



INNOVEX PRESENTS

# #FOSSIL FUELED

THE CONCERT

*We're Back Y'all!*

2024 PARTNERSHIP OPPORTUNITIES

Visit [FossilFueledConcert.Innovex-Inc.com](https://FossilFueledConcert.Innovex-Inc.com) to learn more.



## 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.

Amid a growing cacophony of CO2 induced climate catastrophism, 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. We took that message even further by hosting a concert in Midland, TX in April 2023 and raising over \$112,000 for Oil Patch Kids and we're doing it all again in April 2024.

### TO LEARN MORE AND PLEDGE YOUR SUPPORT CONTACT:

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**Liz Johnson, MARKETING MANAGER**  
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### THE DATE

Thursday, April 18th, 2024  
Midland County Horseshoe Arena & Pavilion  
Midland, Texas

### THE CONCERT

An evening with American country music singer and songwriter **Lee Brice!**



### 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

# An evening with LEE BRICE

AMERICAN COUNTRY MUSIC SINGER & SONGWRITER

When Curb Records recording artist, Lee Brice, isn't selling out arenas, writing and recording songs, or building new brands like American Born whiskey, you'll find the family man with his wife Sara, two young boys, and daughter.

Meanwhile, with over 3.7 billion on-demand streams, and over 4 billion spins on Pandora, Brice continues to enjoy massive success at country radio, digital streaming services, and on the road. He has reached the #1 spot at Country Radio with Platinum-selling "Memory I Don't Mess With," which consecutively follows three prior #1s: ASCAP's 2021 Country Song of the Year and 3x Platinum track "One of Them Girls," "I Hope You're Happy Now" with Carly Pearce, and the 4x Platinum hit "Rumor," which was nominated in the category Single of the Year at the 55th Annual ACM Awards. One of the most-played country artists of all time on Pandora, he was the second country artist behind Keith Urban to receive the Pandora Billionaire plaque. Lee is also a GRAMMY nominee, a CMA and ACM award winner, and he's taken nine radio singles to Number One: "A Woman Like You," "Hard to Love," "I Drive Your Truck," "I Don't Dance," "Drinking Class," "Rumor," "I Hope You're Happy Now," "One of Them Girls," and "Memory I Don't Mess With." Garth Brooks, Jason Aldean, Kenny Chesney and others have recorded his songs, and he's performed on numerous TV



shows, including NBC's Today, ABC's The Bachelor, NBC's The Voice and FOX's Miss USA 2018. Lee performed as part of the Library of Congress Gershwin Prize for Popular Song honoring Garth Brooks, aired on PBS March of 2020. At the 54th Annual CMA Awards, Lee took home the prize for Musical Event of the Year for his song with Carly Pearce, "I Hope You're Happy Now." At the 56th ACM Awards, "I Hope You're Happy Now" won Single of the Year and Music Event of the Year, and Lee and Carly Pearce performed the song live. Lee's latest album, Hey World, has been certified Platinum and features current radio single "Save the Roses" which has amassed 19 million on-demand streams to date.



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*



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



## 2024 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**

**50 x General Admission**

\$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**

**30 x General Admission**

\$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**

**30 x General Admission**

\$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

**1 x Table of 8**

**30 x General Admission**



## DON'T MISS OUT!

Scan the QR code or complete the form on page 6 to sign up for sponsorship. Learn more about the event at [FossilFueledConcert.Innovex-Inc.com](https://FossilFueledConcert.Innovex-Inc.com)



THE CONCERT

MIDLAND COUNTY HORSESHOE  
ARENA & PAVILION  
APRIL 18TH, 2024

2024 PARTNERSHIP CONFIRMATION FORM

- PLATINUM PARTNER**  
\$25,000
- DIAMOND PARTNER**  
\$17,500
- GOLD PARTNER**  
\$10,000
- SILVER SPONSOR**  
\$5,000

**Company Name** \_\_\_\_\_

COMPANY CONTACT INFORMATION

**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](mailto:nichola.alexander@innovex-inc.com)

**INTRODUCING THE FOSSILFUELED FOUNDATION**

The FossilFueled Foundation was created to empower the voice of the Oil and Gas industry to unapologetically celebrate what we do to uniquely enable human prosperity. The foundation intends to lead the way in transforming the conversation around Oil and Gas, recognize what we do to lift billions of humans from energy poverty, defend the virtue of our industry and spread this message more broadly.

Proceeds from foundation activities will be used to improve the lives and opportunities of the less privileged who live and work in our local communities.

*The FossilFueled Foundation is a Texas non-profit corporation with Federal EIN 99-0668992*

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DON'T MISS OUT ON THIS  
EXCLUSIVE EVENT!

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