



TECHNISCHE
UNIVERSITÄT
WIEN
Vienna University of Technology

SOLAR DECATHLON 2013

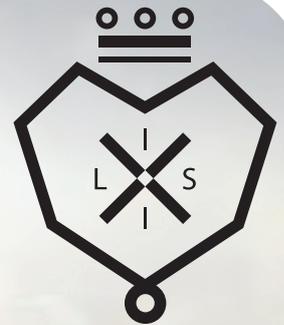
International Competition for Building Sustainable Solar Homes

hosted by the U.S. Department of Energy, Washington, DC

L.I.S.I. - Austrian competition entry of the Vienna University of Technology

Sponsorship Opportunities

Energy+ (net-plus)
homes:
**Building our
future
together!**



U.S. DEPARTMENT OF ENERGY
SOLAR DECATHLON

www.solardecathlon.at

Solar Decathlon

Bi-annual competition of solar homes for the future

The Solar Decathlon competition showcases the homes of our future now: houses that set new standards in energy efficiency. It finds them where the architects and engineers of tomorrow are developing their ideas for the future, today – at universities around the world. The Vienna University of Technology leads one of two European teams that were selected to participate in 2013.

The potential of this opportunity can only be fully realized together. We need your support to make our vision reality.

In exchange, we offer a platform for your visions – in a context that promotes, fosters, and communicates both excellent performance and creative innovation.

our goals at a glance

- educating university students in the fields of energy efficiency, renewable energy technologies, and sustainable building methods
- raising public awareness of issues regarding sustainable resources and energy efficiency
- highlighting the potential of net-zero and energy+ housing on a broad basis
- informing consumers about new technologies in solar energy production
- fostering collaboration among students across academic disciplines
- encouraging interdisciplinary approaches in the development of a competitively successful house

L.I.S.I. the atrium house

Advanced technology meets the demands of today and tomorrow

The Vienna University of Technology's team is entering the competition with an atrium house design. The building envelope is composed of carefully engineered, wood-based construction components that fulfill all the requirements of an advanced "energy+" house.



The globally rising need for compact, affordable, and energy-efficient housing in urban and suburban contexts led to the development of the atrium house design.

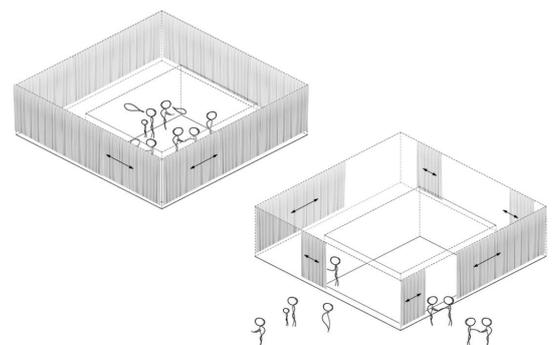
New ideas drive the design's strategic energy concept. Minimal adaptations allow it to function well in practically any climate zone on the planet. Built into the home's envelope, a complex system of active solar components has been engineered to heat and cool the house as efficiently as possible. An audio-visually enhanced, interactive user guide explains how to best operate the home under variable climate conditions. The wood cladding systems were developed together with students of the timber construction school and the University of Applied Sciences Salzburg-Kuchl.

Solar contest in California

The Solar Decathlon is the most ambitious university competition in the area of sustainable solar buildings. Its goal is to showcase fully solar-powered houses for living in the year 2015.

Competing home designs may only use as much energy as they themselves can generate through active and passive solar means, including the energy needed for warm water and appliances. Practical testing in everyday application sets the Solar Decathlon apart. The prototypes are built on site on site and open to the public for ten days, during which they are also tested and assessed by a jury of experts. The 2013 competition will be held in the Orange County Great Park In Irvine, California.

In analogy to the decathlon competition of the Summer Olympics, Solar Decathlon contenders are evaluated in ten categories, or "contests," which judge criteria as aesthetics and market appeal, blended with measurable quantities such as energy-efficiency criteria and affordability. The team that achieves the highest overall score in all ten contests wins.



Sponsorship Benefits

As a supporter of Team Austria, you are part of an international competition that is dedicated to finding the best solutions for the global challenges we face. It also means playing an active role in defining our future in the vibrant context of creative innovation.

Your benefits at a glance:

- **Positive brand association**
Your company supports students – the next generation of innovators. This also strengthens Austria’s internationally established standing in the research and development of sustainable technologies, while confirming the Vienna University of Technology’s position as a leading academic institution.
- **Innovation network**
As an initiative of the influential U.S. Department of Energy, the Solar Decathlon brings together twenty of the world’s leading university research teams in the field of energy-efficient building design. You have direct access to this expert research network – and the valuable new contacts that come with it.
- **International media**
The Solar Decathlon’s Team Austria engages public relations experts for domestic and international communication activities to ensure optimal media coverage. A specialized PR agency has been charged with publicizing project news and press kits in German-speaking countries, with a native English-speaking team to translate promotional materials for other markets. So the communication resources are in place to get the message out through a broad range of channels – to your target audiences, wherever they may be.
- **Content for your stakeholders**
Your support of the Team Austria allows you to use the quality content generated by the Solar Decathlon competition for your corporate communications. You receive regular updates on the latest competition news and communication packages that include text, images, and audiovisual materials which can be used to engage customers, employees and other relevant stakeholders.
- **Human resources / employer branding**
Your company gets to know the “high potentials” in your field, putting you a step ahead of competitors in recruiting the best and the brightest to work for you.

The supplement to this brochure describes package options for sponsoring Team Austria.

facts & figures

Host: U.S. Department of Energy, Washington, DC
House exhibition: October 3-13, 2013, Orange County Great Park, Irvine, California, USA
Competition cycle: bi-annually, since 2002
Teams entered 2013: app. 130 universities
Selected for participation 2013: 16 US-American, 2 Canadian, 2 European (incl. Vienna University of Technology)
Champion 2011: University of Maryland, USA
Champion 2009: Technische Universität Darmstadt, Germany
Visitors 2011: 357,000 on site

Media response 2011

- 300 media representatives on site
- 175 million readers reached through print and online media
- 250 published newspaper articles, e.g., Washington Post, USA Today, New York Times
- 1,200 published articles online
- 500 television reports and 87 radio interviews globally, e.g., on CNN, Fox News,
- NBC's "The Today Show," CBS' "60 Minutes"
- 7,000 Twitter followers
- 9,000 Facebook fans
- 490,000 video views on the Solar Decathlon's YouTube channel
- 500,000 photo views on Flickr

Website statistics www.solardecathlon.gov

- 1.86 million page views during the 10-day event
- 5,000 readers of the team forum
- 8,500 QR code scans

Side Events

- Co-hosted with the Austrian diplomatic mission to the US, the Office of Science & Technology, and the Austrian Trade Commission
- Networking events in Southern California for sponsors and supporters of Team Austria to foster business connections
- One-day conference with industry leaders, representatives from academia and policy makers to showcase Austrian best practices in sustainable building technologies and policies
- L.I.S.I. House party

How is your donation used?

Team Austria depends on your contribution. We guarantee that every donated dollar/euro directly supports the design, construction, documentation, and communication of the L.I.S.I. house. We need your support to realize our dream of winning the 2013 Solar Decathlon!

The public relations activities for the Solar Decathlon 2011 received the Silver Anvil Award of the Public Relations Society of America, the most prestigious US-American award in this sector.

XPO: sustainability trade show with the competition

The house exhibition (October 3-13, 2013) is embedded in the XPO, a publicly accessible trade show in the Orange County Great Park of Irvine, California, where companies present the newest trends and technological developments in renewable energy and sustainable design.

dialogue groups

Who notices the Team Austria competition entry?

- R&D organizations
- building construction industries
- energy industries
- graduate and undergraduate students
- general public interested in future solutions
- journalists and other media representatives
- nationally and internationally



projectlogo Team Austria

A project of the Vienna University of Technology

(architecture, electrical engineering)

in collaboration with the Austrian Institute of Technology (AIT) and the Austrian Universities of Applied Sciences in St. Pölten and Salzburg University of Applied Sciences in Kuchl.

Project partners

IG Passivhaus

Austrian Federal Ministry of Transportation, Information & Technology (bm:vit)

Office of Science & Technology (OST) / Austrian Embassy in Washington DC

Austrian Research Promotion Agency (FFG)

Austrian Trade Commission

Contact

DI Dr. Karin Stieldorf, Ass.-Prof.

Sustainable Building and Design Group

Institute of Architecture and Design

Vienna University of Technology

Gußhausstr. 30, 1040 Vienna

T +43 (0)1 58801 253 441

M +43 (0)699 14 11 89 32

office@solardecathlon.at

www.solardecathlon.at

Impressum

TU Vienna

concept folder (text/grafic): juicy pool. communication

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Solar Decathlon:
Welcome to
Team
Austria!

Sponsorship Packages

Our sponsors are our most important allies in winning the Solar Decathlon competition title for the house of the future. That is why we are offering a range of sponsorship options to choose from according to your needs, interests, and sponsoring budget. Basic suggestions for how you could help are provided by the packages described in the following.

Principal Partner – your donation

- Financial support of at least **€ 50.000,- or equivalent in kind** (e.g., construction material, mechanical systems, interior finishing)

Premium Partner – your donation

- Financial support of at least **€ 20.000,- or equivalent in kind** (e.g., construction material, mechanical systems, interior finishing)

Partner – your donation

- Financial support of at least **€ 5.000,- or equivalent in kind** (e.g., construction material, mechanical systems, interior finishing)

Principal
Partner



Our pledges, based on your donation

- your participation/credit in the making-of-movie, incl. company representative interviews, product and logo placement in video
- The video shall be distributed by Team Austria mainly via social media, as well as provided to sponsoring companies for their own promotional purposes and venues.
- optional product/company presentation on-site at XPO trade show, as well as in accompanying events hosted by the Austrian Embassy in Washington, DC
- sponsor promotion at presentations, conferences, and seminars involving the "Team Austria Atrium House" (e.g., logo in PowerPoint presentations and posters)
- your company name and logo printed on uniforms for "Team Austria" (worn by app. 40 team members at public events in connection with SD 2013)
- optional ad-space in the Solar Decathlon Newsletter
- display of your promotional print material in the "Team Austria House" during the public exhibition in California
- your company logo on up to 6 shipping containers that carry the "Team Austria House" components to California for assembly at the SD 2013
- your company logo on all printed materials related to the Solar Decathlon incl. posters and app. 100,000 brochures planned for distribution
- your company logo with link to your website on the "Team Austria" page of the official Solar Decathlon website (www.solardecathlon.gov)
- co-promotion of your company's website through other social media channels maintained by "Team Austria," such as Facebook and Twitter

Partner

Join the 100-friends-team! Our special offer for those who would like to support us as individual persons. 100 friends, 1000 euros, 100,000 possibilities.

The House of the Future is here for everyone! If you like what we're doing, but don't have company backing for a full sponsorship, you're still very welcome on board – the idea:

The sum of many smaller amounts makes great things possible!

your donation:

1000 euros for the work of Team Austria

our pledge:

- named credit and link on the "Team Austria" page of the official Solar Decathlon website (www.solardecathlon.gov)
- "100-friends-team" badge for your website – to link to your favorite team on the Solar Decathlon website
- very friendly, sharable posts through social media channels (Facebook, Twitter ...)
- named credit in Solar Decathlon press releases

For more details about this project,
please see the sponsor information
folder.

Banking information:

Account name: Solar Decathlon
Bank name: Bank Austria
IBAN AT291200010001470607
BIC BKAUATWW
Payment memo: Solar Decathlon 2013 sponsorship

Contact

DI Dr. Karin Stieldorf, Ass.-Prof.

Sustainable Building and Design Group
Institute of Architecture and Design
Vienna University of Technology
Gußhausstr. 30, 1040 Vienna
T +43 (0)1 58801 253 441
M +43 (0)699 14 11 89 32
office@solardecathlon.at
www.solardecathlon.at