Welcome to PetroBowl℠

On behalf of the Society of Petroleum Engineers and the PetroBowl workgroup, we are pleased to invite you to become part of the PetroBowl 2016 global program. PetroBowl matches SPE Student Chapter teams against one another in a fast-paced, fun-filled academic quiz competition, covering technical and non-technical topics from the oil and gas industry.

The competition, held annually at the SPE Annual Technical Conference and Exhibition (ATCE), has seen tremendous growth in size and popularity since its debut in 2002, transitioning from a Section led competition to a truly global event.

2015 was the first year which included six regional qualifier competitions (Africa, Asia Pacific, Europe, South America and Caribbean, Middle East and North America) resulting in being the most globally inclusive and popular competition ever run by SPE. This diversity resulted in a huge increase in our global reach for marketing, the demographics of our audiences and sustained interest in our activities.

The global PetroBowl program will provide organizations with maximum exposure to the crème de la crème of the global petroleum engineering student population. Sponsorship will provide employers the enviable opportunity to position themselves as an industry leader and favoured future employer with a vested interest in the education and development of students around the world.

The regional qualifiers are an ideal way to gain local exposure to the best petroleum engineering students from your geographical area. It is also a chance to invest in the opportunity for these same students to travel to the PetroBowl Championship and gain technical notoriety across a world stage - promoting the level of scholars and the calibre of the education system from your region.

Your sponsorship will be fully invested in PetroBowl and will directly fund the hosting and prizes of the regional qualifier and/or championship contest, providing an excellent chance for you to identify and attract some of the brightest and most enthusiastic engineers in our industry and recruit them into building their careers within your own organization, thereby securing your future workforce.

We look forward to personally thanking you for your support and welcoming you on board as a partner for our 2016 PetroBowl program.
About Petrobowl™

The PetroBowl contest pitches petroleum engineering university teams against each other in a series of quick-fire rounds, answering technical and non-technical industry related questions.

The contest has grown in size and popularity since its debut in 2002, and was elevated to a global level in 2015, with six regional qualifier contests taking place worldwide on an annual basis.

The contest challenges the top engineering students, including Undergraduate, Masters and PhD utilizing the skills of SPE’s volunteers and senior professionals to make sure PetroBowl is the toughest quiz in the industry.

A growing program

In a difficult time for young professionals we have seen a big increase in participation of our student and young professional programs in SPE.

The best students are participating in SPE activities in every way so that they can showcase their talent to a competitive market.

Students are not just studying harder but displaying their teamwork and creative skills too. In 2015 we introduced the “Road to PetroBowl Video Competition” to show us how they were preparing. The submissions were truly incredible and well worth a look.

#RoadtoPetroBowl2015

Team qualification

Teams qualify by participating in a regional qualifier where 5 students (4 players and 1 substitute) from an SPE University Chapter play other teams from their region. Points are given for correct answers and deducted for incorrect answers in a knock out head to head round.

The final two teams from each region get automatic qualification for the Championship with the remaining spaces available for the highest scoring teams. In 2015 103 teams competed for the top 36 places in the Championship.

16 Countries represented in the final

2015 STATS: 103 teams attended from 28 countries

2015 STATS:

19,943 video views for #RoadtoPetroBowl competition

*Data recorded on 20 November 2015
Global reach

Expanding the number of regional qualifiers has had a huge impact on the range and number of our audience demographics.

This growth is reflected through our social media statistics shown here as well as the participation in the event itself. As a result past sponsors have shown themselves to be an active organisation by thousands of people.

Activity in the graph here shows general activity in tens of thousands leading up to the Championship.

Graph: Facebook PetroBowl page “Organic” (non-paid) for activity from 27 Aug to 7 Oct.

What past sponsors say

“As Shell we find it very important to support the initiatives organised by the SPE for its Young Members. This year’s PetroBowl was an amazing display of team spirit and fun, combined with skills and knowledge. The international podium with Delft UT, University of Texas and the winner UNAM was a great display of how the SPE has reached out across the world to inspire and involve the Young Members to be active.”

Léon Beugelsdijk - Shell

2015 player distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Teams</th>
<th>Number of Participants</th>
<th>Number of Countries represented</th>
<th>Qualified Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>24</td>
<td>120</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>17</td>
<td>81</td>
<td>5</td>
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<tr>
<td>Europe</td>
<td>15</td>
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<td>8</td>
<td>6</td>
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<td>Middle East</td>
<td>10</td>
<td>46</td>
<td>6</td>
<td>3</td>
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<tr>
<td>North America</td>
<td>18</td>
<td>86</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>South America and Caribbean</td>
<td>19</td>
<td>91</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>496</td>
<td>28</td>
<td>16</td>
</tr>
</tbody>
</table>

*Data recorded on 20 November 2015
PetroBowl Sponsorship packages for 2016
Making the PetroBowl competition inclusive and open to all regions is an exciting experience. The bigger the contest becomes, the higher the standards are raised. Industry support not only allows us to turn a great event into a truly memorable experience, but also provides students around the world with an invaluable opportunity to develop their academic and soft skills and showcase this to a global audience.

Access to the brightest and most enthusiastic future engineers
Your sponsorship will be fully invested into the PetroBowl program, providing an excellent chance for you to identify and attract some of the brightest and most enthusiastic engineers in our industry and recruit them to build their careers within your own organization, thereby securing your future workforce.

2016 PetroBowl Competition Packages
We offer global sponsorship packages for the championship taking place during the 2016 SPE Annual Technical Conference and Exhibition, 26–28 September in Dubai, UAE, as well as opportunities to support students in your local area through the individual regional qualifier events taking place January through June 2016.

We offer a variety of packages which include;

Media
- Video interviews with contestants
- PetroBowl Yearbook
- Video contest
- March Madness contest
- Web streaming café

Social media
- Branded hash tag
- Share of top tweet/post
- Sponsored blog

Student support
- Student Travel grants
- Scholarships

On-site branding
- T-shirts
- Foam fingers
- Branded mascots

Hospitality
- Refreshment breaks
- Luncheon
- Reception

Benefits vary by package and can be customized. Please contact your local sales representative for more information.
PetroBowl Regional Qualifiers 2016

**Middle East Regional Qualifier**
28 January 2016
Jumeirah At Etihad Towers, Abu Dhabi, UAE
In conjunction with SPE/IADC Middle East Drilling Technology Conference and Exhibition.
*This Regional Qualifier involves students from the Middle East, North Africa and South Asia SPE Regions.*

**Africa Regional Qualifier**
19 March 2016
University of Benin, Benin City, Nigeria
In conjunction with the 14th Student Technical Conference & Exhibition 2016.
*This Regional Qualifier involves students from the Sub-Saharan Africa SPE Region.*

**Asia Pacific Regional Qualifier**
25 March 2016
Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia
In conjunction with Offshore Technology Conference Asia.
*This Regional Qualifier involves students from Northern Asia Pacific and Southern Asia Pacific SPE Regions.*

**North America Regional Qualifier**
2 April 2016
University of Texas, Austin, USA
In conjunction with the Southwestern North America Regional Student Paper Contest.
*This Regional Qualifier involves students from the North America and Canada SPE Regions.*

**Europe Regional Qualifier**
13 April 2016
Stavanger Forum, Stavanger, Norway
In conjunction with the SPE International Conference and Exhibition on HSSE-SR.
*This Regional Qualifier involves students from the South Central & East Europe, North Sea and Russia & Caspian SPE Regions.*

**South America and Caribbean Regional Qualifier**
4 June 2016
Hotel Panamericano, Buenos Aires, Argentina
In Conjunction with the SPE Argentinean Exploration and Production of Unconventional Resources Symposium.
*This Regional Qualifier involves students from the South America and Caribbean SPE Region.*

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**PetroBowl Championship**
At the SPE Annual Technical Conference and Exhibition 2016
Dubai World Trade Centre, Dubai, UAE
26-28 September 2016

Buzz in and test your skills in this fast-paced and fun-filled contest.

From the six Regional Qualifiers held around the world, the top teams will advance to compete at the International PetroBowl Championship at ATCE. Student Chapters must participate in their Regional Qualifier in order to proceed to the Championship.

Don’t miss out and get your team signed up today.

For more information and to register visit [www.spe.org/students/petrobowl](http://www.spe.org/students/petrobowl)