

“Touring For Startups” Sample Email Pitch #2

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

Subject Line: Venue Booking for Corset Magazine Event

Dear Super Club:

I am looking for a venue to hold an evening performance of spoken word, burlesque, and tantra in the Atlanta area. This free event will be part of a 20-city global tour hosted by Corset Magazine, an erotic publication dedicated to sex-positive conversations and education.

Corset’s readership is nationwide and worldwide, primarily consisting of young professional women ages 24-35, diverse in race and background. We have a wide promotional platform for our events, including our downloadable magazine, website/blog, forums, email lists, and a variety of social media platforms. Please see the attached PDF for more information about our audience demographics and promotional platforms.

We’d like to propose that you become our venue partner for our Atlanta event. We’re expecting 100 to 200 event attendees, which would generate bar profits and introduce new people to your establishment. We’d also be happy to entertain your regular guests at our event, and we’d promote your business on all of our promotional platforms for increased exposure. As our events are free, we can only work with venue partners who can give us the space for free in exchange for keeping all of the bar profits.

Event Details

Event Type: One Night, Meet & Greet, Networking, Publicity

Proposed Dates for Your Consideration: July 25, July 26, July 27

Time/Event Duration: 6:30PM – 10:30PM (4 Hours)

Number of Attendees Possible: Two Hundred Adults (Ages 21 and Over)

We are willing to help with setup and clean up before and after the event.

If the above details sound agreeable, let’s set up a time this week for a quick call. I am reachable via email, office 777-777-7777, or cell 555-555-5555. Please let me know your availability.

Warmest regards,

Arielle Loren
Founder/Editor-in-Chief

Corset Magazine – <http://corsetmagazine.com>
“the go-to magazine for all things sexuality”