



Bento's Seasonal Pitch Toolkit

Subject Lines & Email Openers for Every Major US Holiday

Replace {Brand Name} with the brand you're pitching. Mix and match any subject line with any opener.

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1 New Year's Day (January 1)

✉ SUBJECT LINES

1. New year, new collab? Let's make {Brand Name} the first thing they add to cart in 2026
2. {Brand Name} + me in 2026 = your competitors' worst nightmare
3. My audience's #1 New Year's resolution? More {Brand Name}
4. Before your Q1 budget disappears, let's talk {Brand Name} content
5. My followers are hungover and scrolling. Let's put {Brand Name} in front of them
6. Fresh starts, fresh content: a {Brand Name} campaign they'll actually remember
7. **[Beauty]** New year, same skin struggles. Unless {Brand Name} shows up in my January content
8. **[Family]** Every mom in my audience is reclaiming herself this January. {Brand Name} fits right in
9. **[Tech]** My followers are setting up their 2026 tech stacks. {Brand Name} should be on the list
10. **[Fitness]** New Year's fitness goals are trending. Let's make {Brand Name} the thing that sticks

✍ EMAIL OPENERS (choose one)

Option 1 *Confident & Direct*

I'll keep this short because I know January is hectic on your end. I have a content idea for {Brand Name} that would land perfectly during the New Year's rush, and I think the timing could drive serious results for you.

[Insert the rest of your pitch here]

Option 2 *Warm & Conversational*

Happy New Year! I've been a fan of {Brand Name} for a while now, and I've been brainstorming how I could introduce it to my audience in a way that actually feels exciting, not forced. January feels like the perfect window.

[Insert the rest of your pitch here]

Option 3 *Playful & Casual*

Okay so my audience is currently in full "new year, new everything" mode and they're buying anything that promises a fresh start. I have a fun idea that puts {Brand Name} right in the middle of that energy.

[Insert the rest of your pitch here]

Option 4 *Data-Driven & Strategic*



January is historically my highest-converting month for product recommendations because my audience is actively looking to try new things. I'd love to put together a {Brand Name} campaign that takes advantage of that window.

[Insert the rest of your pitch here]

Option 5 *Storytelling & Personal*

I actually started using {Brand Name} at the end of last year and it quickly became one of those things I genuinely recommend to friends. So when I sat down to plan my January content, featuring {Brand Name} felt like a no-brainer.

[Insert the rest of your pitch here]



2 Valentine's Day (February 14)

✉ SUBJECT LINES

1. This is my love letter to {Brand Name} (and a pitch, but mostly love)
2. Roses are red, my engagement rate is high. Let's talk {Brand Name}
3. My audience is looking for the perfect Valentine's gift. It's {Brand Name}
4. Forget chocolates. My followers want {Brand Name} this February
5. Swipe right on this collab? {Brand Name} + me for Valentine's Day
6. {Brand Name} is the Valentine my followers didn't know they needed
7. **[Lifestyle]** Galentine's Day content is my sweet spot. Let's make {Brand Name} the star
8. **[Beauty]** My audience is searching for the perfect "date night look." {Brand Name} is the answer
9. **[Family]** Valentine's Day with kids is chaos and I've got the {Brand Name} content to match
10. **[Food]** My followers are planning Valentine's dinners at home. {Brand Name} belongs on the table

✍ EMAIL OPENERS *(choose one)*

Option 1 *Flirty & On-Theme*

I know this is forward, but I think {Brand Name} and my audience would be a perfect match. Valentine's Day is when my followers go all in on treating themselves and the people they love, and I have an idea that puts {Brand Name} at the center of it.

[Insert the rest of your pitch here]

Option 2 *No-Nonsense & Professional*

Valentine's Day drives some of the highest gift-related engagement I see all year. I have a concept for {Brand Name} that would tap into that buying energy and I wanted to get it in front of you before your February calendar fills up.

[Insert the rest of your pitch here]

Option 3 *Relatable & Funny*

Real talk: half my audience is shopping for someone they love and the other half is buying themselves something nice because they deserve it. Either way, {Brand Name} is the move and I've got the content to prove it.

[Insert the rest of your pitch here]

Option 4 *Warm & Gift-Guide Focused*

Every year my Valentine's Day gift guide is one of my most saved and shared posts. I'm putting this year's list together now, and honestly, {Brand Name} is the first thing I thought of.

[Insert the rest of your pitch here]

Option 5 *Bold & Niche (Beauty/Fashion)*

February is when my audience obsesses over date night looks, self-care hauls, and "treat yourself" energy. I create the kind of Valentine's content that makes people screenshot and send to their group chat, and I want {Brand Name} in it.

[Insert the rest of your pitch here]



3 Easter (March/April)

✉ SUBJECT LINES

1. Forget the eggs. My audience is hunting for {Brand Name} this Easter
2. What if {Brand Name} was the best thing hidden in my Easter content?
3. My followers' Easter baskets are missing one thing: {Brand Name}
4. I've got an egg-cellent idea for {Brand Name} this Easter (sorry, had to)
5. Spring is here and so is my pitch to make {Brand Name} go viral
6. Let's give my audience something better than Peeps: {Brand Name}
7. **[Food]** Easter brunch content is my thing. {Brand Name} would be the perfect addition
8. **[Beauty]** My followers are doing full spring skincare resets. {Brand Name} needs to be in the mix
9. **[Family]** Easter with little kids is peak content. {Brand Name} would make it even better
10. **[Fashion]** Spring closet refresh season is here and my audience is ready for {Brand Name}

✉ EMAIL OPENERS *(choose one)*

Option 1 *Lighthearted & Seasonal*

Spring always puts my audience in a spending mood. They're refreshing their routines, shopping for gatherings, and actually excited to try new things. I'd love to work {Brand Name} into my Easter content in a way that feels fun and natural.

[Insert the rest of your pitch here]

Option 2 *Parent/Family Creator Voice*

Easter is one of those holidays where my content really takes off because families are looking for ideas, activities, and products that make the day special. I keep thinking about how perfectly {Brand Name} would fit into what I'm planning this year.

[Insert the rest of your pitch here]

Option 3 *Straight to Business*

Quick pitch for you: I'm mapping out my spring content calendar and I see a strong opportunity for {Brand Name} around Easter. My engagement spikes hard this time of year and I want to make sure you're part of it.

[Insert the rest of your pitch here]

Option 4 *Aesthetic & Visual-First*

Easter is one of the most visually rich holidays on my content calendar. The pastels, the tablescapes, the spring styling. I have a concept for {Brand Name} that would look incredible in my feed and perform even better.

[Insert the rest of your pitch here]

Option 5 *Casual & Genuine*

So I was putting together my Easter content ideas and I kept coming back to {Brand Name}. It genuinely fits the vibe of what my audience loves this time of year, and I think a collab could be really fun for both of us.

[Insert the rest of your pitch here]



4 Mother's Day (Second Sunday in May)

✉ SUBJECT LINES

1. My followers are already asking what to get Mom. The answer is {Brand Name}
2. Moms deserve better than last-minute gas station flowers. They deserve {Brand Name}
3. The Mother's Day gift guide my audience actually wants? It features {Brand Name}
4. Help me help my audience not disappoint their moms this year. Enter: {Brand Name}
5. My audience trusts my gift recs. Let's make {Brand Name} the star this May
6. Flowers die. {Brand Name} doesn't. That's the Mother's Day pitch
7. **[Family/Mom]** I'm a mom and I'm telling you: moms want {Brand Name}. Not another candle
8. **[Beauty/Wellness]** Mother's Day self-care content is my lane. {Brand Name} belongs in it
9. **[Lifestyle]** My audience is full of daughters shopping for Mom. Let's point them to {Brand Name}
10. **[Gen Z/Millennial]** The "what I'm getting Mom" post always goes viral for me. {Brand Name} should be on it

✍ EMAIL OPENERS *(choose one)*

Option 1 *Mom Creator (First Person)*

As a mom myself, I know exactly what moms actually want (and it's never what people think). {Brand Name} is genuinely the kind of thing that would make a mom feel seen, and I'd love to share that with my audience in a Mother's Day feature.

[Insert the rest of your pitch here]

Option 2 *Gift Guide Angle*

My Mother's Day gift guide is one of the most-requested pieces of content I create every year. People save it, share it, and actually buy from it. I'm curating this year's list now and {Brand Name} is at the top of my mind.

[Insert the rest of your pitch here]

Option 3 *Funny & Self-Aware*

Let's be real: most people wait until the last possible second to figure out what to get Mom. My content catches them right in that panic-shopping window, and I have a great idea for how {Brand Name} can be the thing that saves the day.

[Insert the rest of your pitch here]

Option 4 *Emotional & Heartfelt*

Mother's Day is one of those holidays where my audience really connects with content that feels personal and thoughtful. I've been thinking about a way to feature {Brand Name} that goes beyond a typical product plug and actually tells a story.

[Insert the rest of your pitch here]

Option 5 *Conversion-Focused*

Mother's Day is my second-highest converting holiday after Christmas. Last year my gift guide drove over [X] clicks in 48 hours. I want {Brand Name} in this year's lineup because I think it's a perfect fit for my audience.

[Insert the rest of your pitch here]



5 Memorial Day (Last Monday in May)

✉ SUBJECT LINES

1. Summer officially starts with {Brand Name}. Here's the content to prove it
2. Long weekends + great content + {Brand Name} = a conversion trifecta
3. Before they fire up the grill, let's fire up a {Brand Name} collab
4. Memorial Day sales are noisy. My {Brand Name} content won't be
5. The unofficial start of summer deserves an official {Brand Name} moment
6. Everyone's posting their summer plans. Let's make {Brand Name} part of the story
7. **[Food/Lifestyle]** My audience is building their summer cookout carts right now. {Brand Name} fits
8. **[Beauty]** Summer beauty routines start Memorial Day weekend. {Brand Name} should be in mine
9. **[Tech]** My followers are hunting for the best MDW tech deals. Let's feature {Brand Name}
10. **[Fashion/Lifestyle]** Pool bags are getting packed this weekend. {Brand Name} needs to be in them

✍ EMAIL OPENERS *(choose one)*

Option 1 *High-Energy & Excited*

Memorial Day weekend is basically the starting gun for summer content and my audience is READY. They're planning trips, stocking up for cookouts, and refreshing everything from their wardrobes to their sunscreen. I've got a killer idea for {Brand Name} that would land right in the middle of all that energy.

[Insert the rest of your pitch here]

Option 2 *Chill & Conversational*

Hey! So MDW is coming up and I'm putting together content around all the summer kickoff stuff my audience loves. I think {Brand Name} would fit really naturally into what I'm planning, and I wanted to reach out before things get crazy.

[Insert the rest of your pitch here]

Option 3 *Strategic & Numbers-Oriented*

Memorial Day weekend consistently ranks in my top 5 for engagement and link clicks because my audience is actively shopping and planning. I see a clear opportunity for {Brand Name} here, and I'd love to walk you through what I have in mind.

[Insert the rest of your pitch here]

Option 4 *Lifestyle/Travel Creator Voice*

My audience treats Memorial Day as the official permission slip to start living their summer life. Road trips, backyard hangs, weekend getaways. I've been planning content around that whole vibe and {Brand Name} keeps coming up as the perfect fit.

[Insert the rest of your pitch here]

Option 5 *Short & Punchy*

Summer starts in a few weeks. My audience is already shopping for it. I have a {Brand Name} content idea that's timely, on-brand, and built to convert. Can I send over the details?

[Insert the rest of your pitch here]



6 Fourth of July (July 4)

✉ SUBJECT LINES

1. Fireworks are cool, but have you seen {Brand Name} in my content? Way better
2. Red, white, blue, and {Brand Name}: the only lineup my followers need
3. My July 4th content is about to blow up. Want {Brand Name} in it?
4. Between hot dogs and fireworks, there's room for {Brand Name}. Hear me out
5. The 4th of July is noisy. My {Brand Name} content will cut through it
6. Sparklers fade. {Brand Name} content doesn't. Let's build something for the 4th
7. **[Food]** Fourth of July cookout content is my specialty. {Brand Name} belongs at the table
8. **[Beauty]** My audience needs the perfect summer glow for the 4th. That's {Brand Name}
9. **[Family]** The kids are out of school and my content is popping. Let's add {Brand Name}
10. **[Fashion]** Summer outfit content peaks around the 4th. Let's make {Brand Name} the look

✍ EMAIL OPENERS *(choose one)*

Option 1 *Fun & Patriotic Energy*

The Fourth of July is one of those holidays where my audience wants to see real life: cookouts, outfits, celebrations, the whole thing. It's also when they're most likely to try something new because the mood is good and the wallets are open. I've got a great concept for {Brand Name}.

[Insert the rest of your pitch here]

Option 2 *Creator Who Gets Results*

Last Fourth of July, my holiday content outperformed my monthly average by [X]%. I'm planning something even bigger this year and I want {Brand Name} to be part of it. Here's what I'm thinking.

[Insert the rest of your pitch here]

Option 3 *Laid-Back & Real*

Honestly, the 4th is one of my favorite holidays to create around because the content basically makes itself. Backyard parties, summer fits, golden hour shots. I think {Brand Name} would slide right into my content without feeling forced at all.

[Insert the rest of your pitch here]

Option 4 *Food/Entertaining Creator*

Fourth of July is peak entertaining season for my audience. They come to me for recipes, table setups, and product picks that make hosting easier. I have an idea for how {Brand Name} could be front and center in my most-shared content of the summer.

[Insert the rest of your pitch here]

Option 5 *Quick & Confident*

I'll cut right to it: my Fourth of July content performs incredibly well, I have a concept that's a natural fit for {Brand Name}, and the timing works perfectly if we connect this week. Want to hear it?

[Insert the rest of your pitch here]



7 Labor Day (First Monday in September)

✉ SUBJECT LINES

1. Summer's ending, but this {Brand Name} opportunity is just getting started
2. My audience is spending big this Labor Day. Let's point them toward {Brand Name}
3. Last long weekend of summer + {Brand Name} = content gold
4. Before fall takes over, let's give {Brand Name} one more summer moment
5. End-of-summer content is prime real estate. Let's give it to {Brand Name}
6. The summer-to-fall transition is a content goldmine for {Brand Name}
7. **[Family/Parenting]** Back-to-school shopping is at its peak. My audience needs {Brand Name}
8. **[Beauty]** Fall skincare transitions start now. {Brand Name} should be in my routine
9. **[Tech]** My audience is upgrading their setups for fall. {Brand Name} fits perfectly
10. **[Fashion]** Transitional outfits are trending and {Brand Name} is the missing piece

✍ EMAIL OPENERS *(choose one)*

Option 1 *Transitional/Seasonal Expert*

The shift from summer to fall is one of the highest-engagement windows on my calendar because my audience is actively switching up their routines, wardrobes, and spending habits. {Brand Name} is perfectly positioned for the kind of content I'm creating around Labor Day.

[Insert the rest of your pitch here]

Option 2 *Parent/Family Creator*

Labor Day in my house (and for most of my audience) means back-to-school chaos, last-minute summer fun, and a LOT of online shopping. I'm creating content around all of it, and I'd love to bring {Brand Name} into the mix.

[Insert the rest of your pitch here]

Option 3 *Hustler Energy / Go-Getter*

While everyone else is wrapping up summer, I'm ramping up. Labor Day weekend drives serious traffic to my content and I have a {Brand Name} idea that could turn that attention into real conversions for you.

[Insert the rest of your pitch here]

Option 4 *Relatable & Easygoing*

Is it just me or does Labor Day always sneak up? My audience is already in "one last hurrah" mode, buying things they've been putting off all summer. I think there's a really natural way to feature {Brand Name} in my content this weekend.

[Insert the rest of your pitch here]

Option 5 *End-of-Quarter Urgency*

If {Brand Name} has Q3 goals to hit, this might be perfect timing. Labor Day is when my audience does their biggest end-of-summer spending, and I have an idea that could move the needle before September closes out.

[Insert the rest of your pitch here]



8 Halloween (October 31)

✉ SUBJECT LINES

1. The scariest thing this October? Missing out on a {Brand Name} collab with me
2. My Halloween content goes viral every year. Let's put {Brand Name} in the mix
3. Costumes, candy, and {Brand Name}: the October content trifecta
4. Trick or treat? More like click and convert. Let's talk {Brand Name}
5. I have a frighteningly good idea for {Brand Name} this Halloween
6. October is my Super Bowl. {Brand Name} should be my halftime show
7. **[Beauty]** Spooky glam is my most-requested content in October. {Brand Name} needs to be in it
8. **[Family]** Halloween with kids is content gold. {Brand Name} would make it even better
9. **[Tech]** My audience goes all out on Halloween tech and smart home setups. Enter {Brand Name}
10. **[Food/Entertaining]** Halloween party hosting content drives my biggest saves. {Brand Name} fits right in

👉 EMAIL OPENERS *(choose one)*

Option 1 *Spooky & On-Brand*

I don't want to scare you, but October is almost here and my Halloween content calendar is filling up fast. Every year this is my highest-engagement month, and I have a concept for {Brand Name} that I think could really stand out.

[Insert the rest of your pitch here]

Option 2 *Beauty/Glam Creator*

Halloween is basically the Met Gala of my content calendar. My audience comes to me for costume inspo, spooky glam tutorials, and seasonal product roundups. I see {Brand Name} fitting into that world perfectly, and I'd love to pitch you on what I'm thinking.

[Insert the rest of your pitch here]

Option 3 *Parent Creator (Fun & Chaotic)*

Halloween with kids is beautiful chaos, and my audience eats it up every single year. Between costume content, party planning, and trick-or-treat hauls, I've got a really fun angle for featuring {Brand Name} that feels organic to what I already do.

[Insert the rest of your pitch here]

Option 4 *Analytical & Performance-Focused*

Some quick context: my October content historically gets [X]% more saves and shares than any other month. Halloween is when my audience is most engaged and most likely to act on recommendations. I want to put {Brand Name} in front of them.

[Insert the rest of your pitch here]

Option 5 *Creative Visionary*

I've been storyboarding my Halloween content for weeks (yes, I take it that seriously) and I keep imagining {Brand Name} in one specific concept that I think could genuinely go viral. Would love five minutes to walk you through it.

[Insert the rest of your pitch here]



9 Thanksgiving (Fourth Thursday in November)

✉ SUBJECT LINES

1. I'm thankful for a lot of things. Soon, a {Brand Name} collab could be one of them
2. My audience is setting the table. Let's make sure {Brand Name} has a seat
3. Turkey, pie, and a {Brand Name} campaign that actually converts
4. Thanksgiving + Black Friday = the perfect storm for {Brand Name} content
5. Before they shop Black Friday, let's get {Brand Name} on their radar
6. The Thanksgiving content window is small but mighty. Let's fill it with {Brand Name}
7. **[Lifestyle]** Friendsgiving hosting content is my most-shared post every year. {Brand Name} fits perfectly
8. **[Beauty]** Thanksgiving table beauty is a whole aesthetic. {Brand Name} completes the look
9. **[Food]** My audience is prepping feasts and they trust my recs. Let's add {Brand Name}
10. **[Travel/Tech]** Holiday travel starts Thanksgiving week. My audience needs {Brand Name} for the road

✍ EMAIL OPENERS *(choose one)*

Option 1 *Grateful & Genuine*

Thanksgiving is the one time of year where my audience really slows down and pays attention to recommendations that feel personal and thoughtful. I've been genuinely excited about {Brand Name}, and I think there's a beautiful way to weave it into my Thanksgiving content.

[Insert the rest of your pitch here]

Option 2 *Black Friday Tie-In*

Here's what I've learned: Thanksgiving week is when my audience starts making their holiday shopping lists, not Black Friday itself. If {Brand Name} shows up in my content before the sales madness begins, you'll already be top of mind when they're ready to buy.

[Insert the rest of your pitch here]

Option 3 *Food/Hosting Creator*

I spend weeks creating Thanksgiving content because my audience relies on me for recipes, tablescapes, hosting hacks, and product picks that make the holiday less stressful and more enjoyable. {Brand Name} checks every box, and I'd love to feature it.

[Insert the rest of your pitch here]

Option 4 *Busy Creator, Efficient Pitch*

November is my busiest month so I'll get right to it: I'm planning my Thanksgiving content, {Brand Name} is a natural fit for my audience, and I have a concept ready to go. Would love to connect this week if you're interested.

[Insert the rest of your pitch here]

Option 5 *Storytelling & Emotional*

Thanksgiving is when my audience engages most with content that feels real. Not salesy, not performative, just honest. I have an idea for featuring {Brand Name} in a way that tells a story and gives my followers a reason to care about it beyond just the product.

[Insert the rest of your pitch here]



10 Christmas (December 25)

✉ SUBJECT LINES

1. All I want for Christmas is a {Brand Name} collab (and my audience agrees)
2. {Brand Name} belongs under the tree and in my holiday content. Here's my plan
3. My holiday gift guide has one spot left. I'm saving it for {Brand Name}
4. My Christmas content gets 3x engagement. Let's put {Brand Name} in it
5. Holiday content that doesn't feel like an ad? Here's my {Brand Name} concept
6. December is my audience's biggest spending month. {Brand Name} should be everywhere
7. **[Beauty]** My holiday glam series gets millions of views. {Brand Name} would be the perfect feature
8. **[Family]** Christmas morning with my family is my most-watched content. Let's include {Brand Name}
9. **[Tech]** My audience's holiday tech wish lists are heating up. {Brand Name} should be on them
10. **[Food]** Holiday recipe content drives my highest saves all year. {Brand Name} belongs in the spread

✍ EMAIL OPENERS *(choose one)*

Option 1 *Gift Guide Authority*

My holiday gift guide is the single most-saved, most-shared, and highest-converting piece of content I create all year. I'm building this year's guide right now and I'd love to give {Brand Name} a featured spot. Let me tell you why I think it's a perfect fit.

[Insert the rest of your pitch here]

Option 2 *Warm & Festive*

The holidays are when my audience is most generous with their time, attention, and wallets. They come to me for gift ideas they can trust, and I've been wanting to share {Brand Name} with them in a way that feels special and seasonal.

[Insert the rest of your pitch here]

Option 3 *Urgency & FOMO*

December content moves fast and the best brand partnerships lock in early. I have a Christmas campaign concept for {Brand Name} that I'm genuinely excited about, but I want to get it going before the holiday rush makes everything harder to coordinate.

[Insert the rest of your pitch here]

Option 4 *Family Creator (Cozy & Authentic)*

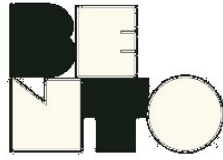
Christmas content in my world is all about real moments: the messy wrapping paper, the kids losing their minds, the stuff that makes people feel something. I see {Brand Name} fitting into that vibe so naturally, and I think my audience would love it.

[Insert the rest of your pitch here]

Option 5 *ROI-Focused & Professional*

I want to share some quick numbers: last December, my holiday content drove [X] in trackable sales for the brands I partnered with. I'm selective about who I work with during the holidays because my audience trusts my recommendations, and {Brand Name} is one I'd be proud to feature.

[Insert the rest of your pitch here]



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