



2020

Solar Decathlon

Sponsorship Opportunities



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

The U.S. Department of Energy Solar Decathlon® is a collegiate competition, comprising 10 contests, that challenges student teams to design and build highly efficient and innovative buildings powered by renewable energy.

Inspiring Tomorrow's Building Industry Leaders

The U.S. Department of Energy's (DOE's) Solar Decathlon—the largest of DOE's public events—provides an unparalleled opportunity for sponsors to reach millions of consumers. Whether you're interested in talent recruiting or millions of eyes on your brand, there's a sponsorship opportunity for you.

Through the Solar Decathlon, student teams are challenged to design and build highly energy-efficient buildings powered by renewable energy. Winning teams will be those that best blend architectural and engineering excellence with innovation, market potential, building efficiency, and smart energy production, showcasing their designs on the National Mall in Washington, D.C., during the 2020 Smithsonian Folklife Festival. As a sponsor, you'll benefit from millions of eyes on your brand.

Solar Decathlon Sponsorship Opportunities

Sponsors of the Solar Decathlon access prime media and receive viral social media exposure in tandem with cutting-edge innovation and technology by the brightest young minds in America. The Solar Decathlon has two challenges: the Build Challenge and the Design Challenge. Within those challenges there are a number of sponsorship opportunities, with varying benefits for sponsorship levels ranging from \$4,500 to \$500,000 or more (see page 2).

Solar Decathlon Build Challenge Sponsorships

Inspire the next generation of building professionals and develop the future energy workforce. These sponsors associate their brand with one of the most forward-thinking energy-efficiency and renewable energy programs in our nation, garnering millions of online impressions and on-site visitors in Washington, D.C.

Build Challenge Sponsorships

- **Commitment Deadline:** Oct. 1, 2019
- **Payment Deadline:** Jan. 5, 2020
- **Contact:** SDbuild@nrel.gov

Solar Decathlon Design Challenge Sponsorships

Help ensure our country has a skilled workforce capable of delivering the next generation of zero energy ready buildings. Sponsoring the Design Challenge showcases your commitment to high-performance buildings in your own materials.

Design Challenge Sponsorships

- **Commitment Deadline:** Oct. 1, 2019
- **Payment Deadline:** Jan. 5, 2020
- **Contact:** SDdesign@nrel.gov



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2020
Partnership Levels

Build Challenge

Design Challenge

Platinum \$500,000+	Gold \$250,000+	Silver \$100,000+	Bronze \$50,000+	Steward \$25,000+	Supporting \$10,000+	Contributing \$5,000+	Host \$10,000+	Education \$4,500+
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Overall Benefits									
Name on SolarDecathlon.gov website & the event program	●	●	●	●	●	●	●	●	●
Logo on SolarDecathlon.gov website & the event program	●	●	●	●	●				
Build Challenge Benefits									
Recognition on signage at all houses	●	●	●	●	●	●	●		
Inclusion in K-12 education materials	●	●	●	●	●	●	●		
VIP seats at opening events	30	20	15	10	5	2	1		
Recognition in media outreach	●	●	●	●	●	●			
Recognition in social media	●	●	●	●	●				
Sponsor-branded giveaway allowance	●	●	●	●	●				
Recognition on event signage	●	●	●	●					
Announcement at events	●	●	●	●					
Speaking role at events	●	●	●	●					
VIP tours of Solar Decathlon	●	●	●						
Custom social media campaign	●	●							
Media interview with Solar Decathlon director	●								
Design Challenge Benefits									
Logo in program, on website, and onsite	●	●	●	●				●	●
Optional attendees at Design Challenge Weekend	1	1	1	1				5	1
Opportunity to provide branded resources to teams	●	●	●	●				●	●
Optional table at Career Connections Job Fair	●	●	●	●				●	●
Speaking role at Design Challenge Weekend	●							●	
Option to film custom video for teams (5-10 min for hosts & 3-5 min for education)	●							●	

Solar Decathlon
+ **Smithsonian Folklife Festival**
= **INCREDIBLE REACH**

	Solar Decathlon 2017	Smithsonian Folklife Festival 2018
Onsite Visitors	25,000	725,000
Website Page Views	1,035,000	1,130,000
# People Reached from Top Social Accounts	1,600,000	6,022,000
TOTAL REACH	10,537,000	

Two Solar Decathlon Challenges: Design or Build

Sponsors of the Solar Decathlon help provide collegiate teams a unique experience for developing critical career skills, learning from experts and peers from across the nation and internationally, and gaining valuable insights from world-class thought leaders. The Solar Decathlon provides participating students with hands-on experience and unique training that prepares them to enter the clean energy workforce. Be a Solar Decathlon sponsor and tap into a wide range of benefits, including recruiting the newest top talent and brand recognition and education.

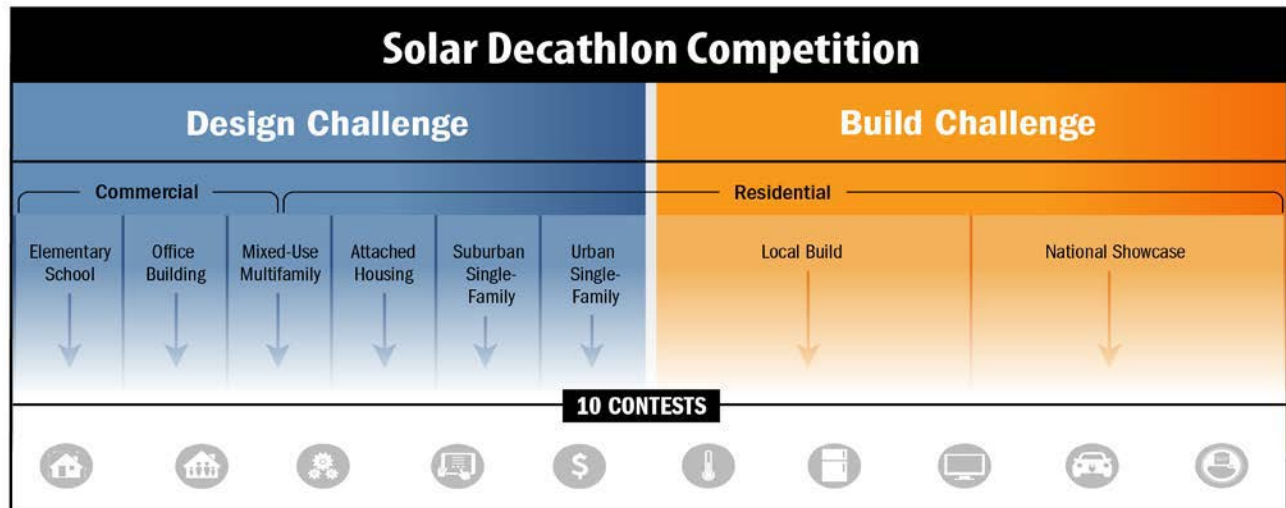


Figure 1. Structure of the Solar Decathlon

Teams competing in the biennial **Build Challenge** design and construct fully functional houses in one of two Divisions—the National Showcase Division or the Local Build Division. In the National Showcase Division, teams will ship their houses to the Smithsonian Folklife Festival in June 2020 for display to half a million or more on-site attendees on the National Mall in Washington, D.C., as well as millions more online, all of whom include the public, policymakers, and industry professionals. In the Local Build Division, teams will display their built houses in selected local communities. One winning team will be selected in July 2020.

Teams competing in the annual **Design Challenge** will create residential or commercial building designs that will be evaluated on how well they meet the nation’s rapidly evolving demand for innovative, cost-effective, quick-to-build, high-quality, resilient, grid-interconnected, efficient buildings that respond to targeted community needs. Each team spends one to two semesters designing a building to compete in one of six residential and commercial divisions, including the new Office Building Division. A total of 48 finalist teams from the Design Challenge attend Design Challenge Weekend, hosted at the National Renewable Energy Laboratory in Golden, Colorado, April 17-19, 2020, to present their designs to a panel of expert jurors, compare their efforts to those of other teams, learn from presentations by thought leaders, and engage with organizations about energy careers.

History of DOE's Building Competitions

The new Solar Decathlon is a merger of DOE's two premier building competitions: Solar Decathlon and Race to Zero.

The award-winning Solar Decathlon began in 2002 with a public event on the National Mall in Washington, D.C. Since 2005, the Solar Decathlon has been held biennially in the United States for a total of eight competitions, growing technology and workforce benefits with each event. The Solar Decathlon has also expanded internationally, including five additional international regions that have hosted their own events and have several upcoming. See past Solar Decathlon sponsors [here](#).

The Race to Zero competition began in 2014 and has been conducted annually through 2018. The growth of this competition's impact has been continuous, including an expansion to commercial buildings and more diverse building types, a rapid increase in the number of competing teams and participating students, and substantial integration of the program into collegiate institution curricula across the country. See past Race to Zero sponsors [here](#).

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, HOK Juror,
2017 Solar Decathlon and 2018 Race to Zero

Contact

Whether your interest is primarily education and talent recruiting or gaining millions of digital and in-person eyes on your brand, there's an opportunity for you. For more information about Solar Decathlon sponsorship opportunities, please send an email to:

- Build Challenge: SDbuild@nrel.gov
- Design Challenge: SDdesign@nrel.gov

