[DATE]

Dear [MANAGER'S NAME],

The 2018 SmartBid Academy is coming to Seattle on May 9th from 7:00am-4:00pm and this is our company's chance to optimize our bid management process and the software we depend on. The Academy provides a unique opportunity to learn directly from SmartBid experts and network with users from other construction companies to learn how they are using the product to win bids. I want to represent [COMPANY] and attend the Academy.

The sessions offered at this one-day event will cover the latest topics, strategies, and tips for optimizing our SmartBid system and preconstruction process. I'll get a look into how top general contractors are employing SmartBid and other technologies to simplify their bidding process, improve ROI, and win more projects. I'll also have the opportunity get our specific bid process questions answered by the SmartBid Customer Service team (who normally charge $2,000 for a day of on-site training.)

For a fraction of that cost, this event will help me better leverage SmartBid’s capabilities and other tech to make the most of our resources. I believe that [COMPANY] would see a return on investment for sponsoring my registration fee and travel expenses for the Seattle SmartBid Academy.

A detailed cost breakdown is included below:

* Roundtrip Airfare/Gas Reimbursement: [$$$]
* Transportation: [$$$]
* Hotel: [$$$]
* Additional Meals: [$$$]
* Registration Fee (Includes: All sessions, Breakfast, Lunch, Networking Happy Hour, Access to the ConTech Showcase): $295

The total cost of attending the Seattle SmartBid Academy would be: [$$$] And if I register by April 27, I can get 15% off registration with the code: ROI

The opportunity for us to develop a better understanding of construction bidding best practices, investigate our current ITB processes and pains, and gain valuable contacts from within the construction industry makes my attendance a well-planned investment.

I look forward to hearing your response and discussing with you further.

Sincerely,

[YOUR NAME HERE]