

# 2017 Solar Decathlon China

## Team SCUT-POLITO

### Sponsorship Invitation/ Announcement of Sponsorship and Cooperation

#### SDC 's General Information

The U.S. Department of Energy Solar Decathlon is an award-winning program that challenges college teams to design and build solar-powered houses that are cost-effective and energy-efficient, which is launched and sponsored by the U.S. Department of Energy. Known as the Decathlon competition, it is composed of ten single tests aiming to develop the technology of integration of solar energy, energy efficiency and building design with the aid of the most advanced universal research and design teams' creation to facilitate innovation and intensive adoption of solar energy technologies.

Since the launch of SD in 2002, subsequent competitions have been hosted in the U.S., Europe and China, which attracted over 100 college teams around the world participating in the competitions with the display of the world latest energy technology and achievements in energy conservation and emission reduction.

2017 Solar Decathlon China aims to provide design chances for participating teams to get involved in the commercial residential markets energy in the background of Chinese urbanization, encouraging innovation of energy, technology, engineering and other aspects. It also helps competition teams to have a better understanding of Chinese current housing demand and the potential of energy transformation and technological innovation, which will positively integrate the competition programs with the domestic housing market demands. The organization committee and the host city will establish a Product Incubation Mechanism for this competition to promote the large scale implements of these design projects and the technical transformation product marketing of the related enterprises in China. Team program is a two-floor permanent monomer residential with the covered area of 120-200 meters, providing space for a family's living activities. Teams will complete the construction and decoration of all the programs during the live competition and respond to all the competition indexes. The final results will be judged by the referees. The organization committee will provide basic building foundation and facilities for the teams in order to encourage the usage of new intellectual theories and technological practice, reducing the limitation of the concern of the innovative technology's budget.

#### Teams' Achievement

Team SCUT from South China University of Technology won the 2<sup>nd</sup> prize in 2013 Solar Decathlon China. Team SCUT won the first place in Market Appeal, Home Entertainment, Hot Water, Appliances and Energy Balance contests; the 2<sup>nd</sup> place in Engineering Contest; and 3<sup>rd</sup> in Architecture and Communication Contests. It is the best performance ever for Chinese teams participating in Solar Decathlon in the history.

#### Sponsors & Attracting Investment

Directing at the situation of renewing old houses in the city, we choose a building are of 200

square meters as the breakthrough point after the investigation. The whole process consists of five parts: support of the government and citizens, planning and design, construction and post-stage operation. Each part needs the support of related technology, products and capital, therefore we hope our government departments, enthusiastic organizations as well as some enterprises who care about the problem of rebuilding the old city can offer us some help.

We classify sponsors as top level sponsors, first level sponsors, second level sponsors and third level sponsors depending on the total financial support we get. The following chart is a feedback form to show our appreciation of the support of different levels sponsors.

<b>Levels of Sponsors</b>				
<b>Attached: supports of relevant technology and products, certain amount of financial support</b>				
<b>Return to sponsors' investment</b>	<b>Top level sponsor: Above one million RMB</b>	<b>The first level sponsors: Above 300,000 RMB</b>	<b>The second level sponsors: Above 30,000 RMB</b>	<b>The third level sponsors: Below 30,000 RMB</b>
Internet Platform Promotion				
Holding sponsors' signing ceremony	√ Large scale, priority	√ Middle scale	√ Small scale	
Relevant reports by SCUT Schools of Architecture's official account( Wechat)	√	√	√	
Relevant reports by competition teams' official accounts( Wechat)	√	√	√	√
Relevant news reported on the SCUT website and internet platform	√	√	√	
Relevant reports by official Solar Decathlon website	√	√	√	√
Relevant reports of competition items by other media's official accounts	√	√		
Expressing acknowledgement	√	√		

to sponsors in the subsequent reports				
<b>Physical propaganda outside</b>				
Publicity on posters and panels of SCUT Architecture research institute	√	√	√	
Publicity on posters and panels of SCUT State key Laboratory of Subtropical Building Science	√	√	√	
Information about sponsor enterprises and its contributions will be introduced in the school's promotional week and publicist activities	√	√		
Sponsors enterprises' logo will appear on the brochure pamphlet (listed as rankings)	√	√	√	√
Special introduction about sponsors will appear on the brochure pamphlet	√	√		
<b>Competition's live promotion</b>				
Enterprises' logos will be printed on	√	√		

the back of the teams' uniforms (listed as rankings)				
Marked symbol of enterprises will appear on the team competition souvenirs (listed as rankings)	√	√		
Marked symbol of enterprises will appear on the live competitions' posters, panels and banners (listed as rankings)	√	√	√	√
On-the-spot competition teams' promotional material will display the symbols of enterprises	√	√	√	√
On-the-spot competition project panels will display the symbols of enterprises (listed as rankings)	√	√	√	√
The organization of the competition committee provides space for sponsors to display their products and technologies. (Top level sponsor will be considered first, adjust accordingly)	√	√		
To promote the spread of concepts and technologies	√	√	√	√

to audience and all the medias on the spot.				
<b>Sponsors enjoy opportunities of publicity</b>				
Competition items and the related cooperation with sponsors will appear on the official websites and internet platforms on the base of information, pictures provided by competitive teams.	√	√		
Competition projects can be used as engineering cases and displayed officially.	√	√	√	
The news of getting prizes will be reported jointly with the names of sponsors.	√			
School and enterprises' further coordination will be strengthened.	√			
Enterprises' job fair can be held together with school' sharing meeting of competition results.	√			

Attached: Competition teams will invite mainstream media to report on the contests projects.  
More details can be negotiated between two sides before signing contracts.

### Sponsoring Specification

Enterprises which are willing to sponsor TEAM SCUT-POLITO may contact us and we can have detailed discussion on the specifications of sponsoring and promotional strategies, signing relevant protocols. So teams can arrange activities and advertisements according to the time of signing protocols and the levels of sponsors.

### Contacting Means

#### Italian team

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#### Chinese team

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