



# **AAPG IMPERIAL BARREL AWARD**

**2027** SPONSORSHIP PROSPECTUS

**Shape the Next Generation  
of Energy Geoscientists**

[IBA.AAPG.org](http://IBA.AAPG.org)

# WHERE TOMORROW'S ENERGY LEADERS TAKE THE STAGE.

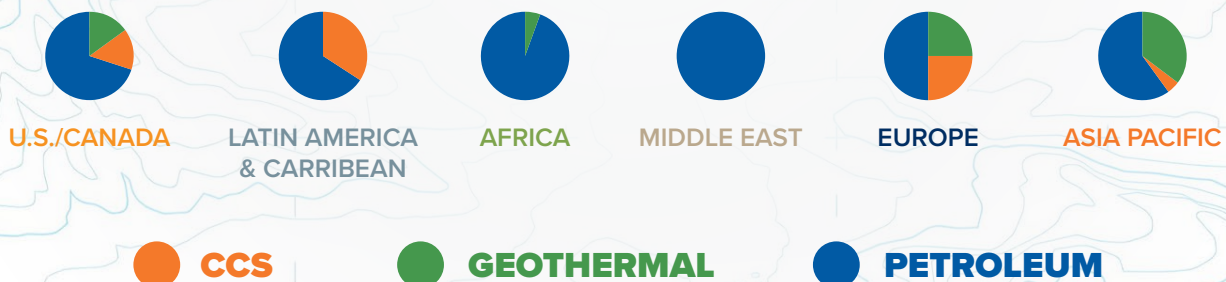
The **AAPG Imperial Barrel Award (IBA)** inspires the next generation of energy professionals through education, mentorship, and global competition across Petroleum, CCS, and Geothermal.

Over 10 weeks, student teams tackle real-world subsurface datasets, develop their prospects, and compete for a place on the global stage.

This transformative experience only happens through the generous support of our industry partners—fueling the future of energy.



## 2026 INTERNATIONAL UNIVERSITY PARTICIPATION



# IN-PERSON EXPERIENCES FUEL IBA GROWTH IN 2026



**+40%**  
**U.S. and Canada 2026  
Region Participation**



**+40%**  
**Middle East 2026  
Region Participation**



**8,115** **students involved  
since 2007**



**1,182** **participating teams  
since 2007**



**+10%** **Global Student  
Participation**

## SPONSOR BENEFITS

Your support does more than fund a competition, it builds the future of our industry.



### Build Your Talent Pipeline

Connect with highly motivated students who could become your next interns, employees, and technical leaders.



### Showcase Your Data and Facilities

Share your company's knowledge, technology, datasets, and real-world challenges while helping students strengthen the technical skills they'll bring to the energy industry.



### Amplify Your Brand

Put your company in front of students, universities, and industry professionals through IBA's channels, networking events, and competitions.



### Shape the Future of Geoscience

Take a more active role through judging, speaking, and engagement opportunities, and help prepare the next generation of geoscientists.



### Engage with Emerging Leaders

Build meaningful relationships with student teams through recruiting opportunities, networking, and direct participation in the IBA experience.





# SPONSORSHIP LEVELS AND BENEFITS

|                                                                                   | GLOBAL FINAL<br>HEADLINER<br>\$300,000 | DIAMOND<br>\$100,000 | PLATINUM<br>\$75,000 | GOLD<br>\$50,000 |
|-----------------------------------------------------------------------------------|----------------------------------------|----------------------|----------------------|------------------|
| Company logo with<br>hyperlink on sponsor<br>page of IBA website                  | ✓                                      | ✓                    | ✓                    | ✓                |
| Company logo<br>recognition at IBA<br>events                                      | ✓                                      | ✓                    | ✓                    | ✓                |
| Invitation to IBA<br>recruiting events                                            | ✓                                      | ✓                    | ✓                    | ✓                |
| Social media<br>recognition                                                       | ✓                                      | ✓                    | ✓                    | ✓                |
| Invitation to IBA<br>networking receptions<br>and Global Final<br>awards ceremony | ✓                                      | ✓                    | ✓                    | ✓                |
| Access to selected<br>Region Student<br>Resumes                                   | ✓                                      | ✓                    | ✓                    | ✓                |
| Invitation to IBA Region<br>competitions                                          | ✓                                      | ✓                    | ✓                    | ✓                |
| Nominate a<br>competition judge                                                   | ✓                                      | ✓                    | ✓                    | ✓                |
| Invitation to IBA Global<br>Final competition                                     | ✓                                      | ✓                    | ✓                    | ✓                |
| Access to selected<br>Region & Global finalist<br>resumes                         | ✓                                      | ✓                    | ✓                    | ✓                |
| Company logo with<br>hyperlink on home<br>page of the IBA website                 | ✓                                      | ✓                    | ✓                    | ✓                |
| Opportunity to speak at<br>IBA networking events                                  | ✓                                      | ✓                    | ✓                    | ✓                |
| Awards ceremony<br>speaking opportunity                                           | ✓                                      | ✓                    | ✓                    | ✓                |
| Premier Global<br>Final sponsorship<br>recognition                                | ✓                                      | ✓                    |                      |                  |

*Benefits subject to applicable program terms and conditions. All amounts are in U.S. dollars.*

# SPONSORSHIP LEVELS AND BENEFITS

| SILVER<br>\$20,000 | REGION LEADER<br>\$10,000 | VISIONARY<br>\$5,000 | CHAMPION<br>\$3,000 | SUPPORTING<br>\$1,000 | NETWORKING<br>\$500 |
|--------------------|---------------------------|----------------------|---------------------|-----------------------|---------------------|
| ✓                  | ✓                         | ✓                    | ✓                   | ✓                     | ✓                   |
| ✓                  | ✓                         | ✓                    | ✓                   | ✓                     | ✓                   |
| ✓                  | ✓                         | ✓                    | ✓                   |                       |                     |
| ✓                  | ✓                         | ✓                    | ✓                   |                       |                     |
| ✓                  | ✓                         | ✓                    |                     |                       |                     |
| ✓                  | ✓                         | ✓                    |                     |                       |                     |
| ✓                  | ✓                         |                      |                     |                       |                     |
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# MEET TALENT. BUILD RELATIONSHIPS.

IBA gives sponsors multiple opportunities to engage directly with high-performing university students, from regional recruiting events to the Global Final and beyond.

## RECRUITING HOUR

**Meet students before the competition begins.**

Held before regional semifinals, Recruiting Hour gives sponsors dedicated time with participating students. Recruiters receive a table to showcase their company, connect with students and share branded materials and swag. Available in conjunction with in-person regional semifinals.

## REGIONAL SEMIFINALS

**Connect with emerging talent where the competition happens.**

For in-person regional semifinals, sponsors can receive student resumes two weeks before the event, providing an opportunity to identify candidates and start conversations before arriving. Sponsors can also provide a branded swag item for participating students.

## GLOBAL FINAL AWARDS CEREMONY

**Put your company on the global stage.**

Held at IMAGE, the Global Final Awards Ceremony brings together the top IBA teams and industry leaders. Depending on sponsorship level, sponsors may have opportunities to speak at the ceremony and present awards to the next generation of geoscience talent.

## IBA and EVOLVE SOCIAL

**Keep the conversation going.**

Following the Global Final Awards Ceremony at IMAGE, sponsors are invited to join the IBA and EVOLVE Social and connect with regional winners and fellow industry professionals in a relaxed setting.



# SPONSOR DISCOUNT OPPORTUNITIES

## 15% Discount

3-Year Sponsor Commitment  
by November 1, 2026

## 10% Discount

1-Year Sponsor Commitment  
by October 1, 2026

## 5% Discount

1-Year Sponsor Commitment  
by November 1, 2026

Discounts apply to Region Leader Sponsor level and above and when all required sponsorship payments are received by the applicable payment deadline.

# DON'T JUST SPONSOR THE EXPERIENCE.

## » HELP BUILD IT. «

### IN-KIND CONTRIBUTIONS

**Datasets, Software, and Facilities**

Companies can support IBA through in-kind contributions by donating datasets, software and facilities, giving students access to tools and resources that mirror the technology and working environments they'll encounter in their careers that will help develop technical skills, workflows and confidence.

#### Datasets

Provide real-world subsurface data that challenges students to interpret, integrate, and communicate their findings. (Gold sponsor level equivalent donation the year the donation is received. Silver sponsor level equivalent in subsequent years while the dataset is in use.)

#### Software

Give teams access to industry technologies and workflows that elevate their technical experience. (Diamond sponsor level for multi-year donation. Gold sponsor level for a single year.)

#### Facilities

Support the program through facilities that help enable IBA activities and student engagement. (Gold sponsor level equivalent)

# GLOBAL ENERGY LEADERS UNITE FOR IBA

Thank you to our 2026 sponsors.

The success of the Imperial Barrel Award is made possible by companies that believe in investing in students, advancing geoscience, and strengthening the future energy workforce.

## Technology Sponsor



## Platinum



## Gold



## Silver



## Region Sponsors



## Data/Software



## Networking

GEOMARK

# SECURE YOUR 2027 IBA SPONSORSHIPS NOW

## » CONTACT «

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LEARN MORE  
[IBA.AAPG.ORG](http://IBA.AAPG.ORG)

STAY CONNECTED

