

Management Committee

June 24, 2011

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Dear Friend,

As an Urban Land Institute (ULI) Sponsors, you will be among leading companies committed to best practices in real estate development. More than any other real estate organization, ULI is the one place where you find:

- Leaders gathering to share practical, real-world experience.
- Conferences and meetings with thought-leaders and industry innovators.
- Educational resources to improve land-use decisions by elected and appointed public officials.
- Mentors offering lessons from their remarkable careers to the next generation of real estate leaders.
- Coveted honors for game-changing real estate developments that enrich our communities.
- Informal learning, networking and relationship-building in a relaxed atmosphere.

Last year, ULI programs examined urban redevelopment, suburban transformation, innovative approaches to critical infrastructure investment, and the new ExxonMobil Campus + 1800-acre master planned community in far North Houston. The ULI Rose Center for Public Leadership in Land Use awarded its prestigious Mayor's Fellowship to Houston Mayor Annise Parker, METRO CEO George Greanias, City of Houston Director of Housing and Community Development, Jim Noteware, and Chief Development Officer, Andy Icken. With generous support from Wolff Companies, ULI took a VIP tour of TMC West Campus with the CEOs of Texas Children's, Methodist Hospital, and the Texas Medical Center. ULI toured the Houston Ship Channel with the Port of Houston Authority CEO and two of Houston's top industrial development pros as tour guides.

New programs for Management Districts, the new UH Graduate Real Estate Program, and an exciting new Young Leader Mentorship Program all launched this year.

ULI will continue as a powerful voice for best practices in the real estate industry, but only with support from sponsors who want to share their vision with a wider audience.

For the past five years, my firm has been an annual sponsor as well as presenting sponsor of the annual ULI Houston Development of Distinction Awards. Sponsoring ULI is one of the best investments we can make to encourage better practices in real estate development and leadership in building stronger communities. Please join us and continue to support ULI.

The attached information sheet outlines the various levels of Annual Sponsorships available and the benefits accorded to each. **I urge you to sign up today!**

Yours very truly,



K. Gregory Erwin
Sponsorship Chair
ULI Houston District Council

*Only 18 percent of members' dues returns to the local organization to support ULI programs and services in Houston. Sponsorships provide the primary funding for local activities and staff, enabling us to provide the quality you expect from ULI.

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Urban Land Institute Houston

ANNUAL SPONSORSHIP

ULI Members are community builders who develop and redevelop neighborhoods, business districts and communities across the U.S. and around the world.

Sponsors support ULI community outreach, such as leading-edge educational programs, mentorships for young leaders and graduate students, scholarships for public officials and non-profit leaders, plus daily, ongoing operations.

Annual Sponsorships range from \$2,000 to \$8,000 with benefits including company recognition, exclusive members- and sponsors-only events, ULI memberships, and free regular event registrations. At the \$12,000 Benefactor level, sponsors receive a "season subscription" to all ULI regular luncheons + special events: table for 8 at every luncheon PLUS reserved table for 8 and sponsorship for Awards, Economic Forecast, and Suburban/Urban Marketplace conferences.

Presenting and Benefactor Sponsors participate on the ULI Houston Advisory Committee, meeting annually to help shape priorities and programming for the District Council.

| Annual Sponsorship Benefits | Benefactor Sponsor \$12,000 | Presenting Sponsor \$8,000 | Supporting Sponsor \$4,000 | Contributing Sponsor \$2,000 |
|--|--|---------------------------------------|---------------------------------------|---|
| Recognition on ULI Houston Website | Yes | Yes | Yes | Yes |
| Listing on Luncheon Invitations | Yes | Yes | Yes | Yes |
| Complimentary Tickets to Monthly Luncheons | 8 tkts | 8 tkts | 4tkts | 2 tkts |
| Complimentary ULI Regular Membership | 2 | 2 | 1 | - |
| Table Sponsorship for Economic Forecast, Suburban Marketplace, and Awards | Yes | | | |
| <i>*IN-KIND SPONSORSHIP (Video sponsor, Graphic Design/Printing sponsor, etc.)</i> | | | | |

ULI is a tax-exempt, 501 (C) (3) non-profit, research institute. Please consult your tax advisor to determine how much of your sponsorship may be deductible.

ULI Houston Annual Sponsorship Commitment & Payment Form
ULI Fiscal Year (July '11- June '12)

Please review our sponsorship options and place an "X" next to your preferred sponsorship level & payment preference.

Payment Options:

- 1) CHECK:** Please fax this form to (713) 349-8812 OR e-mail to **houston@uli.org** AND mail form with check payable to: **ULI Houston, 2617-C West Holcombe #122, Houston, TX 77025.**
- 2) CREDIT CARD:** Please fill out the credit card information and fax or e-mail the form back. Or call (713) 349-8821 to give payment information over the phone.

(Please check Sponsorship Level & Payment Preference)

| |
|---|
| <input type="checkbox"/> BENEFACTOR: \$12,000 |
| <input type="checkbox"/> PRESENTING: \$8,000 |
| <input type="checkbox"/> SUPPORTING: \$4,000 |
| <input type="checkbox"/> CONTRIBUTING: \$2,000 |
| <input type="checkbox"/> In-Kind Donation* (Please call 713-349-8821 to discuss) |

| |
|---|
| <input type="checkbox"/> Payment in Full |
| <input type="checkbox"/> Semi-Annually (2 nd payment billed in Dec.) |
| <input type="checkbox"/> Quarterly (3 additional payments billed in Oct., Feb. & June) |

SPONSOR CONTACT INFORMATION:

Company/Organization: _____

Contact Name: _____ Title: _____

Street Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Phone: _____

Administrative contact required for your complimentary event registrations/RSVPs

Marketing/Admin. Name: _____ Title: _____

E-mail: _____ Phone: _____

PAYMENT INFORMATION:

CHECKS: Amount Enclosed \$ _____ Check #: _____

CREDIT CARDS: C.C. Type _____ Card Number: _____

Exp. Date: _____ Signature: _____

Please also send me information about these *additional Special Event sponsorship opportunities:*

- | | |
|---|--|
| <input type="checkbox"/> ECONOMIC FORECAST November 17, 2011 | <input type="checkbox"/> SUBURBAN MARKETPLACE CONFERENCE April 2012 |
| <input type="checkbox"/> DEVELOPMENT OF DISTINCTION AWARDS January 31, 2012 | <input type="checkbox"/> SPORTING CLAYS CLASSIC FOR UH SCHOLARSHIPS September 15, 2011 |