

Hey [insert boss' name],

I'm interested in attending Product-Led Summit San Francisco on September 19 & 20. Full details can be found here: <https://world.productledalliance.com/location/sanfrancisco>

I would like to inquire whether there is a potential for you to offer financial assistance to support my attendance at the summit.

The event, organized by **Product-Led Alliance**, is specifically designed to assist product leaders in their professional journey by providing the necessary strategies, tactics, and methods to make a significant impact in our industry.

By taking advantage of the diverse range of content offered in approximately 18 sessions, networking opportunities, and insightful keynotes, my objective is to enhance my proficiency in **[X], [Y], and [Z]**. Through extensive research on the upcoming event, I firmly believe that it will greatly contribute to achieving the goals associated with my current role at **[company's name]**.

- **Goal #1:**
- **Goal #2:**
- **Goal #3:**

Sessions include:

- **Session #1:**
- **Session #2:**
- **Session #3:**

Lots of respected leaders within the field are talking about it and this is what one had to say about last year's event:

"PLA is a very resourceful and authentic community. They make it easy for you to connect with and learn from the brightest minds in the industry from around the world. Their topics are always very relevant and applicable in a work setting."

- Naimeesha Murphy, Founder of **Products by Women**

I believe Product-Led San Francisco will provide **[company name]** with essential knowledge to drive PLG and differentiate our services. I am committed to submitting a post-event report that includes an executive summary, major takeaways, tips, and event pictures.

I would be delighted to discuss this opportunity in further detail. Please let me know if you need any additional information at this stage.

Thanks,

[Your name]