



**SPONSOR
MENU 2023**

APRIL 29, 2023

PRESENTED BY:



*Permian Basin Association
of Directional Drilling*

REGISTER AT WWW.BASINBURNOUT.COM

MORE INFORMATION OR DISCUSS SPONSORSHIPS OR COOKING TEAMS PLEASE EMAIL INFO@BASINBURNOUT.COM

ABOUT THE EVENT

The Permian Basin Association of Directional Drilling's (PBADD) annual BASIN BURNOUT BBQ Cook-off & Music Festival is a fundraising event that allows a part of the oil and gas industry to give back to the Permian Basin community as well as raise money and awareness for U.S. military veterans. Over 30 BBQ cooking teams (primarily of oilfield related service companies along with public and private energy firms), compete in an unsanctioned BBQ cooking competition. All teams compete in multiple categories (brisket, steak, ribs, chicken, etc.) for a chance to call themselves the best in the Basin and take home the coveted Championship belt. This spirited competition also includes a "Fan Favorite" award voted on by close to 2,000 attendees.

The Basin Burnout's main purpose is to honor our military heroes for their sacrifice. In 2022, the PBADD through the Basin Burnout raised \$65,000 for local and national veteran's-based charities. We anticipate 2023 to surpass that number. The Basin Burnout 2023 will be held at the same venue, as in 2022, The Tailgate Midland. The Tailgate provides an intimate setting with a family friendly focus. The Burnout continues to focus on providing something for all, kid friendly activities, live entertainment, the Permian's best amateur BBQ and plenty of opportunities to network for all our sponsors and cooking teams.

EVENT HIGHLIGHTS

- ✚ 30-35 Industry Cooking Teams
- ✚ Celebrity Judges from all over the Permian Basin
- ✚ Live Concert to follow BBQ Competition (Saturday)
- PECOS & THE ROOFTOPS!**
- ✚ BBQ Awards Ceremony
- ✚ Sponsor & Cooking Team Appreciation Concert (Friday Night)
- JEFF CANADA!**
- ✚ Auction/Raffle items for veteran-based charities
- ✚ Incredible Amateur BBQ
- ✚ "Open" Competition Category
- ✚ Kid's Activities (Bouncy Houses, Face Paintings, etc.)
- ✚ Networking Opportunities For All Professionals
- ✚ Open to the Public

PECOS & THE ROOFTOPS



JEFF CANADA

2022 STATS

Attendees:	> 1,800
Cooking Teams:	31
Exhibitors:	7
Judges:	30+
Sponsors:	25+

2023 STATS

Attendees:	> 2,000
Cooking Teams:	35
Exhibitors:	10
Judges:	40
Sponsors:	20+

2022 SPONSORS

Permian Basin Chevy Dealers (Odessa)
Permian Basin Chevy Dealers (Midland)
Ulterra Drilling Technologies
Black Diamond Rentals
Scout Downhole
K C Pipe & Equipment Co.
Surge Energy
D-Tech Rotary Steerable
Schlumberger
Abaco Drilling Technologies
Sewell BMW
Rival Downhole Tools
Drilling Tools International
NZone Guidance
West Texas Radio Group
Trans-Tex Dyno Services

Warren Cat
Frac Tank Rentals
IBEX Drilling Solutions
Taurex Drill Bits
The Bosworth Company
Anadrill Directional Services
Phoenix Technology Services
Russell and Brittany Johnson
1881 Industrial Services
Frost Bank
Great Western Drilling Company
PV Fluids
247 Welding
GR Energy Services
Community National Bank
Baker Hughes

Bedrock Petroleum Consultants
AIM Directional
ATC Services
Caballo Loco Midstream
PetroFit
Dyno-Flo
Newsco International Energy Services
Workrise
Turnco
Lonestar Trucking
Tomax
Allstream Technical Consultants
Gator Technologies
LK Specialties
TTT Fence



2022 COOKING TEAMS

Blaze Sales and Service
Commander Downhole / Butch's
KLX Energy
Scientific Drilling
Gordon Technologies
Intrepid Directional Drilling
Tally Energy
TLR Welding

Barracuda Down Hole
Viking Power
Stabil Drill
Halliburton
MS Directional
Nabors Industries
Blue Energy

GR Energy Services / Workrise
AES Drilling Fluids
H2O Oilfield Solutions
Anadrill / Quantum
True Shot
Altitude Energy Partners
Tenaris

Downhole Well Solutions
Schlumberger
Platinum Pipe Rentals
Scout Downhole
Total Directional
Dyno-Flo
Bosworth Company

REGISTRATION INFORMATION

The BASIN BURNOUT BBQ Cook-Off and Live Music Festival is open to the public. To attend this event, you must either be a sponsor, cooking team, or general admission pass holder.

ALL-DAY PASS \$50 / \$60 DOOR

- Access to Cooking Teams & Exhibitors
- Complimentary BBQ Samples
- Access to Live Concert - Pecos & The Rooftops
- Access to Kids' Activity Area

CONCERT ONLY PASS \$25 / \$30 DOOR

- Access to Live Concert Only (Saturday) - Pecos & The Rooftops

COOKING TEAM PACKAGES

All Cooking Team packages are eligible for \$1,000 discount if you register and pay before January 30, 2023. *\$1,000 deposit required to reserve your space.

PLATINUM PACKAGE - COOKING TEAM **\$6,000**

(Limited Spots Available)

- ✦ 20' X 30' (600 sq ft) space for cooking team and booth
- ✦ Alcohol Package included (please see alcohol order form for details)
- ✦ Entry into each BBQ competition category (Brisket, Steak, Ribs, Chicken & "Open") - Max 5 entries (1 per category)
- ✦ Entry into the Medal of Honor "Grand Champion" Contest (Overall Winner)
- ✦ Entry into the Bloody Mary and Fan Favorite contests
- ✦ Entry into the Best Pit Area contest (voted by the Basin Burnout Steering Committee)
- ✦ Cooking Team logo recognition online on Basin Burnout & PBADD websites, event guide and signage
- ✦ 12 Complimentary All-Day passes to Basin Burnout and Live Concert featuring Pecos & The Rooftops
- ✦ 12 Tickets to the Friday evening VIP Appreciation concert featuring Jeff Canada
- ✦ Additional space available for \$15 per square foot (RV, Trucks, etc.)

GOLD PACKAGE - COOKING TEAM **\$5,000**

(Approximately 20-25 Spots Available)

- ✦ 20' X 20' (400 sq ft) space for cooking team and booth
- ✦ Alcohol package included (please see alcohol order form for details)
- ✦ Entry into each BBQ competition category (Brisket, Steak, Ribs, Chicken & "Open") - Max 5 entries (1 per category)
- ✦ Entry into the Medal of Honor "Grand Champion" Contest (Overall Winner)
- ✦ Entry into the Bloody Mary and Fan Favorite contests
- ✦ Entry into the Best Pit Area contest (voted by the Basin Burnout Steering Committee)
- ✦ Cooking Team logo recognition online on Basin Burnout & PBADD websites, event guide, and signage
- ✦ 8 Complimentary All-Day passes to Basin Burnout and Live Concert featuring Pecos & The Rooftops
- ✦ 8 Tickets to the Friday evening VIP Appreciation concert featuring Jeff Canada

EXHIBITOR PACKAGES

PLATINUM PACKAGE - EXHIBITOR SPACE

\$2,000

- 🇹🇽 20' X 10' (200 sq ft) space for non-cooking team booth
- 🇹🇽 4 Complimentary All-Day passes to Basin Burnout Cook-Off and Concert
- 🇹🇽 Logo recognition online on Basin Burnout & PBADD websites, event guide and signage

Does not include entry into any of the cooking contests

GOLD PACKAGE - EXHIBITOR SPACE

\$1,000

- 🇹🇽 10' X 10' (100 sq ft) space for non-cooking team booth
- 🇹🇽 4 Complimentary All-Day passes to Basin Burnout Cook-Off and Concert
- 🇹🇽 Logo recognition online on Basin Burnout & PBADD websites, event guide and signage

Does not include entry into any of the cooking contests



SPONSORSHIP OPPORTUNITIES

MEDAL OF HONOR - PRESENTING SPONSOR

The U.S. Armed Force's highest military decoration awarded for valor in combat

\$25,000

(1 Available)

- ✦ Recognition as the Exclusive Presenting Sponsor
- ✦ Prominent display of company logo on Basin Burnout & PBADD websites and social media
- ✦ Prominent display of company logo on all signage at event
- ✦ Company logo in all marketing-related print material for the event
- ✦ First right of refusal for next year's event
- ✦ 2 Premium VIP tables of 8 at BBQ Cook-Off and Live Concert (Saturday) featuring Pecos & The Rooftops
- ✦ Meet & Greet Photo Op with the band (Saturday Night Concert)
- ✦ 2 Tables of 8 at Sponsorship Appreciation Concert (Friday) featuring Jeff Canada
- ✦ Option for one company representative to present BBQ Cook-Off awards
- ✦ Option to enter one Cooking Team or Exhibitor booth at no additional cost
- ✦ Assign up to two people to judge the competition on your company's behalf
- ✦ 20 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Local radio advertising
- ✦ Band onstage recognition and signed merchandise

SILVER STAR - ENTERTAINMENT SPONSOR

The U.S. Armed Force's third highest military decoration awarded for valor in combat

\$15,000

(2 Available)

- ✦ Recognition as 1 of 2 Silver Star Sponsors for the event
- ✦ Company logo prominently displayed on stage at the Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Company logo on Basin Burnout & PBADD websites and social media
- ✦ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✦ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✦ 1 Premium VIP table of 8 at The Basin Burnout Cook-Off and Live Concert (Saturday) and access to the VIP concert (Friday)
- ✦ Meet & Greet Photo Op with Band (Saturday Night Concert)
- ✦ 10 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Opportunity to have company representative introduce the band(s) on Saturday
- ✦ Opportunity to participate in a meet and greet with the band(s)
- ✦ First right of refusal for next year's events
- ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Band onstage recognition and signed merchandise

BRONZE STAR SPONSOR - \$10,000 (10 Available)

The U.S. Armed Force's decoration awarded for either heroic achievement, heroic service, meritorious achievement, or meritorious service in a combat zone.

- ✦ Recognition as a Bronze Star Level Sponsor at the Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Company logo on Basin Burnout & PBADD websites and social media
- ✦ Company logo prominently displayed on event signage
- ✦ Company logo in all marketing-related print material for the event
- ✦ First right of refusal for next year's event
- ✦ 1 Premium VIP table of 8 at BBQ Cook-Off and Live Concert (Saturday) and access to VIP concert (Friday)
- ✦ 8 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

PURPLE HEART SPONSOR - \$5,000 (10 Available)

United States military decoration awarded in the name of the President to those wounded or killed while serving on or after April 5, 1917.

- ✦ Recognition as a Purple Heart Level Sponsor at the Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Company logo on Basin Burnout & PBADD websites and social media
- ✦ Company logo prominently displayed on event signage
- ✦ Company logo in all marketing-related print material for the event
- ✦ First right of refusal for next year's event
- ✦ 6 VIP All-Day passes and 8 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

APPRECIATION VIP CONCERT SPONSOR - \$5,000 (2 Available)

The appreciation VIP Concert is for the Basin Burnout Cooking Teams and Sponsors. The event will include drinks and live entertainment in the VIP and Stage Area from 6:30-9:00PM.


- ✦ Recognition as VIP Concert Sponsor at the VIP Concert (Friday Night) featuring Jeff Canada
- ✦ Company logo on Basin Burnout & PBADD websites and social media
- ✦ Company logo prominently displayed on event signage
- ✦ Company logo in all marketing-related print material for the event
- ✦ First right of refusal for next year's event
- ✦ 1 VIP table of 8 at the VIP Appreciation concert (Friday)
- ✦ Meet & Greet Photo Op with the Band (Friday)
- ✦ 8 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Complimentary drink tickets at the VIP Appreciation Concert (Friday)

VIP AREA SPONSOR - \$7,500 (1 Available)


The VIP Area for The Basin Burnout BBQ Cook-Off and Live Concert

- ✦ Exclusive sponsor of Basin Burnout Cook-Off VIP areas
- ✦ Company logo on signage in the VIP areas
- ✦ Option to have table or exhibit inside reserved VIP area
- ✦ Company logo on Basin Burnout & PBADD websites and social media
- ✦ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✦ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✦ First right of refusal for next year's events
- ✦ 1 Premium VIP table of 8 at The Basin Burnout BBQ Cook-Off and Live Concert
- ✦ 8 Complimentary All-Day Passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

HYDRATION SPONSOR - \$3,500 (1 Available)

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- ✦ Company logo or advertisement on water bottle wrap
 - ✦ Company logo on hydration stations
 - ✦ Company logo on Basin Burnout & PBADD websites and social media
 - ✦ Company logo on event signage at Basin Burnout BBQ Cook-Off
 - ✦ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
 - ✦ First right of refusal for next year's events
 - ✦ 6 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
 - ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

BADGE & LANYARD SPONSOR - \$5,000 (1 Available)

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- ✦ Recognition as Basin Burnout BBQ Cook-Off lanyard and badge sponsor
 - ✦ Company logo on Basin Burnout & PBADD websites and social media
 - ✦ Company logo on event signage at Basin Burnout BBQ Cook-Off
 - ✦ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
 - ✦ First right of refusal for next year's events
 - ✦ 6 VIP All-Day passes to Basin Burnout BBQ Cook-Off and Concert
 - ✦ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

PARKING SPONSOR - \$5,000 (1 Available)

- ✚ Company logo in the parking lot of Basin Burnout BBQ Cook-Off
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events
- ✚ 6 VIP All-Day passes to Basin Burnout BBQ Cook-Off and Concert
- ✚ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

REGISTRATION SPONSOR - \$5,000 (1 Available)

- ✚ Signage at registration identifying your company as the Registration sponsor
- ✚ Option to have your company representatives work or greet attendees at registration
- ✚ Logo or banner ad on main registration page and on all confirmation emails
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events
- ✚ 6 VIP All-Day passes to Basin Burnout BBQ Cook-Off and Concert
- ✚ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

AWARDS SPONSOR - \$3,500 (1 Available)

- ✚ Recognition during the awards ceremony
- ✚ Company logo on championship trophy and belts
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events
- ✚ 6 VIP All-Day passes to Basin Burnout BBQ Cook-Off and Concert
- ✚ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

COOKING TEAM BBQ PACKAGE SPONSOR - \$3,500 (1 Available)

- ✚ Recognition during the awards ceremony
- ✚ Company logo on T-Shirt and goodie bags for cooking teams
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events
- ✚ 6 Complimentary All-Day passes to Basin Burnout BBQ Cook-Off and Concert
- ✚ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

BLOODY MARY CONTEST SPONSOR - \$1,500 (1 Available)

- ✚ Recognition as the Bloody Mary Contest sponsor at the Basin Burnout BBQ Cook-Off
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events

HERO SPONSOR - \$1,000 (10 Available)

- ✚ Sponsor a veteran and their guest to attend the Basin Burnout BBQ Cook-Off and Concert
- ✚ Recognition as a Hero level sponsor at the Basin Burnout BBQ Cook-Off
- ✚ Company logo on Basin Burnout & PBADD websites and social media
- ✚ Company logo on event signage at Basin Burnout BBQ Cook-Off
- ✚ Company logo in all marketing-related print material for the Basin Burnout BBQ Cook-Off and Concert
- ✚ First right of refusal for next year's events
- ✚ 4 All-Day passes to Basin Burnout BBQ Cook-Off and Live Concert
- ✚ Complimentary drink tickets at Basin Burnout BBQ Cook-Off and Live Concert

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