**Overview of template:**

This is the email we send to sponsors to let them know exactly how the sponsorships work and what is needed to get the ball rolling. It’s important to set expectations here - this is your show!

*IMPORTANT*

Do not copy this template word for word. We’ve provided this as an example so you can use the ideas and flow, but in your own words.

Hi XXX!

Excited to be working with you and `<sponsor name>` on these sponsorships! :)

**Here are next steps to get those `<month>` spots locked in:**

- Review and sign the attached agreement
- We’ll look out for the invoice payment - also attached (this will be what actually locks in your spots)
- I’ll need about 8-10 talking points from you, along with any relevant info you want to be included in the unique reads by `<enter due date>`

Once we receive all of the above, I’ll create a unique read for your review and approval, and then we’ll be all set!

Let me know if you have any questions!

*<insert your tagline / signature here>*