



## Request for Sponsorship Email Template: Talent Edge Circle Membership

Hi [Manager's Name],

I'd like to request support to join Talent Edge Circle, a private, application-only community for internal HR practitioners—built and led by [Brian Heger](#), a lifelong internal HR practitioner with over two decades of experience in workforce planning, talent management, and related roles at AT&T, Saks Fifth Avenue, Hudson's Bay Company, and Bristol-Myers Squibb. He also publishes the [Talent Edge Weekly](#) newsletter, which reaches over 60,000 HR professionals each week, and shares ideas on [brianheger.com](#).

What makes the Talent Edge Circle different from other communities is its:

- **Internal Practitioner Driven.** All members are currently employed internal HR practitioners—meaning that they work within an organization's HR function. There are no consultants or vendors.
- **Vetted and Highly Practical.** Because it's an application-driven community, each member is personally vetted by Brian to ensure alignment in roles, priorities, and goals—creating a highly relevant and focused learning environment.
- **Smaller and Intimate by Design.** Membership is intentionally limited—keeping the group close-knit enough that real relationships form, not just another large networking community.
- **Trusted Insights.** The result is a community built for real-time support, practical solutions, and trusted insights from peers who face similar challenges.

Membership includes:

- **Direct access to Brian** for input, guidance, and support throughout the year
- **Full access to a private online platform** for asynchronous discussions and peer feedback
- **Live Zoom sessions** where we tackle real-time issues and topics tied directly to the priorities we're working on—not another general webinar—through hot seat discussions that draw on the group's collective knowledge and practices, and sessions featuring thought leaders from Brian's network, with the goal of walking away with practical actions we can immediately take
- **Year-round insights** from a trusted network of internal HR leaders
- **Downloadable tools, templates, and curated resources** to support day-to-day execution

[Here is some feedback](#) from what some of the members of the group are saying.

The Talent Edge Circle would directly support my role by helping me:



- [Insert specific benefit aligned to your role, e.g., "Accelerate our workforce planning efforts" or "Strengthen our approach to succession planning"]
- [Insert another benefit that ties to a business priority]

The annual investment is just \$1,500, which equates to just \$125 per month. For less than the cost of a single HR conference or a few consulting hours, I'd gain access to a full year of support and practical resources.

Getting even one good idea or decision this helps us with can immediately pay for the investment many times over.

I'd be happy to discuss this further or provide additional details.

Best regards,  
[Your Name]