

“Touring For Startups” Sample Email Pitch #1

This pitch was used to secure a liquor sponsor for Corset Magazine’s Sensuality, Sexuality, & The Erotic Tour. Company names and contact information have been changed.

Subject Line: Erotic Liquor + Corset Magazine

Dear Erotic Liquor:

I came across your company’s website via the XXX Miami Lounge. I run an erotic magazine called Corset, <http://corsetmagazine.com>, which is dedicated to all things sexuality. We’re embarking on a 20-city global tour, starting March 15, 2013 in Los Angeles and ending New Year’s Eve in Paris. We’re also hosting a special erotic film showcase during the Cannes Film Festival in May.

I am in the process of branding a Corset Cocktail for the tour, and would love to discuss having Erotic Liquor as the sole liquor ingredient and official liquor sponsor of the tour. I have attached a proposal detailing more information about our audience, tour stops, and publication themes. We can offer you a variety of promotional options on our expansive media platform.

I am reachable via email, office 777-777-7777, or cell 555-555-5555. I’d love to set up a time this week for a quick call to talk more.

Please let me know your availability and warmest regards,

Arielle Loren
Founder/Editor-in-Chief
Corset Magazine – <http://corsetmagazine.com>
“the go-to magazine for all things sexuality”