

Inspiring Tomorrow's Building Industry Leaders

The U.S. Department of Energy [Solar Decathlon®](#) is a collegiate competition, started in 2002, that has grown to showcase much more than solar technologies. Today, the 10 Contests that are the foundation of the Solar Decathlon inspire student teams to design and build highly efficient buildings powered by renewables, while optimizing for key considerations such as affordability, resilience, and occupant health. The winners are those teams that best blend architectural and engineering excellence with innovation in how their building interacts with the world around it. *Simply put, there's nothing else like it.*



Solar Decathlon Sponsorship Opportunities

Sponsors of the Solar Decathlon support student teams' activities during the Solar Decathlon Competition Event, which is held each April at the National Renewable Energy Laboratory in Golden, Colorado—the 2021 Competition Event will be April 16–18, 2021. Sponsors allow us to host robust in-person and virtual events and promotional activities.

Sponsorship Important Dates

- **Commitment Deadline:** Oct. 1, 2020
- **Payment Deadline:** Jan. 5, 2021
- **Contact:** SDbuild@nrel.gov

Our sponsors associate their brands with one of the most forward-thinking energy efficiency and renewable energy programs in the nation. Your support creates opportunities to educate and inspire the future clean energy workforce, focused on cutting-edge innovation and technology. The Solar Decathlon comprises two Challenges: the Design Challenge (annual) and the Build Challenge (biennial). Solar Decathlon offers a number of sponsorship opportunities, with support levels that range from \$5,000 to \$100,000 or more (see Figure 2 on page 3).

New in 2021 is Solar Decathlon Day, where students, professionals, and the public will be invited to share the excitement and learn about energy efficiency, building science, and renewable energy.**

Note: Due to COVID-19, the 2020 Build Challenge will be held at the 2021 Solar Decathlon Competition Event; the 2023 Build Challenge is still on track to occur in April 2023.

Solar Decathlon—One Competition, Two Challenges

Teams competing in the annual **Design Challenge** create residential or commercial building designs that are evaluated on how well they meet the nation's rapidly evolving demand for cost-effective, resilient, and efficient buildings that respond to targeted community needs. Each team spends one to two semesters designing a building to compete in one of seven residential and commercial Divisions, including the new Retail Building Division.

Teams competing in the biennial **Build Challenge** work over a two-year period to design, build, exhibit, and operate houses in their own communities. Each house is extensively measured for its real-world performance, and students present to multiple juries.

All student teams will converge at the next Competition Event, to be held at the National Renewable Energy Laboratory April 16–18, 2021. Up to 70 Design Challenge Finalist Teams will present their designs to a panel of expert jurors. Build Challenge teams will also present their work to panels of jurors, who will evaluate their house against each Contest and determine scores.

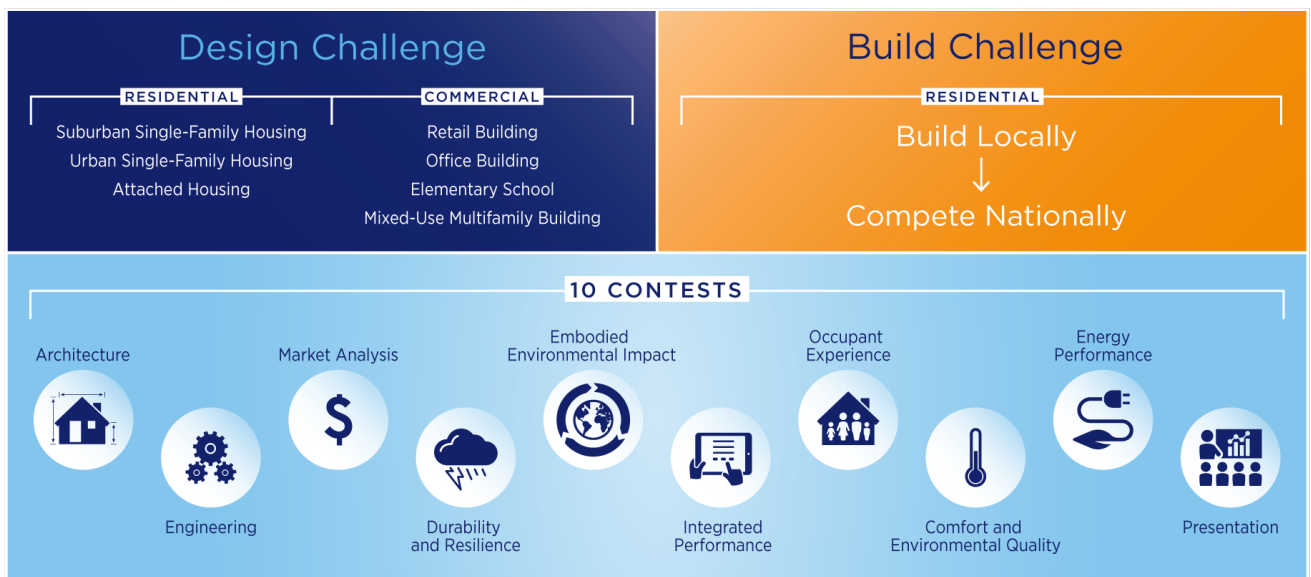


Figure 1. Structure of the Solar Decathlon

Solar Decathlon Sponsorship Benefits

BENEFIT CATEGORY	LEVEL	VISIONARY \$100,000	HOST \$50,000	STEWARD \$25,000	SUPPORTING \$10,000	CONTRIBUTING \$5,000
General Solar Decathlon Sponsorship Benefits*	Name and Logo on Event Program and SD.gov website	X	X	X	X	X
	Recognition through SD Social Media	X	X	X	X	X
	Inclusion in National Media Outreach	X	X	X		
	Inclusion in Solar Decathlon Podcast/ Webinar Series	X	X	X		
	Inclusion in National Public Education Materials	X	X	X		
	Recognition in Industry Presentations	X	X	X		
	Custom Social Media Campaign	12 posts	6 posts	3 posts		
Solar Decathlon Local Community Event Benefits	Recognition on Signage and Materials at All Houses	X	X	X		
	Promotion in Regional Media and Community Outreach "Shout Pack"	3 locations	2 locations	1 location		
Solar Decathlon Competition Event Benefits	Recognition on Event Signage and App	X	X	X	X	X
	Recognition During Key Events *	X	X	X	X	X
	VIP Tickets to Victory Celebration Event	15	10	5	2	1
	VIP Tour of National Renewable Energy Laboratory	X	X	X	X	X
	VIP Networking Event with Organizers and Jurors	X	X	X	X	X
	Inclusion in Career Connections Job Fair	X	X	X	X	X
	Opportunity to Provide Resources to Students	X	X	X	X	X
	Speaking Role at Key Event	X	X	X	X	
	Sponsor-Branded Giveaway Allowance	X	X	X	X	
Solar Decathlon Host Events	Solar Decathlon Victory Celebration	X	X	X		
	Solar Decathlon Day Host **	X	X	X		
	Student and Community Tour Host **	X	X	X		

* Placement Dependent on Sponsorship Level ** Dependent on Meeting Base Sponsorship Goals

Figure 2. Solar Decathlon Sponsorship Program Levels and Benefits

History of DOE's Building Competitions

The award-winning [Solar Decathlon](#) began with a public event on the National Mall in Washington, D.C., in 2002. DOE has since hosted a total of nine Solar Decathlon Build Challenge competitions in the United States. The Solar Decathlon Design Challenge competition began in 2014 and has been held annually ever since. The Design Challenge has expanded to include additional residential building types and four commercial building Divisions; it attracts the participation of hundreds of collegiate students each year and boasts substantial integration into collegiate institution curricula across the country.

The Solar Decathlon has also expanded internationally, and now includes six competitions globally. Together, the Solar Decathlon competitions have impacted more than 40,000 students around the world.

Sponsor Testimonial



“HOK is excited to participate in the Solar Decathlon to have first access to innovative ideas and emerging talent in design and construction for sustainability, net zero goals, resiliency, and equity.”

– Anica Landreneau Associate AIA, LEED AP BD+C, WELL AP
Senior Principal,
Sustainable Design Director

Contact

Whether your interest is primarily education and talent recruiting or gaining millions of digital and in-person eyes on your brand, we have an opportunity for you. For more information about Solar Decathlon sponsorship opportunities, please send an email to SDbuild@nrel.gov or call Stacy Hunt at 406-550-9397.