Direct-Response Email Sample

- **Strategy:** Direct-to-Consumer / Sports Marketing

- **Objective:** Drive ticket sales and merchandise conversions following Summer League momentum.

- **Subject Line:** Future-Proof Your Fandom: Catch the NBA's Next Era

- **Pre-Header:** Summer League highlights were just the warmup.

- **Header:** July Heat. Rookie Fire.

- **Body Copy:** The NBA is flipping the script. Legends are taking victory laps, while a new generation of rising stars is stealing the spotlight.

Who claims Rookie of the Year? Who builds the next dynasty? Oklahoma City proved the future is now, lifting the Larry O'Brien trophy with the second-youngest roster in league history. Don't just watch history from the sidelines—be in the building for it.