



INNOVEX PRESENTS

#FOSSIL FUELED

THE CONCERT

2023 PARTNERSHIP OPPORTUNITIES

INNOVEX-INC.COM



THE CONCEPT

"IF PETROLEUM DIDN'T EXIST, WE'D HAVE TO INVENT IT."

ROBERT BRYCE

AMERICAN AUTHOR & JOURNALIST

Fossil Fuels have been critical to revolutionizing the human condition over the last 150 years and for the foreseeable future they will continue to be critical to enable humans to flourish all over the globe.

It can be admittedly controversial to celebrate the unique benefits of Fossil Fuels. However, this is exactly what we intend to do. Innovex launched a series entitled "Fossil Fueled" in which we explore the innumerable tangible benefits of hydrocarbons and celebrate the virtue of low cost and reliable energy in our lives.

Now, we are taking that message even further by hosting a concert in Midland in the spring of 2023 and we are offering you the opportunity to partner with us.

TO LEARN MORE AND PLEDGE YOUR SUPPORT CONTACT:

Adam Anderson, CEO
adam.anderson@innovex-inc.com

Nichola Alexander Hebb,
DIRECTOR OF MARKETING
nichola.alexander@innovex-inc.com

Ben Lored, US SALES MANAGER
benjamin.loredo@innovex-inc.com

Liz Johnson, MARKETING MANAGER
elizabeth.johnson@innovex-inc.com

THE DATE

Tuesday, April 18, 2023 / Doors open at 7pm
Midland County Horseshoe Arena & Pavilion
Midland, Texas

THE CONCERT

Headline artist **Aaron Watson** with emerging star **Mikayla Lane** as opening act.



PUTTING IT BACK INTO THE PERMIAN

Profits from the concert will go back into the community. Giving back to the community in West Texas is important to us, and we are excited to partner with **Oil Patch Kids** to help them reach their goal of fostering and supporting at-risk children of the Permian Basin.





THE TALENT

HEADLINER

AARON WATSON

COUNTRY MUSIC SINGER, MUSICIAN & SONGWRITER

For over 20 years, Aaron Watson has traveled the land as country’s ultimate underdog troubadour – a truly independent artist with the spirit of the American frontier in his veins, and a self-made empire to match. Watson was born in Amarillo, Texas, and graduated from Randall High School. He then attended Lubbock Christian University and Abilene Christian University, where he began learning guitar, after playing junior college baseball in New Mexico. Watson’s earliest musical influences were the classic country records by George Jones, Merle Haggard, and Willie Nelson his parents listened to, and the gospel hymns he sang with his family in church. His latest album “Unwanted Man” was released in June 2022.



OPENING ACT

MIKAYLA LANE

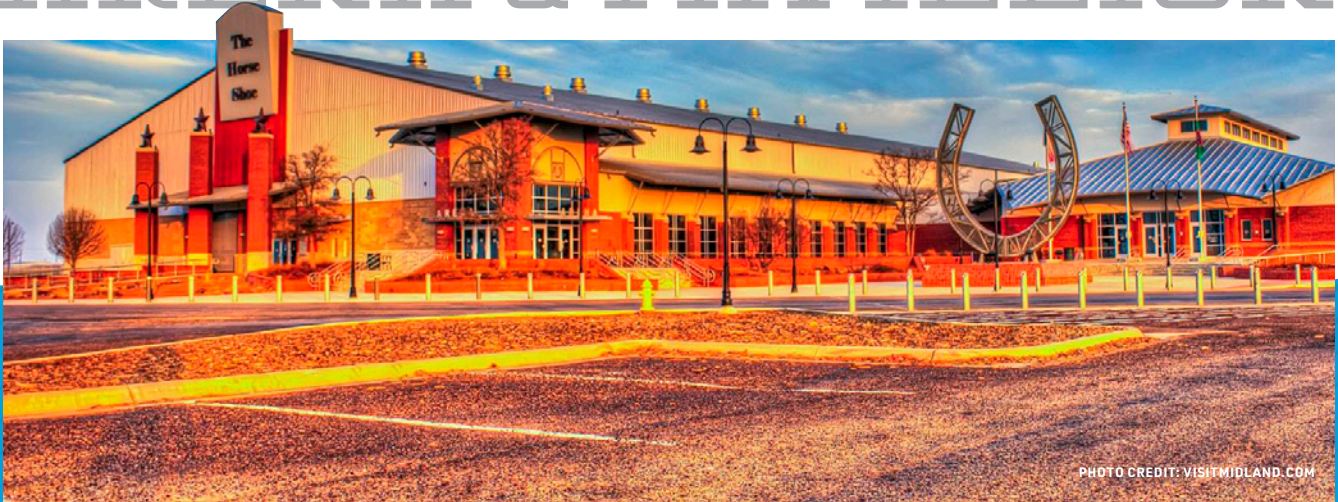
SINGER & SONGWRITER

Inspired by traditional country music and the western lifestyle, seventeen-year-old Mikayla Lane is a vibrant, young trendsetter who infuses yesterday’s heritage into today’s contemporary sound. Hailing from Tulsa, Oklahoma, she is ambitious and driven – traits branded by her upbringing, lifestyle, personality and passions. Mikayla has become a sought-after show opener at fairs and festivals, and a regular performer on some of the most renowned honky tonks and stages (Ole Red/Cain’s Ballroom, Tulsa). Her anticipated new single “Ambush” is set to be released in the coming months.



THE VENUE

MIDLAND COUNTY HORSESHOE ARENA & PAVILLION



Midland County Horseshoe Arena & Pavilion is West Texas' Largest Premier Venue. The Horseshoe has hosted over 3,000 events and 2 million guests since opening in 2006.

This multi-award-winning venue has played host to Championship rodeos, equestrian competitions, concerts, sporting events, trade shows, conventions, community events and wedding receptions. From Fort Worth to New Mexico, the professional event staff, food & beverage department, ticketing services, sound & light, horse stall & RV rentals, over 2,000 newly paved parking, and attention to every detail makes the Horseshoe the place to "attend" everything that is happening in the West Texas region.



TICKETS LIMITED TO
**2,500
GUESTS**



VIP TICKET HOLDERS RECEIVE
**PREMIUM
PARKING
PASSES**



VIP TICKET HOLDERS RECEIVE
**VIP BAR
ACCESS**



WHY WE DO IT



PUTTING IT BACK INTO THE BASIN

Oil Patch Kids is part of a heritage that is uniquely West Texas; a heritage that was built on compassion, generosity, and community fellowship.

Thanks to the generous West Texas spirit and the investments of hundreds of supporters, corporations, and volunteers, thousands of young lives have forever been changed.

Since its founding in 1994, Oil Patch Kids has raised over \$1.6 million to support at-risk children right here in the Permian Basin. Some of the children served have been removed from their homes due to abuse and neglect, while others are considered to be at-risk and may come from single parent and low-income families. Oil Patch Kids provides these children with necessities and opportunities to give them hope and a chance for change. These opportunities would not be made possible without the unwavering support of the local oil and gas community.

SOME OF THE ORGANIZATIONS OIL PATCH KIDS HAVE HELPED INCLUDE:

Oil Patch Kids Foster Children Fund
(special fund)

BACA

Basin Dream Center for Orphans

Be The Change Permian Basin

Big Brothers Big Sisters

Boys & Girls Club - Midland

Boys & Girls Club - Odessa

Buckner Home

CASA of West Texas

Community Partners - Rainbow Room - Monahans

Community Partners - Rainbow Room - Andrews

Community Partners - Rainbow Room - Big Spring

Community Partners - Rainbow Room - Midland

Community Partners - Rainbow Room - Odessa

CPS-Family Group Decision Making

Dawson CWB Rainbow Room

Girl Scouts of the Desert Southwest

Guardians of the Children

Harmony Home

High Sky Children's Ranch

Hillcrest School

Kaleidoscope Ministries

LINKS

Lions Club - Midland

Lions Club - Odessa

March of Dimes

Midland Children's Rehab Center

Midland Rape Crisis Center & CAC

Mission Messiah

Odessa Crime Stoppers ECISD Police

Permian Basin Fair Scholarship Board

Rope Youth

The Rose Project/PAC Center

Unlock Ministries

YMCA - Midland

YMCA - Odessa

**ALL PROCEEDS FROM
THIS EVENT WILL
DIRECTLY BENEFIT THE
ORGANIZATIONS SUPPORTED
BY OIL PATCH KIDS.**



PARTNERSHIP OPPORTUNITIES

\$25,000

PLATINUM PARTNER

TOP-LEVEL PACKAGE



Recognized as a Platinum Partner

on all pre-show marketing and event signage at the venue on the day of the concert



4 x Tables of 8 in the VIP Section with access to VIP Bar



50 x Seated Tickets



20 Complimentary Parking Passes with access to on-site Premium Parking

\$17,500

DIAMOND PARTNER

Recognized as a Diamond Partner on all pre-show marketing and event signage at the venue on the day of the concert

3 x Tables of 8 in the VIP Section with access to VIP Bar

30 x Seated Tickets

15 Complimentary Parking Passes with access to on-site Premium Parking

\$10,000

GOLD PARTNER

Recognized as a Gold Partner on all pre-show marketing and event signage at the venue on the day of the concert

2 x Tables of 8 in the VIP section with access to VIP Bar

30 x Seated Tickets

10 Complimentary Parking Passes with access to on-site Premium Parking

\$5,000

SILVER SPONSOR

Recognized as a Silver Sponsor on all pre-show marketing and event signage at the venue on the day of the concert

30 x Seated Tickets

5 Complimentary Parking Passes

\$3,000

BRONZE SPONSOR

Recognized as a Bronze Sponsor on all pre-show marketing and event signage at the venue on the day of the concert

15 x Seated Tickets

3 Complimentary Parking Passes

\$10,000

VIP BAR SPONSOR

Company recognition on all pre-show marketing and event signage at the venue on the day of the concert

Company branding on one VIP Bar with branding opportunity to supply promotional bar item to guests. (i.e. koozie, cup etc.)

2 x Tables of 8 in the VIP Section with access to VIP Bar

30 x Seated tickets

10 Complimentary Parking Passes with access to on-site Premium Parking

\$7,500

OPENING ACT SPONSOR

Recognized as an Opening Act Sponsor on all pre-show marketing and event signage at the venue on the day of the concert

1 x Table of 8 in the VIP Section with access to VIP Bar

30 x Seated Tickets

5 Complimentary Parking Passes with access to on-site Premium Parking

AVAILABLE WHILE SUPPLIES LAST / \$4,000

VIP TABLE

1 x Table of 8 in the VIP Section with access to VIP Bar

\$500

WALL OF HEROES

Show your support on our onsite advertising Wall of Heroes banner wall in the foyer





#FOSSIL FUELED

THE CONCERT

DON'T MISS OUT ON THIS
EXCLUSIVE EVENT!

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2023 PARTNERSHIP CONFIRMATION FORM

PLATINUM PARTNER
\$25,000

VIP BAR SPONSOR
\$10,000

DIAMOND PARTNER
\$17,500

OPENING ACT SPONSOR
\$7,500

GOLD PARTNER
\$10,000

VIP TABLE
\$4,000

SILVER SPONSOR
\$5,000

WALL OF HEROES
\$500

BRONZE SPONSOR
\$3,000



Company Name _____

COMPANY CONTACT INFORMATION

Contact Name _____

Email _____

Phone Number _____

Payment Method **INVOICE** **CREDIT CARD**

CREDIT CARD INFORMATION

Name on Card _____

Card Number _____

Expiration Date _____ **CVC** _____

Alternatively, contact Dazia Ortiz to arrange payment by credit card.

Email dazia.ortiz@innovex-inc.com or call +1 346 398 0042.

INVOICE INFORMATION *(If different from above)*

Contact Name _____

Email _____

Phone Number _____

Please provide your company logo in .PNG (no smaller than 2 MB file) or .EPS vector format for use on pre-show marketing and event signage.

SEND TO: nichola.alexander@innovex-inc.com