

From: Formation Evaluation Society of Australia (FESAus)
P.O.Box 7784, Cloisters Square, Perth, WA 6850
Email: sponsorship@fesaus.org , Website: www.fesaus.org
August 2010



Subject: Opportunity to sponsor FESAus.

We write to you on behalf of the **Formation Evaluation Society of Australia (FESAus)**, the Australian chapter of the Society of Petrophysicists and Well Log Analysts (SPWLA), to solicit a **modest sponsorship** from your company in support of our activities to promote the sharing and diffusion of knowledge, good practices and experience in Formation Evaluation.

As you may know, FESAus has been active in Western Australia for over 20 years. We organize a monthly technical presentation open to the public, workshops, low-cost courses and conferences on Formation Evaluation topics, sometimes jointly with other organisations such as PESA, SPE or ASEG. We currently have over 130 paid-up members and over 500 "friends of FESAus", i.e. people who have opted to be on our mailing list of events and activities. In the past years, while continuing our traditional activities, we have further raised our profile in a number of ways:

- We now record our Technical Meetings on video and present them as "webcasts" on our website, currently available for members to see
- We initiated a country-wide "Distinguished Lecturer Series" to bring landmark lectures to audiences in the main state capitals of Australia
- We successfully bid and hosted the 2010 SPWLA Annual Symposium in Perth, the first time this major international industry event was held in the southern hemisphere. This was a major event for the industry, the city and the country that has given FESAus an international exposure.

In 2005-2006, we won the SPWLA "**Best Chapter**" award in recognition of our work to promote Formation Evaluation in the region. In 2010, we hosted in Perth the 51st Annual International Conference, the first time it was held in Australia and in the Southern Hemisphere.

The FESAus committee members are enthusiastic volunteers, but it still takes considerable money to carry out our activities. Thus we seek a modest sponsorship from key industry players such as your company. In return we offer opportunities to promote your company name and services at our monthly events and on our website, as well as exposure in the international SPWLA magazine, Petrophysics. These are detailed on the attached sponsorship form, which we hope you will consider favorably for what it is: a very low-cost, high-value investment in our industry, present and future. Sponsorships will be accepted on a "first-come/first-serve" basis.

Should you have any question, please do not hesitate calling us at the numbers below.

We look forward to counting your company amongst our sponsors, and in any case, we thank you for your consideration of this request.

Yours Sincerely,

Zachariah John Pallikathekathil (Zach)
President 2010-2011,
☎ +61 8 9420 4770

Jeremy Prosser
Vice President & Sponsorships 2010-2011,
☎ +61 8 9364 2051

1a. Monthly Technical Meeting (exclusive sponsorship, i.e. each meeting can be sponsored by one company)

Cost = Aud 500

What the company will get:

- a. Logo of the sponsoring company will be put on the screen 20min before the talk
- b. Opportunity to present promotion material on a table in the entrance hall to the meeting room.
- c. Company's logo as sponsors on the bulk email that announces the event, currently sent to 500 Formation Evaluation professionals who have all opted in the mailing list.

1b. Website: Webcast of a Technical Meeting (available to maximum 2 companies)

Cost = Aud 500

Each Monthly Technical Meeting is recorded and soon thereafter, made available to the membership on our website as a streaming webcast. . These webcasts are accessible via WWW and non-members will be able to see the sponsors list and the introductory slide of the webcast, while members will have full access. Each webcast will be available for at least 2 years.

What the company will get:

- a. Your logo as sponsors to the webcast

1c. Monthly Technical Meeting + Webcast of a Technical Meeting (available to maximum 2 companies)

Cost = ~~Aud 1000~~ Aud 750

Get 25%discount when combining the above two sponsorships. This is excellent value for money.

What the company will get:

Described in 1a and 1b

2. Distinguished Lecture Series (available to maximum 2 companies)

Cost = Aud 1000

FESAus regularly promotes Formation Evaluation across Australia through its "Distinguished Lecture Series". This year, for instance, the current topic is "Permeability" and locations include Adelaide, Brisbane, Melbourne and Sydney. Sponsorship of these lectures is solicited to defray their cost.

What the company will get:

- a. Logo of the sponsoring company will be put on the screen 20min before the talk
- b. Opportunity to present promotion material on a table in the entrance hall to the meeting room in every location.
- c. Company's logo as sponsors on the bulk email that announces the event, currently sent to 500 Formation Evaluation professionals who have all opted in the mailing list.

3. Master Class Event and Webcast (available to maximum 5 companies)

Cost = Aud 1000 per company

FESAus regularly promotes a particular fundamental topic of Formation Evaluation through its "Master Classes", which are also filmed and presented as webcasts to the membership. Past webcasts which were on "Porosity", "Permeability" were very popular (over 100 participants) and attracted a wide audience of professionals. **What the company will get:**

- a. Logo of the sponsoring company will be put on the screen 20min before the talk
- b. Opportunity to present promotion material on a table in the entrance hall to the meeting room.
- c. Company's logo as sponsors on the bulk email that announces the event, currently sent to 500 Formation Evaluation professionals who have all opted in the mailing list.
- d. Company's name mentioned as sponsors in Petrophysics, the international magazine of the SPWLA, and local SPE and PESA news (sponsorship needs to be committed to 3 months ahead of event)
- e. Your logo as sponsors to the webcast

4. Workshop (maximum 2 companies)

Cost = Aud 500 per company

From time to time, FESAus will organise a workshop / training course. If the workshop is Video recorded, then the webcast is sponsored separately.

What the company will get:

- a. Logo of the sponsoring company will be put on the screen 20min before the talk
- b. Opportunity to present promotion material on a table in the entrance hall to the meeting room.
- c. Company's logo as sponsors on the bulk email that announces the event, currently sent to 500 Formation Evaluation professionals who have all opted in the mailing list.
- d. Company's name mentioned as sponsors in the worldwide Petrophysics magazine (SPWLA) and local SPE and PESA news (sponsorship needs to be committed to 3 months ahead of event)

5. New Technology Forum (Mandatory for all presenting companies)

Cost = Aud 800 per company (without webcast), Aud 1000 per company (with webcast rights)

Every year, in september, FESAus hosts the New Technology Forum. This is exclusively a marketing platform for them to present their new technology to the industry. The talks are also video recorded. You can get a copy of the webcast by sponsoring the webcast option and display the webcast at your own website.

What the company will get:

- e. Logo of the sponsoring company will be put on the screen 20min before the talk
- f. Opportunity to present promotion material on a table in the entrance hall to the meeting room.
- g. Company's logo as sponsors on the bulk email that announces the event, currently sent to 500 Formation Evaluation professionals who have all opted in the mailing list.
- h. Company's name mentioned as sponsors in the worldwide Petrophysics magazine (SPWLA) and local SPE and PESA news (sponsorship needs to be committed to 3 months ahead of event)

6. Website – General

Cost= Aud 500/year: Logo on front of page of FESAUS website with link to your AD (up to 100 pixel-wide, 50 pixel-high)

Logo needs to be sent to FESAus

To: Formation Evaluation Society of Australia (FESAus)
P.O.Box 7784, Cloisters Square, Perth, WA 6850
Email: sponsorship@fesaus.org , Website: www.fesaus.org



Subject: FESAus Sponsorship

We would like to sponsor for the following FESAus Events.

SN	Event	Cost* (Aud)	No s	Total (Aud)
1a	Monthly Technical Meeting for the month/s of	500/event		
1b	Webcast for the month/s of	500/event		
1c	Monthly Tech Meeting + Webcast (25%discounted)	750 /event		
2	Distinguished Lecture Series	1000/event		
3	Master Class including its webcast	1000/event		
4	Workshop:	500/event		
5	New Technology Forum (each slot is 30min)			
	a) With Webcast copy option	1000/slot		
	b) Without Webcast copy option	800/slot		
6	Website (General)			
	a. Logo on front of page of FESAUS website with link to your AD	500/yr		
7	Miscellaneous			
	Grand Total (Aud)			

Total sponsorship = Aud _____

Our selection/s for the sponsorship/s is/are filled-in above.

We will be making the payment by (**CIRCLE** one below)

- Bank transfer to the account of FESAus (Bank West BSB= **306057**, Acct No= **0195547**)
- By Check drawn in the favour of Formation Evaluation Society of Australia
- Online payment on the website using Credit card
(Transaction Number is _____)

Agreed and Approved by	Contact details for follow up on this Sponsorship
Name	Name
Signature	
Date	
Designation	Designation
Telephone	Telephone
Email	Email
Company	Company

For **clarifications**, see www.fesaus.org or contact sponsorship@fesaus.org or call "FESAus committee member for sponsorships": Jeremy Prosser at +61 8 9364 2051
After completing the form, please scan and email to sponsorship@fesaus.org or mail to Formation Evaluation Society of Australia (FESAus) P.O.Box 7784, Cloisters Square, Perth, WA 6850