

Sponsorship Email Template

Hi [Manager's name],

I'd like to enrol in the [AI Marketing Certification](#) by Applied AI Academy. It's a practical, on-demand course focused on real marketing use cases: mastering prompting, identifying high-impact AI use cases, and building simple agents and workflows. Full details are here www.appliedaico.com/certification.

The course is designed by a fractional CMO turned AI consultant, so it's based on real deployments, not theory. You can see some of their [AI consulting case studies here](#).

If approved, I'll bring back:

- A library of AI use cases with implementation relevant to [Company]
- An AI adoption plan for our team
- 2 pilot use cases we can test straight away

Time: 6 weeks, on demand. Cost: £400 + VAT.

Please let me know if you're happy for me to expense this as L&D. I'll book the course straight away and start sharing my learnings with the team.

Thank you so much,

[Name]