

Sponsorship Follow-Up Email Template

A short, professional follow-up to keep the conversation moving.

This template is designed to feel polite, confident, and low pressure. It should be shorter than the first email.

The purpose of a follow-up is not to chase aggressively. It is simply to bring your original message back to the top of their inbox.

Follow-Up Version 1: Gentle Reminder

Subject: Re: Local sponsorship opportunity with <Club Name>

Hi <Name>,

I just wanted to briefly follow up on my previous email regarding a potential partnership with <Club Name>.

I appreciate you are likely very busy, so I simply wanted to check whether this might be of interest, or whether now is not the right time.

If helpful, I can send over a short summary of what we offer.

Many thanks,
<Your Name>
<Role>
<Club Name>
<Contact details>

Follow-Up Version 2: Value-Led

Subject: Quick follow-up – <Club Name> sponsorship

Hi <Name>,

I wanted to quickly follow up on my earlier message about sponsorship at <Club Name>.

We are currently confirming a small number of local partners for the upcoming season, and I thought it would be worth checking in once more in case this is something you would like to explore.

Even a short call to see whether it might be a fit would be helpful.

Best regards,
<Your Name>
<Role>
<Club Name>
<Contact details>

Follow-Up Version 3: Final Check-In

Use this if there has been no reply after 2 attempts.

Subject: Final check-in – <Club Name>

Hi <Name>,

I just wanted to send a final note regarding potential sponsorship at <Club Name>.

If this is not something you are considering at the moment, that is absolutely fine. I appreciate your time.

Should circumstances change in the future, we would be very happy to reconnect.

Wishing you all the best,

<Your Name>

<Role>

<Club Name>

Key Follow-Up Principles for Clubs

- Keep follow-ups shorter than the original message.
- Avoid sounding frustrated or impatient.
- Give the business an easy way to say “not now”.
- Never send more than 2 follow-ups.
- The ‘goodbye’ email might seem harsh or unnatural, but it does get results
- Timing matters. A “no” today can become a “yes” next season.