



BRAND OUTREACH EMAIL GUIDE

HOW TO PITCH BRANDS, SPONSORS & PARTNERS FOR YOUR FILM

Brand partnerships are one of the most underutilized funding and resource tools in independent filmmaking. Brands want to be associated with stories. Your job is to show them why yours is the right one — and why supporting your project serves their goals as much as yours.

BEFORE YOU WRITE A SINGLE EMAIL

01 Know your audience profile

Who watches films like yours? What's the age range, income level, interests, geography? Brands need to know their investment reaches the right people. If you can't describe your audience, you're not ready to pitch.

02 Know what you're offering

In-film product placement? Logo on credits? Social media mentions? Premiere event presence? Access to your audience? Screening sponsorship? Know your menu of offerings before you start.

03 Research the brand's current priorities

What campaigns are they running? What causes do they support? What demographics are they trying to reach? Your pitch should feel like it was written specifically for them — because it was.

04 Have a one-sheet ready

Before you email, have a project one-sheet (1 page) ready to attach. It should include your logline, director bio, audience profile, partnership opportunities, and contact info. You will not get a second chance to make a first impression.

THE EMAIL FORMULA — COLD OUTREACH

Use this structure for every first outreach. Adapt the specifics for each brand.

SUBJECT LINE

Keep it under 8 words. Be specific. Be intriguing. Never use ALL CAPS or generic phrases like 'Partnership Opportunity.'

"[Film Title] + [Brand Name] — Let's Build Something"

"Reaching [audience] — a film partnership opportunity"

"[Your name] | [Film Title] — brief intro"

PARAGRAPH 1 — THE HOOK

One sentence about your film. One sentence about why you're reaching out to THIS brand specifically. Show you did your homework.

"I'm the director of [FILM TITLE], a [genre] about [one-sentence logline]. I'm reaching out because [specific reason this brand fits — reference their audience, a campaign, or a value alignment]."

PARAGRAPH 2 — THE OPPORTUNITY

What are you offering? Be specific. List 2–3 options with clear value propositions. Brands respond to specificity.

"I'm building a partnership program for the production, and I believe [Brand] would be a natural fit as [OFFICIAL SPONSOR / PRODUCT PARTNER / COMMUNITY PARTNER]. This could include [offer 1], [offer 2], and [social/media reach details]."

PARAGRAPH 3 — THE AUDIENCE

This is where you sell the partnership. Describe your audience in their terms. Give numbers where you have them.

"Our target audience is [demographic] — [age range, interest profile, geography]. Based on our current social following of [X], festival selection at [festivals], and [any press], we anticipate reaching [number] viewers in the first [timeframe]."

PARAGRAPH 4 — THE ASK

End with a clear, low-friction ask. Don't ask for a meeting, money, and a decision all at once. One ask.

"I'd love to send over our one-sheet and discuss whether there's a fit. Would you have 20 minutes in the next two weeks for a quick call?"

FOLLOW-UP STRATEGY

Day 5–7	Send one follow-up. Keep it short. Reference your original email. Add one new piece of value (a press mention, a festival selection, a new attachment).
Day 14	Second and final follow-up. Keep it brief. Thank them for their time. Leave the door open without desperation.
After Day 14	If no response, move on. Do not chase. Add them to a future outreach list and circle back when you have new news to share.

Brands don't fund films. They fund audiences. Prove you have one.

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