

## Letter Template for Requesting Employer Support and/or Financial Sponsorship to Attend the Waller Institute of Executive Branding Weekend Training

*Please note: The applicant should only use this letter as an example. Further review and documentation of your individual circumstances is necessary before submission to your employer.*

**[Date]**

**[Name]**

**[Title]**

**[Organization]**

**[Address]**

**[City, State Zip]**

Dear **[Name]**,

I would like to attend the upcoming professional development program with Waller & Company, a Washington, D.C. executive branding company focused on training leaders to develop a personal brand strategy that aligns with their organization's mission and vision. The training will be held on **[dates]** in Washington, D.C. I have chosen to attend the weekend Institute for Executive Branding program to further enhance my knowledge, skills and abilities at **[Company]**. I would like to request financial support for the cost of the course and have laid out some objectives and benefits for your consideration. I aim to convey my value proposition that includes further leadership development and academic training.

Led by Dr. Waller and other leading experts in the field, this training provides an interactive learning environment where each participant will develop an executive branding strategy while engaging with like-minded leaders. The experts use case studies, demonstrations, discussions, and personalized activities to explore the *Strategy and Practice of Branding a Leader*.

Executives who manage themselves as brands create the opportunity to positively promote themselves in a way that is aligned with their organization's image to internal and external audiences. Leaders who develop comprehensive and authentic personal brands are more forward-thinking and accessible to external customers and clients. Within their respective organizations, branded leaders demonstrate that they are maximizing their strengths to contribute to their company's revenues.

In 2013, it was noted in the Wall Street Journal that personal branding is the second most important job skill. As a **[your title]**, I bring my personal brand to **[Company]**. Thus, strategic, consistent and effective executive branding is becoming increasingly critical to my success as a leader within the organization.

I think that developing my brand as a leader can help me develop at **[Company]** both now and in the future. The full tuition for the course is **[\$\_\_\_]**. I am very motivated to get as much out of the experience as possible and leverage my learning with other employees within the organization. Please let me know if you will approve my attendance at the Waller Institute of Executive Branding and sponsor me in full or in part.

Sincerely,

**[Your Name]**