

< **Date** >

Dear < **supervisor's name** >,

I would like to attend PR News' Digital PR Next Practices Summit on October 6, 2010 the premier digital communications event for PR & marketing professionals. The summit will enable me to attend a number of sessions that are directly applicable to my work and will allow me to network with a variety of public affairs experts and colleagues from around the world. Many of the presentations are tailored to the < **your profession** > professional and give information on how to < **list benefits to your responsibilities** >. I am seeking sponsorship for the registration fee and travel expenses to the conference. A detailed cost breakdown is included below.

After reviewing the summit brochure, I have identified a number of sessions which will allow me to gain knowledge and understanding about how we can improve our internal and external communications efforts. The sessions are facilitated by industry experts who have faced similar challenges. Getting the information in a conference format will greatly reduce the research time and costs the < **your organization's name** > would normally incur in researching the topics.

< **You will need to insert the session descriptions which most apply to your responsibilities.** >

The full price conference fee is **\$895**, but can be reduced \$100 by registering before September 10.

< **You will need to insert your travel cost numbers in here** >

Here is the breakdown of conference costs:

Roundtrip Airfare: <**\$xxxx**>

Transportation: <**\$xxxx**>

Hotel: <**\$xxxx**>

Meals: <**\$xxxx**>

Conference Fee: <**\$xxxx**>

The total costs associated with attending this conference are: <**\$xxxx**>.

The opportunity for me to develop better contacts and gain knowledge in specific areas of < **your profession** > makes my attendance at PR News' Digital PR Next Practices Summit a wise investment, which will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >