**The Pitch Pack: Email Templates for Independent Artists***By Only Make Waves*

## **Template 1: Pitch to a Gallery / Curator**

**Subject:** Exhibition Proposal: [Project Title] by [Your Name]

Hello [Curator/Gallery Name],

My name is [Your Name], and I’m a [your medium] artist based in [your location]. I recently came across your space and was drawn to your support of [brief compliment or connection point].

I’m currently seeking opportunities to exhibit my series titled *[Project Title]*, which explores [brief concept]. I’ve attached a short proposal with images, my CV, and artist statement.

I would love the opportunity to share my work with you and discuss potential alignment.

Thank you for your time and consideration.

Best,
[Your Name]
[Contact info + website/portfolio link]

## **Template 2: Pitch to a Venue / Booker**

**Subject:** Booking Inquiry: [Your Artist Name] - [Genre or Medium]

Hi [Venue/Booker Name],

I hope you're well. I’m [Your Name], a [genre] artist based in [location]. I’m reaching out to inquire about performing/exhibiting at [Venue Name].

My work blends [brief description], and I’ve recently performed/exhibited at [2–3 recent venues/events]. I believe it could be a strong fit for your upcoming programming.

Please find links to my EPK, music/portfolio, and performance footage below. I’d love to connect and explore a possible booking.

Thanks for considering,

[Your Name]
[EPK/Links]
[Socials/Website]

## **Template 3: Collaboration Request**

**Subject:** Collaboration Inquiry from [Your Name]

Hi [Artist Name],

I’ve been following your work on [platform or project name], and I really admire your approach to [specific detail].

I’m a [your medium/discipline] artist working on a new [project/series/performance] that I believe could align with your practice. Would you be open to discussing a potential collaboration?

No pressure at all – just thought I’d reach out and see if you might be interested.

Thanks and hope to hear from you!

Best,
[Your Name]
[Contact info / website / socials]

## **Template 4: Introduction to a Brand / Sponsor**

**Subject:** Artist Partnership Opportunity with [Your Name]

Hi [Brand Rep Name],

My name is [Your Name], and I’m an independent artist focused on [brief niche/identity]. I’ve followed [Brand Name]’s work with the creative community and wanted to explore a possible collaboration or sponsorship.

I’ve built an engaged audience through [platforms or exhibitions], and I think our values align around [shared themes or missions].

Would you be open to a quick chat or sharing any guidelines for artist partnerships?

Thanks so much,
[Your Name]
[Website / Socials / Portfolio]

## **Template 5: Follow-Up to an Open Call or Submission**

**Subject:** Following up on [Open Call Name] Submission

Hi [Coordinator's Name],

I hope this finds you well. I’m following up on my recent submission to [Open Call Name] under the name [Your Name], submitted on [Date].

I wanted to check if there were any updates regarding the review timeline or selection process.

Thanks again for the opportunity and for all the work you do to support artists.

Warm regards,
[Your Name]

## **Template 6: Reminder / Check-In Email**

**Subject:** Quick Check-In: [Project/Proposal Name]

Hi [Name],

Just reaching out with a gentle check-in regarding [subject]. I know how busy things can get, so no pressure — just wanted to keep it on your radar and see if there might be any updates.

Thanks again for your time.

All the best,
[Your Name]

## **Template 7: Thank You Email**

**Subject:** Thank You from [Your Name]

Hi [Name],

Just wanted to thank you for [the opportunity/feature/conversation]. It truly means a lot and has given me great momentum moving forward.

Looking forward to staying in touch, and wishing you all the best in your work.

Warmly,
[Your Name]
[Website / Socials if appropriate]