

Sponsorships: ANNUAL vs. EVENT

There are two types of ULI Houston sponsors: ANNUAL and EVENT Sponsors.

ANNUAL Sponsorship opportunities range from \$1,000 to \$20,000 and offer varying levels of benefits ranging from company recognition, free memberships and free event registration. Here's a cost/benefit matrix:

ANNUAL Sponsor Benefits	Benefactor Sponsor \$20,000	Presenting Sponsor \$8,000	Supporting Sponsor \$4,000	Senior Sponsor \$2,000	Contributor \$1,000
Recognition on ULI Houston Website	Yes	Yes	Yes	Yes	Yes
Listing on Luncheon Invitations	Yes	Yes	Yes	Yes	Yes
Listing in Newsletter	Yes	Yes	Yes	-	-
Feature article in Newsletter	2 articles	1 article	-	-	-
Complimentary Tickets to Monthly Luncheons	8 tkts	8 tkts	4tkts	2 tkts	1 tkt
Complimentary \$2,000 Event Sponsorship	1	1	0	0	0
Complimentary ULI Full Membership	2	0	0	0	-
Complimentary ULI Regular Membership	1	2	1	-	-
<i>Value</i>	<i>\$8,530</i>	<i>\$4,040</i>	<i>\$1,820</i>	<i>\$700</i>	<i>\$350</i>

The ULI website receives over 10,000 "hits" per month and the new ULI eNewsletter will reach more than 2,500 qualified contacts. Sponsors above the \$1,000 level can receive a 10% discount for agreeing to a 3-year sponsorship, paid annually. For example, an \$8,000 Presenting Sponsor actually pays \$7,200/annually for 3 years and receives the same benefits as the other Presenting Sponsors. This rate is locked in for three years, even if sponsorship levels increase.

EVENT Sponsors range from \$1,950 to \$20,000 and also offer a wide variety of benefits ranging from company recognition, making welcoming remarks, speaking on a panel, and complimentary event registrations.

Yes, I would like more information on these ULI Event Sponsorship Opportunities:

- ULI Houston Urban Marketplace, 2009: Upward Mobility, August 25, 2009
- Texas A&M +ULI Emerging Trends Conference, November 11, 2009
- ULI Houston Development of Distinction Awards Dinner, January 26, 2010
- Meet the Expert: Cocktails & Conversations with Houston Trailblazers, 4x Annually

Contact Name: _____ **Phone:** _____ **Email:** _____

ULI Houston events attract a broad spectrum of the real estate community. Last year's Emerging Trends luncheon was attended by 470; The Development of Distinction Awards Dinner has been a sell-out with over 300 attendees the past two years; attendance for Urban Marketplace is 500+; and exclusive, Members Only "Meet the Experts" events are for no more than 50 members.

ULI Sponsors receive great visibility with the nation's preeminent real estate development organization. Your sponsorship supports ULI community outreach projects, such as Urban Corridors Assessment Task Force for the City of Houston, Galveston Advisory Services disaster outreach, University of Houston Gerald D. Hines College of Architecture Sustainable Community Design Institute, Annual Capital Markets event for Rice University Real Estate Club + ULI Young Leaders, Donation of a ULI Library to a University Program, plus the daily, ongoing operations of ULI Houston's lean staff!

***Individual event sponsorships vary. Some do not have exhibits, and others may offer the opportunity to sponsor a cocktail reception or introduce a speaker. Please refer to the individual event sponsorship packet for details, or contact ULI Houston at Houston@uli.org or call 713-349-8821**