

TEXT MESSAGE TEMPLATES

Keep it personal. Fill in the name and hit send or make changes to personalize it further.

TEXT 1 — The Personal Ask

Hey [Name]! I know this might be a little out of nowhere, but I had to reach out. My kid plays for Austin Royals Homeschool Basketball, and I am working with our organization to help fund our season. We are looking for local businesses and brands that want to get their name in front of hundreds of Austin families all season long through social media posts, livestreamed games, and more. Packages start at \$500 and go all the way up to \$5,000. Would you be open to me sending you our sponsorship packet? It is a really cool opportunity, and I think it could be a great fit for [their business name].

TEXT 2 — The Community Angle

Hey [Name]! Quick question for you. Do you know any local business owners who would love to get their brand in front of Austin-area families all season long? I am a parent with the Austin Royals Basketball Program, and we are actively looking for sponsors for our 2026-2027 season. We have 100+ athletes, 10 teams, and 160 games this year. Sponsorship packages start at \$500. If you or anyone you know might be interested, I would love to send over our packet!

TEXT 3 — The Opportunity Angle

[Name]! I am reaching out because I thought of you specifically. I am a parent with the Austin Royals Basketball Program here in Austin, and we are looking for business sponsors for our upcoming season. This is not just a logo on a banner. Your brand can be featured on player highlights, stat graphics, our games' livestreams, and more. All season long, in front of thousands of engaged local families. Packages start at \$500. A few of the top spots are already going fast. Can I send you our sponsorship packet?

TEXT 4 — The Urgency Ask

Hey [Name], I have to be quick because a few of our top sponsorship spots are almost gone. I am a parent with the Austin Royals Basketball Program, and we are finalizing our 2026-2027 sponsor list. We have 100+ athletes, 10 teams, and over 160 games this season. Businesses that partner with us get their brand featured on social posts, player highlights, game livestreams, and more all year long. Packages start at \$500. Is this something worth a quick conversation? I can send you the full packet right now.

