

**DATE**

**Franchisor/Decision Maker Name**  
**Franchise Name**  
**Company Address**  
**City, State, Zip**

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

I am interested in pursuing a 100% online Franchise Management Certificate through the University of Louisville's (UofL) College of Business. Continuing the development of my skills and knowledge through this program will not only allow me to **[start/manage and grow]** a successful franchise business, but will also prepare me to be a better advocate and leader of the **[Company Name]** brand.

I have selected UofL's Franchise Management Certificate program for the following reasons:

1. 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)
2. UofL's Certificate in Franchise Management is the only accredited franchise management certificate program in the U.S.
3. The project-based curriculum includes courses delving into franchise law, HR infrastructure and growing a franchise, and is taught by instructors with extensive hands on experience in the field
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 **[even greater]** success. For that reason, I'm reaching out today to solicit your support.

Tuition for this program is **\$7,200** for 6 courses (9 credit hours), 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**

