

Statement of **PROPOSAL**

Overview

The Solar Car Challenge is seeking sponsorship for 2011 – 2012.
This Program includes:

- **2011 Solar Car Challenge**
Closed track event at the Texas Motor Speedway
- **Regional & Local Workshops** to teach schools how to build solar cars, and engage in this long term project.
- **Distance Learning Opportunities** for schools unable to attend Regional Workshops.
- **Refinement of Solar Car Challenge Education Materials** to improve teaching opportunities.
- **Planning for the 2012 Solar Car Challenge**
Cross-country event

2011 Solar Car Challenge

The 2011 Solar Car Challenge is a closed track event attracting 25 teams from across North America. The event is held at the world famous Texas Motor Speedway north of the Dallas/Fort Worth Metroplex.

Teams race a four-day event in the Texas sun. Temperatures consistently soar to 107 degrees in the bowl of the Speedway. Pre-race events scheduled in Dallas and Fort Worth provide increased visibility and specialized public relations opportunities for the sponsor.

2009 Budget is attached.

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.

Regional Workshops bring hundreds of new schools to the program each year. Additional workshops at the national technology and science teacher conventions provide an additional bounce to the regional efforts.

A series of five regional workshops could be sponsored for \$6,500 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 \$5,500

Refinement of Teaching Materials

Teaching materials developed over the last ten years could be refined into a user-friendly Guide. This strengthened Guide, coupled with several existing teaching videos, would constitute a powerful package of supporting materials for Workshops, Distance Learning Sessions, or Responses to Inquiries.

A Learning Guide could be re-written and produced for approximately \$5,000.

2012 Solar Car Challenge

The 2012 Solar Car Challenge is a cross-country race attracting 15-18 teams from across the world. The event would start at the world famous Texas Motor Speedway and trace an 8-day course.

Teams pass through markets reaching millions of people. The 2010 race from Dallas to Pueblo, Colorado produced 49 million viewers according to the American Solar Energy Society.

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.

What comes with SPONSORSHIP of the Solar Car Challenge

- With **title** sponsorship, the race would be called **The ___-Solar Car Challenge**. Other sponsorships receive appropriate recognition.
- Every publication, press release, e-mail, web page, tee shirt, banner, backdrop, public display, workshop, and distance learning opportunity would prominently call attention to the sponsor's support of education, or 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>

Photos & Videos:

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