< **Date** >

Dear < **supervisor’s name** >,

I would like to attend PR News’ Digital Summit and Crisis Management Boot Camp, February 23-24, 2017 – a two-day immersion of practical knowledge to expand and perfect our brand’s digital and social media presence and prepare for a crisis by learning how to gracefully manage one in advance. The Digital Summit will enable me to attend sessions on Snapchat, Instagram, SEO, Facebook Live and more top platforms that directly apply to my work and will help me tie our digital communications efforts back to the bottom line. 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 conference agenda, I have identified a number of sessions which will allow me to gain knowledge and understanding about how we can improve our social media efforts as well as adequately prepare for a PR crisis. 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 summit and boot camp fee is $2,140 but can be reduced $350 by registering before Feb. 3, 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: <**$xxx**>

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’ Digital Summit and Crisis Management Boot Camp vital and will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >