



June 1, 2009

Dear Friend,

People who participate in The Urban Land Institute (ULI) value the industry contacts and thought-leadership found only at ULI. Overwhelmingly, you have told us ULI is the most trusted source to build better real estate professionals and to promote better development.

To keep the quality of educational and networking opportunities high, while making them widely available, we need your support now more than ever.

We are committed to helping our supporters face a challenging future armed with better intelligence and connected to a stronger network.

ULI Houston offers returning sponsors above the \$1,000 level a 20% reduction in their previous investment levels, across the board, along with more flexible payments. We also are offering the opportunity to lock in an additional reduction for a three-year period, even if sponsorships return to their previous levels.

If you want ULI to continue as a powerful voice for positive change, we need your support. And if you want ULI Houston to continue to position the Houston region for greater recognition of its national leadership, please increase your support.

You may invest in regular ULI programming, such as the annual Houston Mayoral Forum, the Housing Market Outlook with Mike Inselman of MetroStudy and Houston residential real estate leaders, and the sold-out, one-on-one interview with Transwestern Chairman Robert Duncan. Or, you may choose industry-leading conferences: Urban Marketplace in August, Emerging Trends in Real Estate co-presented with The Real Estate Center at Texas A&M in November, our Development of Distinction Awards in January, or our exclusive "Meet the Expert" events.

You receive complimentary registrations and prominence among real estate's best-of-the-best, plus recognition on the ULI Houston web site, and via our new eNewsletter. These vehicles deliver excellent visibility to top-tier decision makers. Many corporate sponsors choose annual and event sponsorships, to keep visibility consistent all year long and target strategic industry segments.

Houston offers us a wealth of opportunities, even with the challenges ahead. Now is the time for us to set the stage for the inevitable upsurge of growth. Working together with ULI Houston, we can make more of an impact than any of us can alone.

Yours very truly,

A handwritten signature in black ink that reads 'K. Gregory Erwin'.

K. Gregory Erwin
Sponsorship Chair
ULI Houston District Council

*Only 18 percent of our members' dues goes 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.