

SOLAR CAR CHALLENGE FOUNDATION

General Proposal

Overview

The Solar Car Challenge Foundation is seeking sponsorship for the Solar Car Education Program and the *2016 Solar Car Challenge*. Funding helps support:

- **Workshops and Summer Camps** 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 2016 Solar Car Challenge:** a cross-country drive from Fort Worth, Texas to Minneapolis, Minnesota.
- **New Solar Car Challenge Vehicle Division**
- **Middle School Initiative**

Workshops and Summer Camps

Working with state STEM Initiatives, we conduct Regional Workshops bringing hundreds of new schools to the program. Workshops at national technology and science conventions provide additional opportunities for schools.

The Solar Car Challenge will implement a multi-week Solar Car Challenge Summer Camp designed to teach students how to plan, design, engineer, and build solar cars. It will also provide Science teachers with the skills to coordinate this kind of project-based learning.

As of January, 2016 there are 161-ongoing high school solar car projects located in 31 states and Puerto Rico. More than 400 schools are waiting to come into the program.

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

Distance Learning Opportunities

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 3 distance learning opportunities could be sponsored for \$3,000

Some of the Recent Solar Car Challenge Events

The 2015 Solar Car Challenge Event provided students the opportunity to build a roadworthy solar car, and drive that car at the world famous Texas Motor Speedway. Thirty-one teams were showcased throughout North Texas prior to the event.

The 2014 Solar Car Challenge was a “hybrid event” combining two days racing at the Texas Motor Speedway, followed by two days driving cross-country from Fort Worth to Austin. The event ended at the Pickle Research Center at the University of Texas, Austin.

The 2013 Solar Car Challenge was a cross-country event attracting twenty-five teams from across North America. The event focused on a solar car drive from Dallas to Los Angeles from July 23-29, 2013. Teams raced a seven-day event starting at the world famous Texas Motor Speedway and driving through the great Southwest. The race route took 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 were planned in El Paso, Phoenix, and Los Angeles. Pre-race events scheduled in Dallas and Fort Worth provided 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.

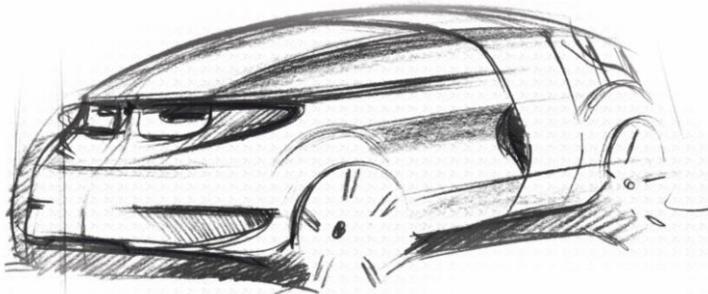
Media Partner

A special media partnership with **NBC 5** will follow the teams and share their story with the nation, and give recognition to our valued sponsors.



New Electric-Solar Vehicle Division

The 2015 Solar Car Challenge introduced a new class of solar powered vehicle: an ***Electric-Solar Powered Car***. This vehicle category is designed to show how solar cells can realistically power an electric vehicle. This division of solar cars brings market relevance to the Solar Car Challenge. This Vehicle Division will be continued in 2016.



This new division has sparked a great deal of interest from NASCAR. This is a great asset to attract high school students to an engineering project!

Solar Car Challenge Official Camp

We are delighted to initiate our first multi-week ***Solar Car Challenge Summer Camp***. Students from around the country will be able to learn the Science and Engineering involved in building a solar car, possibly the best example of project-based learning. We will also be teaching teachers how to coordinate this project-based learning STEM Initiative

Middle School Initiative

We will also be reaching out to middle school students. The 2015 Solar Car Challenge Education program initiated a Middle School Initiative to encourage students in Science and Engineering. The mission of this outreach program is to develop an interest in organizing solar car projects in more schools around the country. This initiative will continue in 2016.



A middle school initiative and summer camp could be sponsored for \$7,500 which includes staff time and materials.

Event Sponsorship

Sponsorship of the Solar Car Challenge Foundation provides corporations, foundations, and individuals with the satisfaction of knowing that they are helping to encourage young people to enter Science or Engineering. Students taking part in the Solar Car Challenge are 23% more likely to enter a Science or Engineering profession when compared to “similarly situated” high school students.

What comes with 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.

Main web site:

<http://www.solarcarchallenge.org>

Facebook:

<https://www.facebook.com/pages/Solar-Car-Challenge/195128463916946?ref=bookmarks>

Photos & Videos:

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