**Subject: Justification to Attend NACA Live in Philadelphia, PA**

Dear [Supervisor’s name],

I am writing to request your approval to attend **NACA Live 2025**, the re-imagined national convention experience, hosted by the **National Association for Campus Activities** occurring February 14-17, 2025, in Philadelphia, PA.

NACA Live offers me and our student leaders a unique opportunity to join hundreds of fellow schools to see the best in Campus Activities and engage with artists, agencies, and businesses to further our ability to create a college community where everyone belongs. Here are a few reasons we should make attending this conference a priority:

1. **Source Our Programming/Promo/Talent/Interactive Needs:** NACA Live showcases a wide variety of artists, speakers, performers, and vendors across diverse genres. From interactive make and takes, bands, illusionists, comedians, and educational speakers, we’ll be able to preview acts, services, and programs to see what would work best for our campus before we make a purchasing decision.
2. **Build Valuable Connections with Peers:** With hundreds of campuses in attendance, we’ll have the opportunity to network with peers, student leaders, and businesses to collaborate on opportunities, learn different perspectives, crowd source solutions, and exchange programming ideas to enrich our campus community.
3. **Gain Training & Education:** NACA Live offers a multitude of workshops, roundtables, and a keynote focused on leadership, student government, marketing, production, advising, event planning, and building a sense of belonging. Some of these educational sessions are presented by school peers and others event planning and business experts that will offer me actionable insights that we can immediately implement upon my return to campus. In addition, I have the opportunity to add pre-cons on student org advising (for professionals) and student leader training (for students).
4. **Maximize Our Budget:** Through collaboration with area schools and exhibitors, we can save money when sourcing our programs/promo items/goods/services by working together on our programming calendars. Special event booking pricing or multi-campus is completely customizable and determined by the school and vendors in attendance. NACA makes stretching our programming budget easier than ever utilizing NACA’s online campus activities database platform.
5. **Empower Our Students Through Hands-On Skill Development:** NACA Live is a learning laboratory. We’ll be able to engage our student leaders with hands-on learning and workforce development through navigating the exhibit hall, interacting and negotiating with vendors, calendar planning with nearby schools, and networking events. The conference is designed to provide those face-to-face opportunities to develop confidence and soft skills to better prepare our student leaders for current roles and future careers.

Here is a breakdown of the costs to attend:

* Registration: $520 (early bird)
* Add-Ons: [The Forum for Student Org Advisors $100, Professional Development Brunch $75]
* Airfare/Transportation: [round-trip airfare or mileage to Philadelphia]
* Hotel: [NACA hotel block rates range from $194-$269/night +taxes]
* Meals: [insert meal costs]
* Total: [insert projected total]

There are additional savings opportunities if we register early:

* Registering before Jan. 16, we can save $75 on the registration cost
* Reserving hotel rooms prior to Jan. 16 will lock in the NACA room block rates
* If we register before Dec. 31, I have the opportunity to win a free registration to The Forum for Student Org Advisors

When I return from NACA Live, I am happy to put together a report or presentation that will include major takeaways from experience, as well as recommendations on what programs, acts, and services we should consider booking to enhance our campus programming. NACA has developed an [ROI Toolkit](https://www.naca.org/resource/naca-conf-roi-toolkit.html) with guiding questions to assist me with setting goals and defining objectives that can help guide the development of the post-event report or presentation, as well as strengthen my experience during the conference.

Attending NACA Live is an investment in not only my professional development, but also our student experience. If it would be helpful, you can review the schedule, keynote speaker, exhibitors, showcasing acts, and more at [naca.org/nacalive](http://www.naca.org/nacalive).

Thank you, in advance, for considering this request.

Respectfully submitted,

[your name/title here]