



Uniting the Permian Basin  
to Honor & Support Our Veterans.

[WWW.BASINBURNOUT.COM](http://WWW.BASINBURNOUT.COM)





# Contents

- 3 About The Basin Burnout Foundation
- 5 Our Impact
- 8 2025 BBQ Competition Teams & Sponsors
- 9 BBQ Competition Team Registration
- 10 Sponsor Levels
- 15 Exhibitor Registration

## May 1-2, 2026

Hosted by The Permian Basin Association of Directional Drilling

Midland County Horseshoe Amphitheater  
2514 Arena Trail, Midland, TX 79701

Load-In and Sponsors & Smokers VIP Salute Party: Friday, May 1, 2026  
BBQ Competition and Headliner Concert: Saturday, May 2, 2026

[www.basinburnout.com](http://www.basinburnout.com)



# Our Mission:

The Basin Burnout Foundation exists to raise critical funds for veteran organizations, ensuring that the individuals who served our country receive the support, resources, and recognition they deserve. Through the Foundation's efforts, direct financial impact is provided to nonprofits that are making a difference in the lives of veterans and their families.

# Our Vision:

Our vision is to be the leading community-driven foundation in West Texas, known for uniting people in celebration and service, while ensuring veterans receive the care, respect, and opportunities they have earned.





# Our Annual Event

Each year, thousands gather for a weekend of BBQ, live music, exhibitors, and networking opportunities, all while contributing to life-changing support for veteran organizations. What began as a local cook-off has grown into a signature community event, generating

hundreds of thousands of dollars in direct support for veteran nonprofits. Basin Burnout blends entertainment, outreach, and philanthropy into one weekend that truly embodies the spirit of the Permian Basin.



## BBQ Cook-Off

The BBQ Cook-Off is the centerpiece of Basin Burnout. Dozens of teams fire up their pits, serving up everything from brisket to ribs in a spirited competition that draws crowds and fuels our mission.



## Music Festival

Local artists take the stage during the day and big-name performers headline at night. From start to finish, the music festival creates the energy and excitement that make Basin Burnout unforgettable, and brings in attendees from across the area.



## Exhibitors

Basin Burnout brings together businesses, nonprofits, and community organizations to showcase their work. Exhibitors gain valuable exposure while aligning with a cause that deeply resonates across the Permian Basin.



## Community

The event is a hub for connection while giving back. Teams, sponsors, veterans, and community members come together to build relationships, collaborate, and strengthen the ties that make this region so unique.

# Our Impact

Basin Burnout is built on the power of community. Every dollar we raise comes directly from the energy, passion, and generosity of the people and organizations that make our annual event possible. From the teams competing in our BBQ

Cook-Off, to the businesses sponsoring and exhibiting, to the thousands of attendees who come out each year — every contribution helps us fuel veteran-focused organizations and strengthen their ability to serve.

Since its inception, Basin Burnout has raised more than **\$500,000** to distribute to veteran and community organizations through:

## BBQ Competition Teams

The BBQ Cook-Off portion of the Basin Burnout is more than just a contest. Each team that registers contributes directly to Basin Burnout's fundraising efforts, turning their passion for barbecue into meaningful support for veterans. The competition draws teams from across the region, creating an atmosphere of camaraderie and spirited rivalry, all with the shared goal of giving back. Teams can also purchase additional tickets, VIP tables, and various sponsorship opportunities to increase their impact.

## General Attendance

Basin Burnout is a true community event, open to the public and welcoming thousands of people from across the Permian Basin and beyond. Attendees purchase tickets to experience a full weekend of BBQ, live music, and community connection. Every ticket sold directly contributes to the total funds raised, making each guest an important part of the impact we're able to achieve for veteran organizations.

## Sponsors

Sponsors are the backbone of Basin Burnout's success. Local and regional businesses step up year after year, investing in our mission while gaining meaningful visibility in front of thousands of attendees. Sponsorships not only provide vital financial support but also demonstrate a company's commitment to honoring veterans and strengthening the Permian Basin community.

## Exhibitors

Exhibitors bring energy and connection to the event. From showcasing products and services to offering interactive experiences, exhibitors engage directly with attendees while supporting the Foundation through their presence. Their participation creates a dynamic marketplace atmosphere, while also fueling the greater mission of raising funds for veteran organizations. We are proud to host several veteran organizations at no charge to assist in their awareness with our attendees.

# 2025

Our largest impact to date.



Thanks to our incredible supporters and partners, the 2025 Basin Burnout was our most successful event yet, with funds raised **increasing by 28%** compared to 2024.

In 2025, Basin Burnout reached new heights. Moving into a larger venue allowed us to welcome more people than ever before, creating space for bigger crowds, more teams, and stronger community connections. The result was our most

successful year yet — \$210,000 raised to support veteran organizations. The new venue gave us room to grow, and our community showed up in full force: 41 BBQ teams, 71 sponsors, 28 exhibitors, and a record 5,000 attendees.

71

Sponsors

5K

Attendees

41

BBQ  
Competition  
Teams

28

Exhibitors

The 2025 Basin Burnout raised  
**\$210,000.**

Every dollar raised goes directly toward supporting veteran organizations. In 2025, that meant \$210,000 distributed across local and national nonprofits dedicated to serving those who have sacrificed for our country. Together, we turned one weekend of BBQ, music, and community into life-changing support for veterans and their families.

## 2025 Beneficiaries



We carefully select our beneficiaries to ensure every dollar raised goes to organizations making a **measurable difference** in the lives of veterans.

### Boot Campaign Beneficiary Since 2022

[bootcampaign.org](http://bootcampaign.org)

Uniting Americans to honor and restore the lives of Veterans and military families through individualized, life-improving care with a combination of programs that address not only the mental and physical wellbeing of Veterans, but also their quality of life.

### Reel Thanx Beneficiary Since 2016

[reelthanx.org](http://reelthanx.org)

Honoring our military service members, both active and retired, for their patriotism, bravery and love of country by getting them back to nature. Offering fishing excursions so they can focus on what they can do, not what they no longer can.

### VFW Post 4149

[vfw4149.org](http://vfw4149.org)

Fosters camaraderie among veterans while providing charitable support, preserving military history, and promoting patriotism and service to country.

### Mil2Civ

[mil2civ.org](http://mil2civ.org)

Assisting our veteran population in times of crisis by providing them with a hand-up, not a handout thereby improving their quality of life, offering hope, and reconnecting them with a supportive community much like that of their time in the military.

### We Are Not Forgotten

[wanf.org](http://wanf.org)

Provides veterans with local gatherings and weekend getaways in a safe, supportive environment that fosters camaraderie, connection, and mental well-being.

### Forging Forward

[forgingforward.org](http://forgingforward.org)

Supports active duty service members, veterans, first responders, and Gold Star Families through services and activities that foster connection, resilience, and suicide prevention.

### Toys for Tots

[odessa-tx.toysfortots.org](http://odessa-tx.toysfortots.org)

The U. S. Marine Corps Reserve Toys for Tots Program collects new, unwrapped toys during October, November and December each year, and distributes those toys as Christmas gifts to less fortunate children in the community.

### Midland College Veteran Fund

[midland.edu](http://midland.edu)

Helps student veterans pursue their education by providing financial assistance for tuition and related expenses.

### Project2Fourteen

[project2fourteen.com](http://project2fourteen.com)

Provides outdoor therapy programs and local support services that connect Permian Basin veterans through recreation, networking, employment assistance, and community service.



Boot Bash Hosted by Boot Campaign



Coffee With Sarge Hosted by Mil2Civ

# Our Supporters

Organizations that stepped up to support our mission.

## 2025 BBQ COMPETITION TEAMS

ADS Tools	E&G Guns	Mulholland	Superior Energy Services
Altitude Energy Partners	Erdos Miller	NOV	Taktikal Drilling
Blue Energy Services	Gryphon ESP	NTS Amega Global	Tetra
Blue Hook Tools	Hondo Resources	PBIOS	TLR Welding
Bosque Energy	HyFlow Water Solutions	Precision Power Cleaning	TPW Resources
Bosworth Company	KLX	ProDirectional	True Shot LLC
Century Graphics	Lightning OS	ProPetro Services	Ulterra
Delta 360 Energy	Lux Solutions	Scout Downhole	Viking Power Technologies
Downhole Well Solutions	Method Flow	SLB	Wellbore Fishing & Rental Tools LLC
Drilling Tools International	Moffitt Services	Sunbelt Rentals	Yellowjacket Oilfield Services

## 2025 SPONSORS

365 Energy Services	Double T Oil	Nimble Crane	Scientific Drilling
Abaco Drilling Technologies	Free Up Storage	OSC Energy	Stryker Directional
Ace Rig Services	Gator Technologies	Paragon ISG	Taurex Bits
Arc57	GM Oilfield	Park City Drilling Technologies	Texas Steel Conversion
Black Diamond	Icon Energy Group	Peak Completions	Tomahawk
Butch's	Intrepid DDS	Petro Pipe	Tomax
Caballo Loco Midstream	JW Wellheads	Phoenix Services	Total Directional
CapRite	KC Pipe	Precision Hydraulic Technology	Triple Threat Downhole
Commander Downhole	Last Mile Energy	PV Fluids	Ulterra
Coosa Consulting	Lion Inspection Services	Quality Rental Tools	Valorous Maintenance and Repair LLC
Cowboy Oilfield Services	M TX Services	RainRock Services	Varel
Cudd	Maverick	Ramos Trucking	Vermeer and Bobcat of Midland-Odessa
Dale Company	McNabb Partners	Rogers Ford	Vital Energy
Decca Consulting	Midland Meat Company	Roto Versal	
DET Consulting	MS Directional	SAF Zone	

## 2025 IN-KIND SPONSORS

A & P Services  
 Century Graphics  
 Deep Water Inspection  
 Deep Well  
 Double T Oil  
 Homewood Suites  
 Momentum  
 Phil Worth  
 Viperss



## 2025 Champions

### Grand Champion - Blue Energy Services

Brisket - The Bosworth Company  
 Chicken - Wellbore Fishing & Rental  
 Pork Ribs - Viking Power Technologies  
 Steak - Hyflow Water Solutions  
 Open - Hyflow Water Solutions  
 Fan Favorite - Altitude Energy Partners  
 Best Pit - TLR Welding

# Register as a BBQ Competition Team.

 **\$4,750**

## Our 2026 BBQ Competition Team Package Includes:

- 20 x 40 Team Area
- 4 VIP Cook Passes - Access to VIP Standing Area for Headliner Concert
- 4 Sponsors and Smokers VIP Salute Party Passes
- Welcome Gift for 4 Cooks
- Access to Alcohol Order Form with TABC-Approved Vendor
- Pre-Determined Load-In Time - Friday, May 1

## Need Something More? Add On to Your Package Below:

- Upgrade to 40 x 40 Team Area - \$1,000
- Add a VIP Table for 8 for Headliner Concert *While Inventory Lasts* - \$2,500
- Add a VIP All-Day Pass *While Inventory Lasts* - \$100
- Add a Co-Cooker Company - \$1,500
  - Co-Cooking is a Great Option for Companies Wanting to Cook Together. 2 Additional VIP Cook Passes Included. Additional VIP Cook Passes Must Be Purchased Separately.

Register Online at [www.BasinBurnout.com](http://www.BasinBurnout.com).



2025 Chicken Champion - Wellbore Fishing & Rental



2025 Pork Champion - Viking Power Technologies



2025 Brisket Champion - The Bosworth Company



2025 Grand Champion - Blue Energy Services



2025 Steak & Open Champion - Hyflow Water Solutions



2025 Fan Favorite - Altitude Energy Partners



2025 Best Pit - TLR Welding

# 2026 SPONSOR LEVELS

## MEDAL OF HONOR | \$50,000

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

### Presenting Sponsor

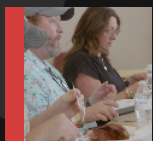
- Recognition as Basin Burnout's Exclusive Presenting Sponsor
- Prominent Display of Company Logo on Basin Burnout & PBADD Websites and Social Media
- Prominent Display of Company Logo Above Headliner Stage
- 2 VIP Tables of 8 at Headliner Concert
- 20 VIP All-Day Passes
- 72 Drink Tickets to Use at Daytime or Evening Bar
- Option to Enter One BBQ Competition Team or Exhibitor Booth at No Additional Cost - Registration Closes 2/28/26
- Assign up to 2 People to Judge BBQ Competition on Your Company's Behalf - Registration Closes 2/28/26

## SILVER STAR LEVEL | \$10,000

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

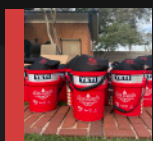
- Prominent Display of Company Logo on Basin Burnout & PBADD Websites and 1 Exclusive Social Media Post
- Logo Displayed on Rotating LED Screens Throughout Event
- 1 VIP Table of 8 at Headliner Concert
- 8 VIP All-Day Passes
- 32 Drink Tickets to Use at Daytime or Evening Bar

### Choose Your Sponsorship Below:



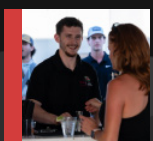
#### BBQ Competition Judging Area Sponsor - 1 Available

- Logo on Materials Used To Facilitate BBQ Judging
- Logo on Signage Related to BBQ Competition Judging Area



#### BBQ Competition Team Welcome Gift Sponsor - 1 Available

- Logo on Welcome Gift Given to Each BBQ Competition Team
- Option to Provide Supplemental Company Swag for Each Gift



#### Daytime Bar Sponsor - 1 Available

- Logo on Materials Used To Facilitate Bar During BBQ Competition
- Logo on Signage Related to Daytime Bar



# 2026 SPONSOR LEVELS

## BRONZE STAR LEVEL | \$7,500

*The decoration awarded to members of the U.S. Armed Forces for either heroic achievement, heroic service, meritorious achievement, or meritorious service in a combat zone.*

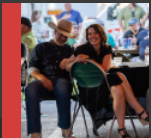
- Prominent Display of Company Logo on Basin Burnout & PBADD Websites and 1 Exclusive Social Media Post
- Logo Displayed on Rotating LED Screens Throughout Event
- 1 VIP Table of 8 at Headliner Concert
- 16 Drink Tickets to Use at Daytime or Evening Bar

### Choose Your Sponsorship Below:



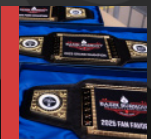
#### Daytime Music Sponsor - 1 Available

- Logo on Banners Across Daytime Stage in BBQ Competition Area



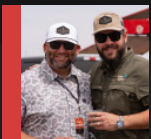
#### Sponsors and Smokers VIP Salute Party Sponsor - 1 Available

- Logo on Materials Used To Facilitate Our Friday Night Sponsors and Smokers VIP Salute Party



#### BBQ Competition Awards Sponsor - 1 Available

- Logo on Awards Given to BBQ Competition Team Winners



#### Hat Sponsor - 1 Available

- Logo on Side of 2026 Basin Burnout Hats



# 2026 SPONSOR LEVELS

## PURPLE HEART LEVEL | \$5,000

*The decoration awarded to members of the U.S. Armed Forces to those wounded or killed while serving.*

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All Purple Heart Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 6 VIP All-Day Passes
- 12 Drink Tickets to Use at Daytime or Evening Bar

### Choose Your Sponsorship Below:



#### Registration Sponsor - 1 Available

- Logo on Materials Used To Facilitate Our Registration Tent and Area
- Logo on Registration Confirmation Email



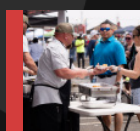
#### Canteen Hydration Sponsor - 1 Available

- Logo on Complimentary Coozies Used Throughout Event



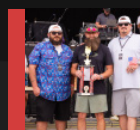
#### Badge & Lanyard Sponsor - 1 Available

- Logo on Badges and Lanyards Used by BBQ Competition Teams



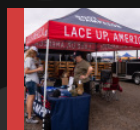
#### Chow Hall Tray Sponsor - 1 Available

- Logo on To-Go Boxes Given to BBQ Competition Attendees



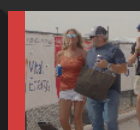
#### Best Pit Award Sponsor - 1 Available

- Logo on Award and Gift Given to Team Awarded "Best Pit" by Basin Burnout Steering Committee



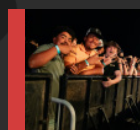
#### Military Row Sponsor - 1 Available

- Logo on Signage Identifying All Veteran Organization Exhibitors



#### Walk of Honor Sponsor - 20 Available

- Logo on One Banner Throughout Walkways



#### Entertainment Sponsor - 14 Available

- Logo on One Crowd Control Barricade Throughout Amphitheater

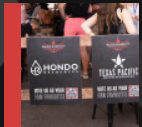


# 2026 SPONSOR LEVELS

## HERO LEVEL | \$2,500

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All Hero Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 4 VIP All-Day Passes
- 8 Drink Tickets to Use at Daytime or Evening Bar

### Choose Your Sponsorship Below:



#### Fan Favorite Sponsor - 1 Available

- Logo on Posters Identifying Each BBQ Competition Team



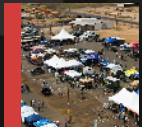
#### Field Gear Sponsor - 1 Available

- Logo on Sleeve of Basin Burnout Committee and Volunteer Shirts



#### Signature Cocktail Contest Sponsor - 2 Available

- Logo on Awards Given to BBQ Competition Team Awarded "Best Signature Cocktail"



#### LED Screen Sponsor - 5 Available

- 20-30 Second Static or Video Ad Provided By Sponsor Added to LED Screens Throughout Event



#### T-Shirt Sponsor - 10 Available

- Logo on Back (Alphabetical Order) of Complimentary 2026 Basin Burnout T-Shirt



# 2026 SPONSOR LEVELS

## DIGITAL & IN-KIND

### Digital Sponsor - \$1,500 - 20 Available

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All Digital Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 2 VIP All-Day Passes

### In-Kind Donation Valued at \$1,500-\$7,499

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All In-Kind Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 6 VIP All-Day Passes

### In-Kind Donation Valued at \$7,500-\$9,999

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All In-Kind Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 1 VIP Table of 8 for Headliner Concert

### In-Kind Donation Valued at \$10,000+

- Display of Company Logo on Basin Burnout Website and Inclusion in Social Media Post for All In-Kind Sponsors
- Logo Displayed on Rotating LED Screens Throughout Event
- 1 VIP Table of 8 for Headliner Concert
- 8 VIP All-Day Passes

## What Types of In-Kind Donations Does Basin Burnout Need?

Light Towers

Generators

Housing Trailers for Staff

Porta-Johns

Mobile Hand-Washing Stations

Large and Small Printing

Accommodations (Hotel, Shuttle) for Entertainment

Water/Chemical Barrels for Tent Security

**Can You Help? Email [kelly@basinburnout.com](mailto:kelly@basinburnout.com).**



# Register as an Exhibitor.

## Veteran-Owned or Veteran Organizations:

- Free 10 x 10 Exhibitor Area
- Contact [russell@basinburnout.com](mailto:russell@basinburnout.com) to Register

 **\$500**

## Our 2026 Exhibitor Package Includes:

- 10 x 10 Exhibitor Space
- 2 VIP All-Day Passes - Access to VIP Standing Area for Headliner Concert
- Access to Alcohol Order Form with TABC-Approved Vendor
- Pre-Determined Friday Evening (May 1) or Saturday Morning (May 2) Load-In Time

## Need Something More? Add On to Your Package Below:
















- Upgrade to 20 x 20 Exhibitor Area - \$500
- Add a VIP Table for 8 for Headliner Concert *While Inventory Lasts* - \$2,500
- Add a VIP All-Day Pass *While Inventory Lasts* - \$100

Register Online at [www.BasinBurnout.com](http://www.BasinBurnout.com).



# Sponsor Levels.

All sponsors play a vital role in supporting our mission. This chart shows how benefits grow at each level, with higher tiers receiving expanded recognition and additional admission options.

	MEDAL OF HONOR	SILVER STAR	BRONZE STAR	PURPLE HEART	HERO	DIGITAL
WEBSITE RECOGNITION						
SOCIAL MEDIA RECOGNITION						
LOGO ON LED SCREEN						
VIP TICKETS	20	8		6	4	2
DRINK TICKETS	72	32	16	12	8	
LOGO ON EVENT MATERIAL						
VIP TABLE	2	1	1			
FREE BBQ COMPETITION TEAM						



## Join Our Mission.

Basin Burnout is fueled by the people and organizations who step up each year to make a difference in the lives of veterans.

Registration is now open for BBQ competition teams, sponsors, and exhibitors for the 2026 Basin Burnout held on May 2 at the Midland County Horseshoe Amphitheater. We also welcome volunteers and competition judges who help bring the event to life.

These commitments not only create an unforgettable weekend of BBQ, music, and community, but also directly power our ability to raise funds for veteran organizations.

Join us in our mission of giving back by registering online and becoming part of the 2026 Basin Burnout.

Learn more about getting involved by reaching out to the Basin Burnout Foundation.

[www.basinburnout.com](http://www.basinburnout.com)

Michael Elphick  
[mike@basinburnout.com](mailto:mike@basinburnout.com)

Russell Johnson  
[russell@basinburnout.com](mailto:russell@basinburnout.com)

Casey Walker  
[treasurer@pbadd.org](mailto:treasurer@pbadd.org)

Kelly Kingston  
[kelly@basinburnout.com](mailto:kelly@basinburnout.com)





[www.basinburnout.com](http://www.basinburnout.com)  
[@basinburnout](https://twitter.com/basinburnout)  
[kelly@basinburnout.com](mailto:kelly@basinburnout.com)