

August 16, 2007

Dear Potential New Partner,

As you budget your BIA related expenses, we hope you will again contemplate making *or* renewing your commitment to join our successful Partnership Program for the Year 2007. We conceived this Program in 1997 – now copied throughout the nation – to facilitate the most effective use of your BIA sponsor dollar on virtually all of our events. In turn, you receive all the benefits of the Association while the advocacy of your interests is assured.

*This sponsorship program is quite simple and provides a real return!*

For each dollar you contribute, we spend one-half to produce our annual events and programs. Next, we return one-half of your investment in **prepaid** event attendance based on your participation. The more you contribute the more events will be in your budget and account for all your annual BIA related expenses. These **prepaids** count toward our Golf Tournaments, General Membership Events, Seminars and the Installation Dinner & Awards Party. As in 2006, we accept quarterly installment payments for the Platinum, Gold and Silver levels. Your company's name will be printed on a special banner, on our stationary, our fax cover sheet, event flyers, our website and program materials. All year long your company's contribution will be prominently on display and receive an honorable mention.

*Why you should contribute to the Riverside BIA Chapter.*

Riverside County builds over 20% of all housing in California! This high volume permit activity translates directly into a host of challenges brought on by those who seek to either slow this down or stop us completely. Consequently and as your primary trade advocacy association, your support protects your business in turn. In 2006, BIA-Riverside, the second largest Chapter under the BIA of Southern California umbrella, represents well over 600 member companies. And, the list of major builders making Riverside their Inland Empire H.Q. is long and growing!

Finally, the Partnership Program was created to better serve your financial investment in the Chapter. We hope that those who were with us in 2006 (see company Partner listings on page 2) enjoyed the benefits of this Program and will step up to the next level.

As always, glad to be of service and come visit us at the historic BIA House!



Borre Winckel, Executive Director