

‘What Is A Completion’ Sponsorship Opportunity

A mandate of the PPDM Regulatory Data Standards (RDS) Committee is the disambiguation of terms and phrases, to help all users of petroleum data to be more efficient. The RDS identified Completions as a problematic term and championed a Charter to begin this work using the methodology from ‘What Is A Well’.

The ‘What Is A Completion’ Work Group kicked off in September 2016 with the deliverable of creating a baseline to disambiguate between the different possible definitions and elements for a completion, for communication, comparison or translation purposes. The Work Group created resources that address these facets’ relationship to the life cycle, how the facets relate to each other, and instance management. Effort is needed to finalize the work for presentation to reviewers for feedback, and complete the final deliverables. The Work Group will use the feedback to revise and polish prior to publishing. Completion and evergreening of this project includes:

- papers,
- news releases,
- conference presentations,
- website materials, and
- online and partner communications.

Additional desirable materials include:

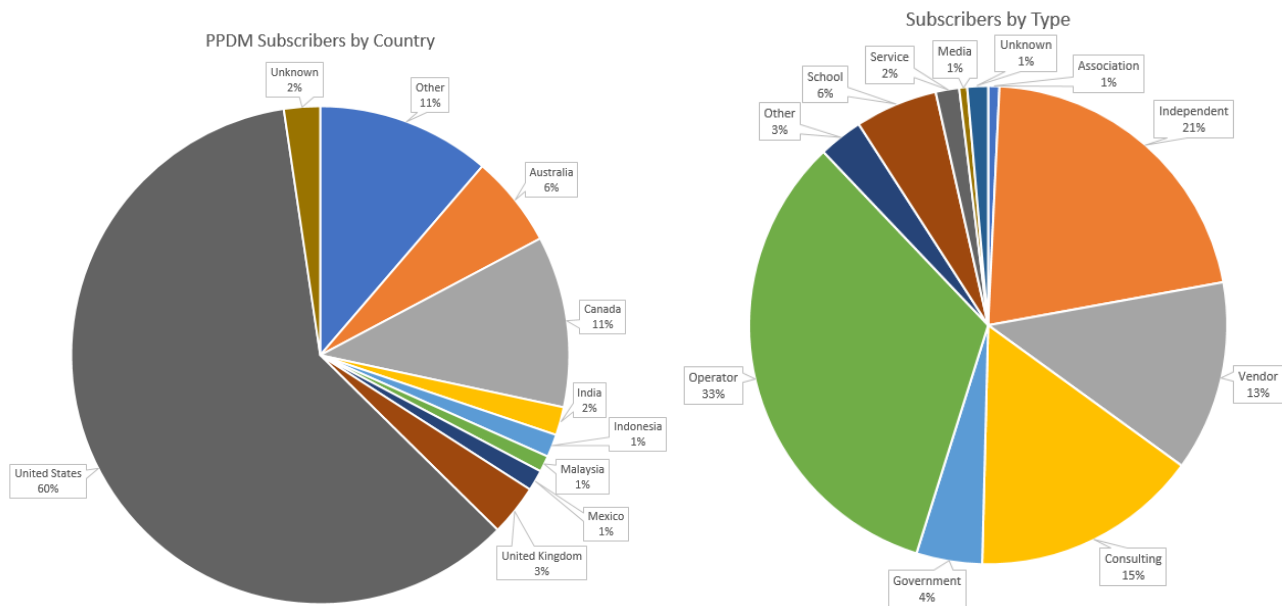
- printed booklets (10,000 ideally, should last a considerable amount of time),
- training classes,
- classes,
- booklets,
- web applications, and,
- other reference materials.

The sponsorship requirement below is estimated to complete the work, finalize the toolkit, and socialize the results.

Estimated Budget to Complete	
Resources	\$12,000
Print & Online Presentation	\$15,000
Communication	\$5,000
Distribution	\$3,000
Training & Education	\$5,000
Evergreen (3 years)	\$10,000
Total	\$50,000

WIAC – Expected Communications Exposure	
Email Communications	3,700+ subscribers
Printed Book Distribution (global)	10,000 printed copies estimated + online distribution
Facebook	1,070 followers
LinkedIn (Group)	3,967 members
Website Exposure (Front Page)	4,500+ visitors monthly estimated
Foundations Journal Exposure	3,700+ subscribers and printed distribution
Standards Leadership Council Announcement	180 subscribers
Industry Events & Engagement	Attendees at events across the globe as possible
Announcement at Houston Expo	250+ attendees expected
Announcements at PPDM minor events	1,000 attendees globally

The breakdown of the 3,700 subscribers on our email communications list is below. Our subscribers are primarily in the USA but span the globe with major groups in the UK, Mexico, India, Australia and more. The website also has users from around the globe, primarily from the United States, Canada, UK, Australia and Indonesia.



“What Is A Completion” Sponsor Levels	Champion Sponsor (Member)	Champion Sponsor (Non-Member)	Principal Sponsor (Member)	Principal Sponsor (Non-Member)	Base Sponsor (Member)	Base Sponsor (Non-Member)
Cost	\$15,000	\$20,000	\$10,000	\$15,000	\$5,000	\$10,000
Recognition on the WhatIsACompletion.org sponsor website for at least one year.	✓	✓	✓	✓	✓	✓
Recognition in presentations on What Is A Completion for at least one year.	✓	✓	✓	✓	✓	✓
Access to resources for promoting “What Is A Completion” within your organization including presentations, posters, etc.	✓	✓	✓	✓	✓	✓
Copies of printed booklets distributed to a location of your choice – quantity to be determined.	✓	✓	✓	✓	✓	✓
Mentions in Social Media announcements about the release of What Is A Completion as appropriate.	✓	✓	✓	✓		
Mention in Champion/Principal Sponsor Advertisement (Back Page) on Print & Digital Copies in the first edition.	✓	✓	✓	✓		
Recognition on the front page of WhatIsACompletion.org for one year.	✓	✓				
Half or Full-Page Advertisement in the Booklet (based on availability in layout, only three available – first come, first served).	✓	✓				
Access to discounted sponsorship in the next release of What Is A Well.	✓	✓				

Note: These benefits are based upon reaching our target funding goals. Some benefits may not be realized if our goal is not achieved.

Note: Member Rates are for Corporate Members, not Individual Members.