

Creator sponsorship proposal

Creator Sponsorship Proposal

Prepared for: [Brand Name]

Prepared by: [Creator / Channel / Agency]

Date: [Date]

1. Overview

I propose a sponsorship campaign between [Brand Name] and [Creator / Channel] built around [campaign idea]. The goal is to introduce [product] to [audience] through content they already watch for [reason].

2. Audience fit

- Platform: [YouTube / Instagram / TikTok / Twitch / LinkedIn / X]
- Audience size: [Subscribers / followers]
- Average reach: [Recent average views or impressions]
- Audience profile: [Role, interests, location, buyer intent]
- Why this audience fits: [Specific fit with brand]

3. Campaign concept

- Working title: [Content title or series idea]
- Sponsor integration: [How the brand appears]
- Natural proof point: [Demo, use case, benchmark, personal story]
- CTA: [Tracking link, code, offer, download]

4. Package options

Starter package: [Deliverables, price, timeline]

Core package: [Deliverables, price, timeline]

Launch package: [Deliverables, price, timeline]

5. Deliverables included

- [Deliverable 1]
- [Deliverable 2]
- [Deliverable 3]
- Reporting: [Metrics and screenshots]

6. Relevant proof

- Similar sponsored content: [Link]
- Performance metric: [Views, clicks, conversion rate, engagement]
- Audience comment or qualitative signal: [Example]

7. Timeline

- Brief and contract: [Date]
- Draft or talking points: [Date]



- Publish window: [Date]
- Performance report: [Date]

8. Next step

If this direction looks useful, I can confirm the package, send a contract, and hold the publish window for [number] business days.

