YouTube Sponsorship Pitch Template

Pitch brands with a clear, short email – Free, No Signup
Fill in the blanks, then get your channel ready

Copy-paste templates

First pitch email

Keep it under about 150 words. Lead with why this brand, not with you.

```
Subject: {Brand} x {Your channel name}: an idea for your {product or
campaign}

Hi {Name},

I make {type of videos} for {audience}. My video "{video title}" on
{topic} reached {views} views, and my viewers are mostly {audience
detail}.

I use {product} and think it fits because {specific reason}. One idea:
{short concept for an integration}.

I can share my media kit and past results if useful. Would you be open
to a quick chat?

Thanks,
{Your name}
{Channel link}
```

Follow-up (after about a week)

One short nudge is enough. Add something new, not just 'checking in'.

```
Subject: Re: {Brand} x {Your channel name}

Hi {Name},

Following up on my note last week. Since then {new result or video}. I
would be glad to send over the media kit if it helps.

Thanks,
{Your name}
```

Media kit outline

One page. Use real numbers from YouTube Studio.

```
{Channel name}
{One-line description of what you make and for whom}

Audience: {subscribers}, {top countries}, {age and interests}
```

```
Reach: {average views per video}, {recent top video}
Content: {formats and posting schedule}
Past partners: {brands, if any}
Ways to work together: {integration, dedicated video, series}
Contact: {email}  Channel: {link}
```

Deliverables list

State what is included so there are no surprises on either side.

```
Deliverable: {one integration of about 60 seconds}
Placement: {mid-roll or opening}
Link: {description and pinned comment}
Draft review: {number} rounds before publishing
Publish date: {date or window}
Report: {views and clicks after 30 days}
```

Get your channel ready

- [ ] **Replace every {curly} placeholder with real numbers from YouTube Studio.**
  Never round up. Brands check.
- [ ] **Link two or three videos that are close to the brand's topic.**
- [ ] **Clean up links in your descriptions, because brands will click them.**
  A dead link in a recent video looks careless.
  YouTube Broken Link Scanner
- [ ] **Check your pinned comments and make sure none point to an expired offer.**
  YouTube Pinned Comment Auditor
- [ ] **Pull real comments from your audience that show why they trust you.**
  A comment from a viewer who bought something you recommended is stronger than a view count.
  YouTube Comment Exporter
- [ ] **Add a disclosure line to descriptions of sponsored videos.**
  Check the rules where you publish.

A pitch email, follow-up and media kit outline you can fill in, plus a checklist to get your channel ready. Free at www.myfreshtools.com/resources/youtube-sponsorship-pitch-template