

# SOLAR CAR CHALLENGE FOUNDATION

## Proposal

### Overview

The Solar Car Challenge Foundation is seeking sponsorship for the Solar Car Education Program and the *2014 Solar Car Challenge*. Funding helps support:

- **Regional & Local Workshops** to teach high schools how to plan, design, engineer, and build roadworthy solar cars, and engage in this long term project.
- **Distance Learning Opportunities**
- **Planning for the 2014 Solar Car Challenge Hybrid Event:** two days racing at the Texas Motor Speedway, followed by two days of driving from Fort Worth, Texas to Austin, Texas.

### Regional & Local Workshops

The organizers of the Solar Car Challenge have been careful to moderate the growth of this international educational program until there was a more substantial, continuing support for the races. Once this has been secured, there are few limits to this outstanding project.

Working with state STEM Initiatives, we will conduct Regional Workshops bringing hundreds of new schools to the program. Additional workshops at the national technology and science conventions provide an

As of December 1, 2013, there are 112-ongoing high school solar car projects located in 28 states and Puerto Rico.

***A series of five regional workshops could be sponsored for \$8,000 which includes travel, food & lodging, materials, and media needs.***

### Distance Learning Opportunities

Use of web cast capabilities enable the Solar Car Challenge to reach hundreds of schools that would not otherwise be able to attend a regional workshop.

This mode of learning is well accepted by school districts across the country. It also encourages schools to “look us over” without any appreciable investment on their part.

***A series of 2-3 distance learning opportunities could be sponsored for \$4,500***

### **2013 Solar Car Challenge**

The 2013 Solar Car Challenge will be a cross-country event attracting 25 teams from across North America. The event will focus on a solar car drive from Dallas to Los Angeles from July 23-29, 2013.

Teams race a seven-day event starting at the world famous Texas Motor Speedway and driving through the great Southwest. The race route takes the racers through hundreds of communities bringing out millions of onlookers to meet the solar car teams, and to see the solar cars. Special viewing events will be planned in El Paso, Phoenix, and Los Angeles. Pre-race events scheduled in Dallas and Fort Worth will provide increased visibility and specialized public relations opportunities for sponsors.

The 2010 race from Dallas to Pueblo, Colorado produced 49 million viewers according to the American Solar Energy Society’s media consultant. Tens of thousands of spectators line the race course providing encouragement to the students. Hundreds of Chambers of Commerce and civic groups encourage and build public support for this project. It is an inspiration to all who see or hear of this event.

The 2007 Solar Car Challenge from Dallas to New York reached 65 million viewers and readers across the United States. The Challenge was prominently shown on the *Today Show*, *Good Morning America*, *CBS Morning Show*, CNN, and CNN International. The story of the race, and the dedication of the students, has been carried in all major media markets across the country.

***Budget attached***

### **2014 Solar Car Challenge REGIONAL Events**

The Solar Car Challenge has established a “regional model” for providing both instruction and qualifiers. These regional events will enable far more schools to participate in the Solar Car Challenge Education Program, and provide a “qualifying mechanism” for the 2014 Solar Car Challenge, a closed-track event at the world famous Texas Motor Speedway.

Regional Events, established to serve the Northeast and Southeast, will come “on-line” in the early summer of 2014 providing a funneling mechanism to the 2014 racing event. A regional event in the West will come on-line in 2015.

**What comes with**  
**TITLE SPONSORSHIP of the Solar Car Challenge**

- With *title* sponsorship, the race would be called ***The Solar Car Challenge, hosted by -----***. Other sponsorships receive appropriate recognition.
- Every publication, press release, e-mail, web page, banner, backdrop, public display, workshop, and distance learning opportunity would prominently call attention to the sponsor’s support of education and its title sponsorship of this event.
- Sponsor backdrops would be displayed at all workshops, distance- learning opportunities, and races giving continuous sponsor identification with the project.
- Solar Car Challenge staff and teams would be available throughout the year for sponsor public relations purposes.
- The sponsor logos would be prominently displayed on every staff car, solar car, and chase vehicle participating in the races. Appropriate wording would be used to call attention to the title sponsor’s support of education.

**What comes with other**  
**SPONSORSHIP of the Solar Car Challenge**

*See separate Sponsorship Level Attachment*



Main web site:

<http://www.solarcarchallenge.org>

Photos & Videos:

<http://www.winstonsolar.org/challenge/photos.shtml>