*Template ask to attend NYC16*

*We recommend that you personalize this letter as much as possible. The more personal and genuine the ask, the more likely that you’ll receive funding.*

Date

Dear <*Manager/Adviser/Department Chair>*

I would like to attend the College Media Association’s Spring National College Media Convention in New York City March 12-15, 2016, and I am seeking funding from <*appropriate organization/publication/budget*>.

NYC16 is the premiere event for college media students and their advisers. It offers more than 250 educational sessions covering topics that are relevant to my work at <*Publication*>. The challenges we’re facing around <*topic relevant to your program’s needs*> will be covered by leading media professionals and experts. I’ve already identified a few sessions that will help me to learn more about that, including <*if possible, include a few session titles that you would plan to attend*>. The lessons and trends I learn about can be shared with my peers when I return so we can tackle that problem.

I also hope to take advantage of the Critiques program at the event, where our publication will get 50 minutes of an expert’s undivided attention to provide feedback. It will be so helpful for <*Publication*> to be reviewed by a third party.

Networking with the conference trade show vendors will also prove to be valuable for our program. I plan to visit with 3 key vendors at the conference*< insert 3 vendor names>* to help assist me with <*our current budget restructuring needs, our need for a new platform to help us with X issue, insert your own*>.

The cost to attend the conference will be the registration fee, travel expenses, hotel, a meal per Diem and parking. <*remove any items that you aren’t asking to be covered*>. The total cost for the conference is *<fill in blank>.* The estimated cost breakdown is:

|  |  |  |
| --- | --- | --- |
| **Item** | **Calculation** | **Fee** |
| Conference registration | *$120 per student before February 17/$140 per student after February 17* |  |
| Hotel | *$245 for single/double occupancy, $265 for triple occupancy, and $285 for quad occupancy, per room per night, plus 14.75% state/city tax and $3.50/room/night state occupancy charge. Deadline February 9 for those rates.*  |  |
| Airfare |  |  |
| Transportation to and from hotel/parking (if needed) |  |  |
| Meals |  |  |
| Total |  |  |

Please check out the conference website at [nyc16.net](http://nyc16.net/) to learn more. I have been following the conference twitter stream #nyc16 and there is a lot of buzz about this event! Our participation in NYC16 is an investment in our publication. It is an opportunity for me to network with peers at other publications across the country, learn from educational sessions, and meet with industry vendors. My attendance at this conference is a wise investment and will pay off for years to come.

Sincerely,