use of my song in the Reels for 3 months]	
Exclusivity	[e.g. none / 3 months in your category]	
Total	Plus GST if applicable	

Payment: [e.g. 50% on signing, 50% within 30 days of delivery]. Includes [number] rounds of revisions. All paid content will carry a clear disclosure label.

Happy to adjust the scope to fit your budget.

Thanks,
[Name]

Before you hit send

- The brand's name and the contact's name are spelled correctly.
- The idea is specific to this brand, not copied from another pitch.
- Your EPK link works without a login.
- You've checked any exclusivity you already have with other brands.

Online version and more free documents: surandsauda.in/learn/brand-pitch-email/