

## Powering Our Sustainable Future

It's an award-winning competition, a hands-on STEM learning experience, and a workforce development program. It's also one of the most ambitious and inspiring events in the United States.

The U.S. Department of Energy Solar Decathlon is all of this and more.

Powering our sustainable future in many ways, the Solar Decathlon is:

- An international competition that prepares participating students for careers in clean energy
- A proven training program that embraces an innovative method of teaching science, technology, engineering, and mathematics
- A demonstration of energy-efficient living that creates broader consumer understanding of how to save money at home with clean energy solutions
- A hugely popular public event that draws thousands of visitors and gains the attention of millions through worldwide media coverage.



The Solar Decathlon draws thousands of visitors and gains the attention of millions through worldwide media coverage. (Credit: Richard King/U.S. Department of Energy Solar Decathlon)

**The Solar Decathlon provides student decathletes with unique real-world training to enter the clean energy workforce and help ensure that our nation remains competitive in the global race for clean energy.**

—U.S. Secretary of Energy Ernest Moniz

### Provide Your Support

This is your opportunity to align your company with the causes you care about most:

- STEM education
- Workforce development
- Clean energy solutions.

One of the Energy Department's most successful outreach efforts, the Solar Decathlon provides sponsors with rich opportunities for recognition—from naming rights to signage and speaking opportunities to special events. Support from the business community is crucial to the success of the competition and the experience of thousands of student decathletes.

For information about becoming a U.S. Department of Energy Solar Decathlon sponsor, please contact Solar Decathlon Director Richard King at [richard.king@ee.doe.gov](mailto:richard.king@ee.doe.gov) or visit [www.solardecathlon.gov/sponsors.html](http://www.solardecathlon.gov/sponsors.html).



Solar Decathlon sustaining sponsors play an active role in ceremonies, such as this ribbon cutting, which opened Solar Decathlon 2013. Sustaining sponsor logos are also prominently displayed on village signage. (Credit: Eric Grigorian/U.S. Department of Energy Solar Decathlon)



Signage throughout the solar village, such as the welcome gateway (left) and thank-you signs (center and right), recognizes our sponsors. (Credit: Carol Laurie and Stefano Paltera/U.S. Department of Energy Solar Decathlon)

### Capturing the Attention of Millions

The U.S. Department of Energy Solar Decathlon is one of the most anticipated design competitions in the world. It garners attention from media and consumers alike.

#### 2013 Worldwide Media Coverage

- Total media impressions: 2.04 billion
- Total media stories: More than 2,400
- Online articles: More than 1,750
- Print articles: More than 350 in 150 publications
- Broadcast: At least 200 television stories and 150 radio interviews
- Media attendance: Nearly 225 media checked in onsite

#### 2013 Digital Highlights

- Solar Decathlon Website: 3.2 million page views and 500,000 visitors
- Facebook: 13,500 fans
- Twitter: More than 11,600 followers
- YouTube: 319,000 video views
- Flickr: 2.4 million overall image views and 760 photo uploads
- Instagram: 950 photos issued by the public

### Solar Decathlon sponsors:

- Care about education and the environment
- Align themselves with an event of impeccable worldwide reputation
- Receive outstanding recognition and outreach benefits
- Enjoy exclusive access to today's brightest students and tomorrow's workforce
- Provide their employees with a fun and meaningful community service experience.

### Exhibit visitors and student decathletes:

- Choose more energy-efficient appliances and lighting
- Convince others to install more renewable energy
- Work in more clean-energy jobs
- Start more clean-energy companies
- Know more about energy efficiency and renewable energy.



Visit us online at [www.solardecathlon.gov](http://www.solardecathlon.gov) and follow us on social media.



Solar Decathlon sustaining sponsors are offered speaking roles in ceremonies, such as the Opening Ceremony. (Credit: Carol Laurie/U.S. Department of Energy Solar Decathlon)



Solar Decathlon sponsors enjoy exclusive opportunities to interact with student decathletes and provide branded giveaways. (Credit: Carol Laurie/U.S. Department of Energy Solar Decathlon)



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