



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 company.

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 directly with sports brands, teams, leagues, and industry decision-makers while exploring the trends, technologies, and partnerships shaping the future of the industry.

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 encourage more authentic conversations and relationship-building outside of a traditional conference environment.

With leading sports brands, teams, and organizations in attendance, the forum creates valuable opportunities to build meaningful connections with potential clients and partners in a more intimate and collaborative setting. The event is designed to encourage real conversations between brands and solution providers, making it a strong environment for relationship-building, business development, and identifying future partnership opportunities.

From a business perspective, attending would allow me to:

- Build relationships with sports brands, teams, leagues, and potential partners
- Better understand the challenges, priorities, and goals shaping the sports and experiential landscape
- Gain insight into emerging trends, technologies, and audience engagement strategies across the industry
- Identify new business development opportunities through direct conversations and networking
- Bring back actionable insights that can help support future growth and client initiatives

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

I believe the connections, industry access, and business opportunities this event provides would make it a valuable investment for both my professional development and our company's long-term growth goals.

I believe this event aligns strongly with our goals around innovation, relationship-building, and industry visibility, 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,