

**Welcome to the PetroBowl®
Championship!**



TEAM SPONSORSHIP GUIDE 2017

www.spe.com/PetroBowl
www.facebook.com/PetroBowl
[@PetroBowl](https://twitter.com/PetroBowl) [#PetroBowl2016](https://twitter.com/PetroBowl)



Congratulations!

You are now invited to attend the PetroBowl® Championship taking place on **Monday 8 October 2017** in San Antonio, USA as part of the Annual Technical Conference and Exhibition (ATCE).

As you will be aware for the 2017 Championship changes have been made to funding for this contest. As clarified on the SPE website and in prior marketing no funding will now be provided to teams for their attendance at ATCE. For information on this and other changes made to the program please visit www.spe.org/students/petrobowl.

Your **ATCE registration for ATCE will be covered by SPE International** and when registration opens you will be provided a link for your 5 team members to get free attendance. All other costs including flights, VISAs and accommodation will need to be covered at your own expense.

In this document you will find suggestions and ideas on how to approach sponsors and what you can offer them to secure funding. Your methods do not need to be limited to these suggestions but please make sure to read through this carefully so you do not offer prospective companies opportunities which you cannot provide.

If you have any questions do get in contact with us and we would be happy to help further.

Kind regards,

Young Member Programs Team

Society of Petroleum Engineers
Petrobowl@spe.org



Requirements for attending the PetroBowl® Championship

There are all sorts of requirements that your team may need to pay for in order to attend the 2017 Championship. These will vary depending on which part of the world you are coming from and the nationalities of your team members. Below are things you will need to consider to attend the conference, keep in mind which of these will require funding.

- VISA (if required)
- Accommodation
- Travel (domestic)
- Travel (international)
- Food

When you are sourcing sponsorship these are the things you should be asking to cover, sponsors would not be happy if you do not use the money as intended.

The [ATCE 2017 webpage](#) explains more on each of these areas and you should have a good understanding of what your teams costs are likely to be before your approach sponsors. Not only will this help ensure your costs are covered but it will show your sponsors that you are organized and reliable.

When you estimate your team's costs you can also take into account discounts which may be on offer; by explaining this to your sponsors you have also shown you are trying to save them money which will favour your case.

If you have other costs you intend to have covered, explain why you think this should be included. You should be realistic with your estimates as it is unlikely you can ask for more money after the initial request. This is also a reflection of your budgeting skills.

By describing your costs, sponsors will feel secure about what their money is being used for, have a good impression of your organizational skills and if they cannot fund the full amount they may offer to cover particular costs.





Approaching Sponsors

Once you have a good understanding about how much you need to cover you have your target to aim for. This is a great motivator and will give an objective that donors can see and will know their contribution is valuable.

Now you should now think about how you intend to cover these costs. Here are some methods you should consider;

Personal funding: Consider how much money you may be able to personally fund. There are items you may be able to cover yourself, which will reduce to the amount you need to ask for. This will make your search for extra funding easier though you must be realistic about what you and your team members can contribute.

Regional SPE funding: Though SPE International cannot provide support for teams, your local supporting Section or Student Chapter may be able to help. Speak to you SPE Chapter Faculty Advisor to discuss options at a regional level.

External organizations: Though times are hard for the industry it is worth asking local O&G organisations if they would like to support your team. Being seen to support the local students is a valuable undertaking and they will be interested in speaking to you as the top performing students in their area. You may also want to consider local government institutions or educational organizations who support programs to encourage academic development within your region. Such organizations who aren't directly associated with the oil and gas industry are also less likely to be affected by the current financial climate and may be more forthcoming when it comes to funding applications.

Petroleum Engineering Department: Depending on your Chapter your Engineering Department may wish to support your travel as the PetroBowl® program supports and promotes academic development of students wanting to pursue a career in the oil and gas industry.

Your employer: To be enrolled in PetroBowl® you must be enrolled as a student, however you may also have internship or part time or past roles in the industry already. These companies may wish to support their employees and boost publicity for the company.

You may find you only need to follow one of these options, but more likely you will utilise a variety of methods to secure your funding. Even if your requests are rejected you should maintain these relationships for your future career.

Approaching sponsors is about utilizing your contacts and even if your primary acquaintances do not have the funding you need, it is likely they will be able to pass your request on to others who can help. Do not get too disheartened if you do not succeed straight away.



Treat each of the sponsor options described above differently, they will all have different needs and aims which you will need to consider when approaching them. You should tailor your approach for each person you speak to.

What you should request?

Remember to be clear about what you are asking for and why. Do not assume people will know what PetroBowl® is so be prepared to give some background into the contest. Explaining why you need support and what it will mean for your team's future in the industry will be an important factor in their decision to help you. Giving your own personal background and aims will help you engage with the people you are talking to so that they can relate to your position.

When estimating your expenses, break this down so it is clear where their money is going. Sponsors may be happy to cover your travel but maybe not food or drink. You should prioritise what you need so you can cover the most important costs first. Your preparation will also give confidence to your benefactor that you will use the money wisely.

As well as knowing how much you need, try to know when you need to have a response by. If you receive funding a week before the conference you may not have time to use it and costs could be higher than booking early. By providing deadlines you show your planning skills and give a target date so your request is not forgotten.

Remember that this money is for your use and it's not going to SPE International or the PetroBowl® Program; please use your SPE Chapter Logos and headings when contacting potential sponsors.

A template letter is available at the end of this pack to help you create a letter for potential sponsors.





What can you offer?

Though you require funding to cover your costs, there are things you can also offer to help encourage sponsors to commit. Over 500 people attended at the last US Championship which is a powerful incentive for sponsorship opportunities. There are also benefits SPE International can offer on your behalf. When reviewing these, do think about what you can realistically offer. Remember that any promises you fail to keep may reflect badly on your team. It is your responsibility to make sure these promises are kept. Also not all actions may be suitable depending on who you are asking.

Below are details you may consider offering

- T-Shirt branded with sponsors logo (discuss who will cover the production cost for this, how many you can have and when this needs to be confirmed by).
- Video Promotion – You can share video footage for your team preparation and acknowledge your sponsor when you share it. If you share these with SPE International we can post it so they will be viewed by hundreds of member across the world.
- You could host a regional interview or on site video interview with acknowledgement of the sponsor. You will need to think about how such interview is conducted and whether this is something you could arrange for yourselves to keep cost down.
- Sponsor acknowledged through your Student Chapter social media sites.
- Sponsor logo to be included on your team's flag (discuss who will cover the production cost for this and when this needs to be produced by).
- On site photo opportunity with sponsor rep (if they attend ATCE).
- Post event follow up (what you learned, gained from your experience).

What SPE International can offer sponsors (at no extra charge)

Though funding is being raised and used by your team there are benefits that SPE International is able to offer in addition to your own activities. When advertising these options please be aware that these can only apply to your main sponsor (only 1 sponsor per team) and a deadline will apply.

To complete these you need to confirm your sponsor with us by **Friday 15 September 2017** so that we can incorporate this with the production of our promotional materials. Details provided after this date may mean that we cannot fulfil these benefits.

- Company logo on opening session slide.
- Acknowledgement through PetroBowl® social media accounts
- Sponsor logo included in team certificate



Good practice

Once your funding has been confirmed there are several things you should do to keep engaged with the sponsor, this will give confidence to your sponsor that you are using your funding as intended and will build your relationship with the organisation.

You should

- Formally thank your sponsor and confirm what you intend to do as part of your agreement.
- Keep them updated if there are any changes to your team or activities which may impact the use of your funding.
- Ask if their company has a representative attending ATCE and make sure to visit them and thank them personally.
- Publically thank them via social media and chapter networks.
- Send a letter of thanks after the event and let them know your progress.
- If you have multiple sponsors be clear that the donor is not the sole sponsor for your team.

Useful Information

A template sponsorship pack is available but there are also some useful facts that may be worth a mention when you're speaking to potential sponsors:

- 2016 had more teams participate than any previous year.
- 125 teams from 37 countries participated in our regional qualifiers in 2016.
- Only the top 32 teams are invited to participate in the Championship.
- ATCE, where the Championship will be held, is SPE's flagship event in its 93rd year and attracts a global audience across the oil and gas industry.
- This year regional qualifiers took place in Poland, USA, Nigeria & Ghana, Malaysia, Bahrain and Argentina.

Other activities at ATCE

When companies sponsor you it may give them a better incentive to know that PetroBowl® is not the only valuable activity you can take advantage of by attending ATCE. There are many programs taking place to help develop skills for young members worth mentioning.

- Student Meet and Greet - Team development activities plus introduction to other students from around the world.
- Student Communication Workshop - Team engagement tasks with other young members.



- Career Pathway Fair - Representatives from a wide selection of roles in the O&G industry give advice and answer question on their field on a one to one basis.
- International exhibition with around 500 exhibits from across the O&G industry will be open to students.
- Networking receptions with international business leaders.

Putting your sponsorship pack together

When you approach your sponsors it is a good idea to have a summary letter along with a pack of information which will allow organisations to find out everything they would need to sponsor you.

Request letter

Your letter should be a concise summary of your situation and show exactly what you need any why. The actions you require from your donor should be clear from the start so they know the context for the supporting information about your team. This should be no more than one and a half pages.

Separately you can provide more detailed information which sponsors will need to authorise your request. You should aim to cover about 3-4 pages in total, make it visually attractive by the inclusion of images and use Chapter headed paper and logos (do not include the SPE International logo as the money is intended for your use, not SPE International's).

Remember, even if your request is unsuccessful, you have already shown a potential employer that you can research, plan and communicate in a professional manner which are vital skills in the workplace. You have also shown that you engage in educational and outgoing activities which they will remember you for in future correspondence.





<Your University Name>
SPE Student Chapter

Society of Petroleum Engineers
<Your University Chapter Name>

<University Address>
<Contact phone / email>
<Contact website>

<Date>

Dear <contact>,

<SUBJECT>

In your letter you should include;

- Brief sentence of what you need and why you are contacting your sponsor.
- About PetroBowl – outline why the program would be of interest to the sponsor
- Sentence about ATCE
- About your team (you can include a pictures, link to a video or testimonials to personalize this section)
- Outline what you are asking for
- Outline what you can offer (customize a package for a specific sponsor, also include SPEI offered benefits to increase leverage)
- Outline what amount you are asking for and how you intend to use the funding
- Include further details such as your contact details, a deadline for a response, details on payment procedures etc.
- You may wish to consider to have a T&C or contract section that the sponsor can use to return to you to confirm their commitment.

Yours sincerely,

<Captain Team Name>
<Team Member names>

<Contact details>



ATCE fact sheet

Official Conference Dates: Monday 9 October – Wednesday 11 October

ATCE Website: <http://www.spe.org/events/en/2017/conference/17atce/home-1.html>

Other Young member activities at ATCE;

- Student Meet and Greet (Sunday 8 October)
- Career Pathways Fair (Tuesday 10 October)
- Student Award Luncheon (Tuesday 10 October)
- Young Member Reception (Tuesday 10 October)
- Student Paper Contest (Tuesday 10 October)
- Student Communications Skills Workshops (Wednesday 11 October)
- Plus many technical sessions and workshops and the exhibition itself.

Local Accommodation Rates: (Correct at time of publication, please check for new updates.)

Hotels	Distance From Convention Center	Single Room Rate (USD) <i>Estimated 2017 rates</i>
* Grand Hyatt San Antonio	next door	\$275
* Hilton Palacio Del Rio	1 block	Single: \$266 Double: \$276 Triple: \$294 Quad: \$294 maximum
Hotel Valencia Riverwalk	8 blocks	Single/Double/Triple/Quad: \$272 maximum
Hyatt Regency San Antonio	2 blocks	Single/Double: \$266 maximum
* Marriott San Antonio Rivercenter	1 block	\$249
* Marriott San Antonio Riverwalk	directly across street	\$259
Mokara Hotel & Spa San Antonio	10 blocks	Single/Double: \$283 maximum
Omni La Mansion del Rio	8 blocks	Single/Double room: \$249 maximum
* Westin Riverwalk	5 blocks	Single/Double/Triple/Quad: \$268 maximum

Information is subject to change.

* Shuttle service is not provided from these hotels.

Car Rental

[SPE members receive discounted car rental rates.](#) If you rent a car, we encourage you to book early to ensure availability.



Airline Discount

SPE has negotiated discounts from 2% to 10% off published fares with **United Airlines** for this event. To find out more on how to utilize this go to our [ATCE Travel and Accommodations page.](#)

US Visa Information - <https://travel.state.gov/content/visas/en/visit/visitor.html>