< **Date** >

Dear < **supervisor’s name** >,

I would like to attend PR News’ How-to Conference, which includes the Visual Storytelling Boot Camp, on June 22-23, 2017 – a two-day immersion of practical knowledge to expand and perfect our overall communications, measurement and visual strategies. The How-To Conference will enable me to attend sessions on writing irresistible subject lines, SEO tactics, and developing a creative strategy for Snapchat and Instagram Stories among other topics to satisfy our business goals and improve our communication strategy. Many of the presentations are tailored to the < **your profession** > profession 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 conference agenda, I have identified a number of sessions which will allow me to gain knowledge and understanding about how we can improve our communications strategy as well as develop an engaging visual strategy. The sessions are facilitated by industry experts who understand how to use social media tools and tactics. 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 All-Access pass, which includes the How-to Conference, Visual Storytelling Bootcamp, executive summary by PR News staff, meals and networking opportunities costs $2,390 but can be reduced to $800 if I register before April 14, 2017.

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

Here is the breakdown of the costs:

Roundtrip Airfare: <**$xxx**>

Transportation: <**$xxx**>

Hotel: <**$xxx**>

Meals: <**$xxx**>

*\*Breakfast and lunch are complimentary both days.*

Conference Fee: <**$1,590**> (Savings of $800 only through April 14!)

The total costs associated with attending this event are: <**$xxx**>.

The opportunity for me to develop better contacts and gain knowledge in specific areas of < **your profession** > makes my attendance at PR News’ How-to Conference vital and will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >