

Example 2: GoPro pitch for their HERO10 Black camera

Hey X,

I'm reaching out from GoPro to offer you some ideas for a piece about using GoPro cameras on kayaking excursions. With summer right around the corner and sunny days just within reach, you can be sure that kayakers will be taking advantage of the warm weather.

Whether it's paddling through thrashing rapids or navigating a rocky stretch of river, GoPro cameras are equipped to handle any kind of ride. The HERO10 and HERO9 are made to be in the water — both cameras are waterproof down to 33 feet, but using the protective housing and waterproof case can extend that capability to 196 feet. The casing also protects the camera from any unforeseen obstacles like low-hanging branches and rocks.

Nothing beats the rush of cruising down the river, and with multiple camera mounts to choose from, paddlers are able to capture the experience from any angle they want. The Chesty and Bite Mouth Mount produce thrilling firsthand POV footage, while the Jaws Flex Mount can be attached to the paddle or kayak to film from unique perspectives. Don't hesitate to reach out if you have any questions or would like more information!

Best,
X