

# ROBERT L. READ, JR. DISTINGUISHED LECTURE SERIES

March 2, 2023 – Petroleum Club of Midland  
Keynote Speaker, Mark Mathis

BENEFITTING THE PERMIAN BASIN SECTION – SOCIETY FOR SEDIMENTARY GEOLOGY

On Thursday, March 2, 2023, the Permian Basin Section – Society for Sedimentary Geology (PBS-SEPM) will be hosting its second annual **Robert L. Read, Jr., Distinguished Lecture Series**, benefiting PBS-SEPM.

**The Robert L. Read, Jr., Distinguished Lecture Series** was created to honor and memorialize the life, spirit, and contributions of one of our dedicated members, the late Robert L. Read, Jr., a promising geologist whose life was cut tragically short. To honor his memory and passion for geosciences, PBS-SEPM has invited a distinguished lecturer to Midland for the purpose of educating the geologic community, and general public on current topics of interest. All of the proceeds will go toward our commitment to promote the science of geology through technical luncheons, field trips, core workshops, and scholarships for high school and college students pursuing a degree in the geosciences.

A dinner at the Petroleum Club of Midland will feature guest speaker, Mr. Mark Mathis. For more than twenty years Mark has been an advocate for good energy policies for America and the world. Mark is creator of Clear Energy Alliance videos, short-form animated explainers on important energy topics that are misunderstood and often misrepresented in the mainstream press. He is the Producer/Director of *spoiled*, a 2011 film that examines the vital role oil plays in our daily lives. In 2016 Mathis released *Fractured*, a documentary that makes the case that the words and phrases we use in describing energy are dangerously deceptive—sometimes intentionally so. Mark is author of *Feeding the Media Beast: An Easy Recipe for Great Publicity*. His book is published in the U.S., China, Russia, Korea, and India and has been used in several universities as a textbook in journalism and communications classes. To learn more about our Keynote Speaker, please visit our website.

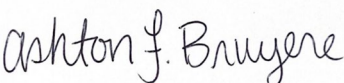
We are reaching out to you to ask for your help with making our **Robert L. Read, Jr., Distinguished Lecturer Series** fundraiser a success. By supporting this event as a sponsor, you will receive recognition before and during the event. However, most importantly, your support demonstrates your commitment to helping make a difference in the geologic community, especially as it relates to continuing education for professionals as well as supporting students in their studies of the earth sciences. Your sponsorship will be advertised via direct email to hundreds of Permian Basin Operators, Management, Geologists, Geoscientists, and Decision Makers. We are highly active with our promotion and marketing on social media. The sponsorship levels are outlined on the following page.

Thank you for considering a sponsorship opportunity for our second annual **Robert L. Read, Jr., Distinguished Lecturer Series**.

If you have any questions, please contact the Lecture Chair, Ashton Bruyere at (903) 431-2190 or [afaulkner@beryloil.com](mailto:afaulkner@beryloil.com).

We look forward to your response (or support) and seeing you on March 2<sup>nd</sup>.

Sincerely,



Ashton F. Bruyere  
PBS-SEPM President Elect  
Lecture Committee Chair

# Robert Read Distinguished Lecture Series

March 2, 2023 – Petroleum Club of Midland – Keynote Speaker, Mark Mathis

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As a sponsor, your generous patronage of this night supports our efforts to make a difference in the geologic community, especially as it relates to continuing education for professionals and supporting students in their studies of the earth sciences.

## I would like to sponsor at the following level:

### Diamond: \$5,000

- Exclusive to One Sponsor
- 2 VIP Tables (19 Guests)
- Dinner with Mark Mathis
- Special Recognition as Diamond Sponsor on all promotional materials

### Platinum: \$1,500

- 1 VIP Table (10 Guests)
- Logo Displayed on Table

I'm unable to attend and/or fill a table, but would like to support PBS-SEPM's efforts.

### Gold: \$1,000

- Optional: 8 Tickets at a shared table

### Silver: \$500

- Optional: 4 Tickets at a shared table

### Bronze: \$250

- Optional: 2 Tickets at a shared table

All sponsorships include name/logo on:

- Robert Read Webpage
- Social Media
- Email Advertisements
- Special Signage at the Event

Sponsorship commitments must be received by **February 28, 2023** to guarantee logo on printed materials.



The Permian Basin Section – SEPM is a 501©3 educational non-profit corporation.  
All donations are tax deductible under IRS rules.

# In lieu of a sponsorship, I would like to:

Purchase \_\_\_\_ Individual Tickets

- \$75 per person, Members & Spouses
- \$100 per person, Non-Members

Make a donation to a PBS-SEPM Fund:

Wendell J. Stewart, \$\_\_\_\_\_

Awarded to High School & College Students pursuing a degree in geosciences

Robert Read Memorial Fund, \$\_\_\_\_\_

Helps offset the cost of this event

Sue T. Reid, \$\_\_\_\_\_

Awarded to Women pursuing a degree in geosciences

General Donation, \$\_\_\_\_\_

Goes directly toward PBS-SEPM's operating expenses

Individual or Business Name: \_\_\_\_\_

DONOR'S NAME AS IT SHOULD APPEAR ON ALL MATERIALS

Contact: \_\_\_\_\_ Address: \_\_\_\_\_

IF DIFFERENT FROM ABOVE

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Total Amount \$\_\_\_\_\_**

I'm enclosing a check payable to PBS-SEPM

I will Pay Online

Register and pay at [www.pbs-sepm.org/robertread](http://www.pbs-sepm.org/robertread)

Please send an invoice to:

Credit Card

Please call PBS-SEPM for payment over the phone

Email

Physical Address



### Pay/Donate Now via PayPal

- Scan the QR Code
- Enter Total Amount
- Enter "Robert Read" in the memo
- Email us completed form

Please return the completed form to PBS-SEPM by mail or email. If sponsoring, please email a high quality digital logo. Phone: (432) 279-1360 Email: [info@pbs-sepm.org](mailto:info@pbs-sepm.org) Address: 2900 W. Front St., Midland, TX 79701 You may also make a payment online at [www.pbs-sepm.org/robertread](http://www.pbs-sepm.org/robertread). If you have any questions, please contact the Lecture Chair, Ashton Bruyere, at (903) 431-2190.