



Society of Petroleum Engineers

PETROBOWL



PETROBOWL® COMPETITION 2023

Promotional Opportunities



EMPOWER THE FUTURE GENERATION AT THE INDUSTRY'S
LEADING TECHNICAL CHAMPIONSHIP



INVEST, ENGAGE, AND CONNECT WITH FUTURE LEADERS

For more than 20 years, the world’s leading E&P students have been competing at SPE’s PetroBowl®. This influential competition takes place in a fast-paced quiz environment covering technical and nontechnical questions about the industry.

PetroBowl has established itself as the one and only competition that the industry’s leading students participate in. They are passionate about the energy industry and are ready to show off their technical expertise and leadership skills.

The contest has grown in size and popularity since its debut in 2002, and in 2015 six regional qualifier contests were introduced globally, with the top 32 teams winning an invitation to the PetroBowl Championship at ATCE.

Your investment is essential at this competition to inspire and support the next generation.



PETROBOWL IN NUMBERS



1,400

International E&P Students Participate Annually



140

Global Universities Participate Annually



6

Qualifying Regional Competitions



17,000+

Total PetroBowl Live Stream Views*

*2018-2021



24,000

Total PetroBowl Website Page Views**

**January 2021-December 2021



32

Teams are selected to participate in the Championship at ATCE

SHOWCASE YOUR BRAND TO STUDENT LEADERS ASPIRING TO JOIN THE INDUSTRY

Sponsoring PetroBowl is the perfect way to showcase your company's career opportunities and create visibility with the future workforce.

PetroBowl allows you to have brand awareness at all 6 qualifying regional competitions, and on an international stage at the finals during the SPE Annual Technical Conference and Exhibition (ATCE).



RAISE BRAND AWARENESS TO LEADING STUDENTS



SUPPORT THE COMMUNITY OF ENGINEERING STUDENTS AND THEIR FUTURES



COST-EFFECTIVE WAY TO RECRUIT FOR FUTURE TALENT



NETWORK AND POSITION YOUR COMPANY AS AN INDUSTRY EXPERT



A COMPETITION WITH A GLOBAL EDGE

REGIONAL QUALIFIERS

Five of the best teams from each of our Super Region contests are invited to join the Championship games to face off against the previous years' finalists. These contests take place around the world in either physical or virtual events, many hosting between 20-30 universities. Tier 1 patronage gives exposure to your company at all of these events.



EUROPE & RUSSIA

Europe, North Sea, Russia and Caspian SPE Regions

Hosted March - April



ASIA PACIFIC

Northern Asia Pacific, South Asia and the Pacific SPE Regions

Hosted May - June



LATIN AMERICA & CARIBBEAN

All Latin America and Caribbean SPE Regions

Hosted June



MIDDLE EAST

The Middle East and North Africa SPE Regions

Hosted May - June



NORTH AMERICA

North America and Canada SPE Regions

Hosted March - April



AFRICA

Sub-Saharan Africa SPE Regions

Hosted March - May

PETROBOWL CHAMPIONSHIPS



at the SPE Annual Technical Conference and Exhibition (ATCE)

San Antonio, Texas, USA

16 October 2023





BECOME A SPONSOR AND INVEST IN THE FUTURE OF OUR INDUSTRY



TIER 1
INDUSTRY PARTNER

\$45,000
...



TIER 2
CHAMPIONSHIP
PLATINUM PARTNER*

\$25,000
...



TIER 3
CHAMPIONSHIP
GOLD PARTNER

\$12,000
...



TIER 4
REGIONAL PARTNER
PACKAGE

\$10,000
...

*available for a maximum of 3 co sponsors

SPONSOR BENEFITS

- 01
- 02
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- 20

	 TIER 1 INDUSTRY PARTNER	 TIER 2 CHAMPIONSHIP PLATINUM PARTNER*	 TIER 3 CHAMPIONSHIP GOLD PARTNER	 TIER 4 REGIONAL PARTNER PACKAGE
	\$45,000	\$25,000	\$12,000	\$10,000
1. Five minute company introduction to all attendees at specified Regional PetroBowl Contest	✓			✓
2. Logo to appear branded as Regional Partner PetroBowl Sponsor across for specified Regional PetroBowl Contest	✓			✓
3. Logo to appear on specific PetroBowl Regional Contest pages including recognition on the SPE International PetroBowl webpage	✓			✓
4. Opportunity to provide marketing materials and / or a corporate gift to supported contest participants	✓	✓	✓	✓
5. Full recognition of support as PetroBowl Sponsor in opening and closing of the PetroBowl Championship	✓	✓	✓	
6. Logo to appear branded as PetroBowl Sponsor across all Championship holding slides	✓	✓	✓	
7. Logo to appear on PetroBowl Championship web page and all other promotional collateral specific to the contest	✓	✓	✓	
9. Five minute company introduction to all attendees at the PetroBowl evening reception	✓	✓		
10. Acknowledgment in all press releases for the event	✓	✓		
11. Literature chair drop across entire audience seating	✓	✓		

*available for a maximum of 3 co sponsors

SPONSOR BENEFITS CONTINUED

- 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

	 TIER 1 INDUSTRY PARTNER	 TIER 2 CHAMPIONSHIP PLATINUM PARTNER*	 TIER 3 CHAMPIONSHIP GOLD PARTNER	 TIER 4 REGIONAL PARTNER PACKAGE
	\$45,000	\$25,000	\$12,000	\$10,000
12. Logo to appear branded as Platinum PetroBowl Sponsor across all holding slides	✓	✓		
13. Logo to appear in prime position, alongside other Platinum Sponsors, on all event signage at Championship	✓	✓		
14. Logo to appear in prime position, alongside other Platinum Sponsors, on all event signage at the PetroBowl evening reception	✓	✓		
15. Logo to feature on T-shirts distributed to all students at the PetroBowl Championship	✓	✓		
16. Organization's logo and sponsorship title on the press invitations	✓	✓		
17. Organization's logo on all event advertisements for the Championship, electronic and in print or otherwise	✓	✓		
18. Photo opportunities for Company Representatives to hand the trophy to winning and runner-up teams	✓	✓		
19. One time email/ mailing to all Regional and Championship participants (subject to data protection protocol)	✓			
20. Prioritized branding throughout the program platforms, including SPE PetroBowl Webpage, all Physical and virtual Regional Events as well as at the ATCE Championship	✓			

*available for a maximum of 3 co sponsors



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PETROBOWL

SPONSOR SPE PETROBOWL AND PLACE YOUR COMPANY IN FRONT OF FUTURE LEADERS



CONTACT OUR WORLD-CLASS TEAM TO CREATE A CUSTOM-BUILT CAMPAIGN TO SUIT YOUR NEEDS.

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