

**DATE**

**Decision Maker Name**  
**Your Name**  
**Company Address**  
**City, State, Zip**

Dear **[Decision Maker's Name]**,

I am interested in pursuing a Distilled Spirits Business Certificate through the University of Louisville's (UofL) College of Business. Continuing the development of my skills and knowledge through this program will allow me to grow as a distilled spirits professional, while also preparing me to be a better advocate and leader of the **[Company Name]** brand.

I have selected UofL's Distilled Spirits Business Certificate program for the following reasons:

1. This is the only accredited, graduate-level certificate program in the U.S. that focuses on the processes and operations related to the business side of distilling.
2. The curriculum focuses on teaching how important areas like finances, marketing, distribution and regulation all work interdependently within the distilled spirits business.
3. As a nationally recognized, Tier 1 Research Institution, UofL is well-known for its excellence in academics and is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).
4. This program is 100% online, eliminating the need to take time away from work to complete

I truly feel my participation in this program could greatly benefit my professional growth and propel my career with **[company name]** toward success. For that reason, I'm reaching out today to solicit your support.

Tuition is \$800 per credit hour, and the certificate is nine credit hours total, including fees. While full tuition support would be ideal and much appreciated, I'd greatly appreciate the consideration of any alternative arrangements that **[Company Name]** may propose.

I am happy to provide any additional information on the program that would aid in the decision making process. Thank you in advance for your consideration of my request, and I look forward to the opportunity to discuss this with you.

Sincerely,  
**Employee Name**  
**Title**  
**Email**  
**Phone**