

[ACADEMIC CHALLENGE INTRODUCTION LETTER]



The Global Association for
Corporate Real Estate

30 January 2015

Professor John Smith
Business School
Prestigious University
Anytown, GA 30303
USA

Dear Dr. Smith,

I am writing to introduce CoreNet Global to you, and invite your students to compete for \$10,000.

CoreNet Global is a nonprofit association representing more 9,000 executives in 49 countries with strategic responsibility for the real estate assets of large, multinational corporations. The end user membership base is diverse and spans industries including high-tech, financial services, and manufacturing among many others. Google, Unilever, International Monetary Fund, Oracle, Coca-Cola, Amazon, AT&T, General Motors, Barclays and Shell are among our many member companies. One third of our membership resides outside North America with most members managing portfolios with millions of square feet spanning multiple continents.

Our mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations and networking in 43 local chapters globally. [Insert brief text about your local chapter]

While CoreNet has always maintained formal and informal relationships with Universities, we are reinforcing our efforts in order to raise awareness of corporate real estate as a viable career path for students and explore other opportunities to partner locally and globally.

To that end, CoreNet Global is launching a global student competition to challenge students to tackle some aspect of corporate real estate in innovative ways. The top 3 teams will be flown to our North American Summit in Los Angeles in October to present in front of a panel of judges for the prize of \$10,000 (split among team members) and a \$10,000 grant to their home institution.

I will be calling in the next few days to find a time when we can speak more about the Academic Challenge and perhaps other ways CoreNet Global and the [CITY] Chapter can be helpful to you and your students?

Best wishes,
Your Name