

Booking Message Templates

DM TEMPLATES (Instagram / WhatsApp / Messenger)

DM 1 – Cold introduction

Hey [Name], I'm [Your Artist Name], a DJ/producer based in [City].

I'd love to be considered for any upcoming events.

Here's my MediaKit with all the info:

[MediaKit Link]

DM 2 – Event or venue-specific outreach

Hi, I've been following your events and really like the energy and crowd you attract.

Would love to connect and share my MediaKit for future consideration:

[MediaKit Link]

DM 3 – Follow-up after no reply

Hey [Name], just checking back in on my previous message.

Totally understand if now's not the right time — just making sure my MediaKit reached you:

[MediaKit Link]

DM 4 – Referral-based contact

Hi [Name], [Mutual Contact's Name] suggested I reach out to you.
I'd love to share my work and hopefully find a spot in a future event.
Here's my MediaKit:
[MediaKit Link]

DM 5 – After a live meeting or event

Hey [Name], it was great meeting you at [Event Name].
As promised, here's my MediaKit. Would love to connect further:
[MediaKit Link]

EMAIL TEMPLATES (Booking / Festivals / Professional Follow-Up)

Email 1 – Cold outreach

Subject: Booking inquiry – [Your Artist Name]

Hi [Promoter Name],
I'm a DJ/producer based in [City] and I'm currently opening up dates for the next season.
You'll find all the relevant information in my MediaKit:
[MediaKit Link]
Please let me know if you'd like to discuss any potential opportunities.
Best regards,
[Your Name]

Email 2 – Outreach through a referral

Subject: Introduction via [Mutual Contact]

Hi [Name],

[Mutual Contact] recommended I get in touch.

Here's my MediaKit with artist profile, press kit, and links:

[MediaKit Link]

Thanks in advance for your time,

[Your Name]

Email 3 – Festival or large event submission

Subject: Artist submission – [Festival/Event Name]

Hi team,

I'd love to be considered for any upcoming slots at [Event/Festival Name].

You can find my MediaKit with everything you need below:

[MediaKit Link]

Looking forward to your feedback.

Best,

[Your Name]

Email 4 – Follow-up email (after no reply)

Subject: Following up on my previous message

Hi [Name],

Just following up to see if you had a chance to check out my MediaKit.

Totally understand if things are busy — here it is again just in case:

[MediaKit Link]

Looking forward to hearing from you,

[Your Name]

Email 5 – Post-show or connection email

Subject: Thank you – staying connected

Hi [Name],

Thanks again for the opportunity at [Event Name].

Would love to stay in touch for future bookings — feel free to share my MediaKit if useful:

[MediaKit Link]

All the best,

[Your Name]