



Hi [Boss's Name],

I'd like to request approval to attend the Sports Innovation Forum October 28–30, 2026 in The Woodlands, Texas as an official representative of our organization.

The Sports Innovation Forum brings together professionals from across the sports and experiential marketing industries for three days of education, networking, and collaboration centered around the future of fan engagement and live experiences. The event creates opportunities to connect with peers, industry experts, and innovative suppliers while exploring new ideas, strategies, and technologies shaping the sports landscape.

The program features expert-led panels, case studies, and interactive discussions focused on topics such as sponsorship strategy, experiential activations, emerging technology, audience engagement, and evolving fan expectations. In addition to the educational content, the event includes curated networking receptions and off-site experiences — including behind-the-scenes tours of sports and entertainment venues in past years — that create opportunities for more meaningful conversations and relationship-building outside of a traditional conference setting.

Attendees also gain direct access to innovative suppliers and solution providers specializing in areas such as event production, creative services, technology, hospitality, fabrication, and fan engagement. Past participating brands and organizations have included leading names across sports, entertainment, and experiential marketing, creating a strong environment for collaboration and idea-sharing.

From a business perspective, attending would allow me to:

- Explore new ideas and strategies that can help elevate our fan and live event experiences
- Build relationships with potential partners and suppliers relevant to our future initiatives
- Learn from real-world case studies and conversations with industry peers and experts
- Stay informed on emerging trends and technologies shaping the sports and experiential landscape
- Bring back actionable insights and inspiration that can support our marketing, partnerships, and audience engagement goals

From a professional development standpoint, attending would support my continued growth while also strengthening our organization's visibility within the sports and experiential marketing community. I would plan to share key takeaways, new ideas, and potential partnership opportunities with the team following the event to ensure the experience benefits the broader organization.

With registration covered, this is a valuable opportunity to gain industry insight, expand our network, and identify ideas that can support future initiatives and fan experiences.

I believe this event aligns strongly with our goals around innovation, partnerships, and audience engagement, and I'm confident the experience would provide meaningful long-term value.

Thank you for considering, and I'm happy to discuss this further.

Best regards,