

EMAIL MESSAGE TEMPLATES

Use these for business owners and professional contacts. Fill in the name and any personal details in brackets.

EMAIL 1 — The Personal Connection

Subject: A sponsorship opportunity I think you will love

Hi [Name],

I hope you are doing well! I wanted to reach out about something I am personally passionate about.

My [son/daughter] plays for the Austin Royals, a Christ-centered basketball program right here in the Austin area, and I have been blown away by what this program does for these kids. We are talking about 100+ athletes across 10 teams, with 160 games on the calendar this season. It is serious, it is organized, and it is doing something really meaningful in this community.

We are heading into the 2026-2027 season, and we are actively looking for local businesses that want to partner with us as sponsors.

Here is why I thought of you specifically: [Insert personal connection here, for example: I have been a customer of yours for years / I know how much you care about this community / I have always admired how you support local causes].

Sponsoring the Austin Royals means your brand shows up all season long on social media posts, player highlight graphics, and Hudl game livestreams in front of hundreds of engaged Austin-area families. This is not a one-time exposure. It is a season-long relationship with a community that genuinely supports the businesses that support their kids.

Packages start at \$500 and go up to \$5,000 for a full-season title sponsorship. A few of the top spots are already limited.

I have attached our sponsorship packet so you can see exactly what this looks like. If any of it feels like a fit, I would love to connect you directly with our Athletic Director or Assistant Athletic Director. One of them can walk you through everything and answer any questions.

Thank you so much for taking the time to read this. It truly means a lot.

[Your Name] [Your Phone Number]



EMAIL 2 — The Business ROI Angle

Subject: Get your brand in front of Austin families all season long

Hi [Name],

My name is [Your Name], and I am a parent with the Austin Royals Basketball Program based in the greater Austin and Leander area.

I am reaching out because I think this is a genuinely smart opportunity for a local business, and I wanted to make sure you heard about it.

The Austin Royals serve 100+ homeschool athletes across 10 teams with 160 games this season. Our audience is Austin-area families. Parents aged 30 to 50 with active households who are loyal, community-oriented, and very aware of which businesses invest in their kids.

Depending on the package you choose, sponsorship opportunities with the Austin Royals include:

- Logo placement on player highlight and stat posts shared to our social channels
- Brand recognition on Hudl game livestreams at tip-off and final buzzer
- Visibility across game day content, including previews, recaps, and score graphics
- Name association with Player of the Game announcements every week
- Sponsorship of a specific athlete's season, personal and community-driven
- Coverage of a defined content series, including tournaments, awards, and milestones
- Full ownership of a single game day across all posts and content

Every package puts your brand in front of Austin-area families who are already engaged and already paying attention. The level of visibility scales with your investment. Whatever your budget, there is a package built for it.

Sponsorship packages start at \$500 for a Content Series Sponsor and go up to \$5,000 for Season Title Sponsorship. Top-tier packages are limited, and several spots are already committed.

I have attached the full sponsorship packet for your review. If you have any questions or want to talk through the details, I would love to connect you with our Athletic Director or Assistant Athletic Director directly.

Thank you for your time. I hope this is the start of something great.

[Your Name] [Your Phone Number] [Your Email]



EMAIL 3 — The Community Investment Angle

Subject: Invest in Austin kids this season

Hi [Name],

I am reaching out as a proud parent with the Austin Royals Basketball Program, a Christ-centered homeschool athletic program serving over 100 young athletes right here in the Austin area.

I wanted to share an opportunity that I think you will find meaningful.

This season we have 10 teams, 160 games, and a coaching staff that genuinely pours into these kids, not just as athletes but as people. We are building leaders. We are building character. And we need the support of our local business community to make it happen.

Sponsoring the Austin Royals is a direct investment in Austin youth. Every dollar goes toward uniforms and gear, tournament entry fees, practice facilities, and making sure that every family who wants to be part of this program can be.

And in return, your business gets season-long visibility across our social media channels, player highlight posts, and Hudl game livestreams in front of hundreds of Austin-area families who are loyal, engaged, and remember who showed up for their community.

Packages start at \$500. There is something available for every budget.

I have attached our full sponsorship packet. I would love to connect you with our head coach directly if you have any interest. He is the best person to talk to about what the program looks like from the inside.

Thank you for caring about this community the way you do. I hope we get to have you with us this season.

[Your Name] [Your Phone Number]



EMAIL 4 — The Urgency and Scarcity Angle

Subject: A few sponsorship spots left for the 2026-2027 season

Hi [Name],

I want to be upfront with you: I am reaching out now because we are close to filling our sponsor roster for the Austin Royals 2026-2027 basketball season and I did not want you to miss the window.

I am a parent in the program. The Austin Royals are a Christ-centered homeschool basketball program right here in Austin with 100+ athletes, 10 teams, and 160 games this season. Our sponsors get their brand placed on social media posts, player highlight graphics, and live game broadcasts on Hudl all season long, in front of hundreds of engaged Austin-area families who actively support the businesses that support their kids.

Here is what is still available:

- Season Title Sponsor: \$5,000 (limited to 5 spots)
- Team Partner: \$2,500 (limited to 4 spots)
- Multiple options starting at \$500 (open availability)

The top spots in particular will not be available for long.

I have attached the full sponsorship packet so you can review everything at your own pace. If this looks like a fit, I would love to connect you with our coach directly. He can answer any questions and get you set up quickly.

Thank you so much for considering this. These kids are worth it.

[Your Name] [Your Phone Number]

