

**Letter to Boss**

On the next page, you'll find a "justification letter" template — a letter to your boss explaining all the benefits you'll get from attending the Sports ETA Symposium, how it will make you a better employee, and help advance your organization.

This general template will get you started while allowing you to customize it to you and your organization's particular needs.

<**Date**>

Dear <**supervisor's name**>,  
  
I would like to attend the Sports ETA Symposium, the annual meeting of the Sports Events & Tourism Association (Sports ETA). Sports ETA is the most essential resource for sports commissions, sports destinations, sports event owners, and industry partners. The conference will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with a variety of industry experts and colleagues from around the country.

Many of the presentations, led by industry subject matter experts, are tailored to the <**Insert your primary function here i.e. marketing professional, event coordinator, sales professional, etc.**> and give information on <**insert benefits/lessons here, for example: event management, economic impact, and sales & marketing**>. Additionally, there is a Sports Tourism Strategist (STS, formerly CSEE) course offered in conjunction with the Symposium, where I can earn credits towards my **certification/continuing education**. This opportunity allows for less time away from the office during other weeks of the year.

The conference also allows me to meet face-to-face with sports event owners during pre-scheduled one-on-one appointments in the Sports Marketplace. These appointments will save me time and money, but it will also allow me to be more efficient at my job. There are also several networking opportunities listed on the schedule, that will allow me to engage with sports event owner decision makers.

I’ve put together a detailed cost breakdown of expenses including registration, travel, hotel, and meals.

<**The numbers in brackets below will need to be adjusted to reflect the current pricing. The travel costs vary as well and should be changed to reflect your costs.**>

The full price conference registration is <**$xxxx (see** [**registration page**](https://www.sportseta.org/symposium/registration) **for full registration rates)**>, but can be reduced $200 by registering before the early bird deadline of February 15, 2021.

<**You will need to insert your travel cost numbers here**>  
Here is the breakdown of conference costs:  
Roundtrip Airfare: <**$xxxx**>  
Transportation: <**$xxxx**>  
Hotel: <**$xxxx**>  
Meals: <**$xxxx**>  
Conference Registration: <**$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 area of expertise**> makes my attendance at the Sports ETA Symposium a wise investment, which will yield rich dividends for <**name of your organization**>. Upon my return from the conference, I will share the information I gather with you and the rest of the team.   
  
Thanks for your consideration,

<**your name here**>