< **Date** >

Dear < **supervisor’s name** >,

I would like to attend PR News’ Measurement Conference, which includes the Social Media Boot Camp, on April 20-21, 2017 – a two-day immersion of practical knowledge to expand and perfect our brand’s measurement abilities to increase ROI for our communications efforts. The Measurement Conference will enable me to attend sessions on measurement dashboards, social media platforms, Google Analytics, brand reputation tools, and other measurement tactics 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 measurement efforts as well as develop a sound measurable communications strategy. The sessions are facilitated by industry experts who understand how to use measurement tools to improve ROI. 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 Measurement Conference, Social Media Boot Camp, Measurement Hall of Fame ceremony, executive summary by PR News staff, meals and networking opportunities costs $2,390 but can be reduced $600 if I register before April 7, 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: <**$1,790**> (Savings of $700 only through April 7!)

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’ Measurement Conference vital and will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >