

Appendix:

## Sponsor Recognition Rules and Regulations

(Refer to the Solar Decathlon website for complete list of rules and regulations, [www.solardecathlon.org](http://www.solardecathlon.org))

All Communications and event-sponsor recognition material must adhere to the Solar Decathlon and National Parks Service (NPS) Rules and Regulations. To summarize, all team sponsor recognition must be accompanied by the Solar Decathlon logo or text. On the National Mall all team sponsor logo must be no larger than 1/3 the size of the Solar Decathlon logo or text. All forms of team sponsor recognition must be accompanied by informative text to support the goals of the Communications competition, to educate and inform. Team sponsor logos are only allowed on the back of team shirts.

Below are regulations specified by these organizations. The bolded items are those that directly relate to team sponsors.

**Regulation 3.3 Team Uniforms** The only information or graphics that are approved to be visible from the front of the team uniform (jacket, shirt, hat, or other wearable item) shall be the institution and its logo, the team name and logo, the Solar Decathlon logo and Event Sponsor logos as indicated on the Solar Decathlon Web site (<http://www.solardecathlon.org/>). The institution and its logo, the team name and its logo, the Solar Decathlon logo, and Event Sponsor logos are approved to be visible on either the front OR the back of the team uniform. **Team sponsor logos are approved to be visible ONLY on the back of the team uniform. Team sponsor logos shall not be visible on the front of the team uniform.**

### **Building Code 3.2.3. Sale of Items**

Teams are prohibited from selling items to the general public on the National Mall

### **Building Code 3.3 Sponsor Recognition on the National Mall**

The NPS has strict rules that will affect the way in which the Solar Decathlon teams and Organizers recognize Team and Event Sponsors. The Solar Decathlon Organizers also have developed rules that affect sponsor recognition. The Organizers reviewed the relevant NPS document regulating events on the National Mall in Washington, D.C., National Capital Field Area (NCFA) Requirements for Special Events Held on Parkland, as a starting point to develop the guidelines contained in this document. The Solar Decathlon Rules and Regulations Committee provided additional guidelines. The Organizers consult regularly with NPS regarding all plans for the Solar Decathlon, and the Rules and Regulations Committee meets regularly in an ongoing process of developing rules and regulations for the Project. Additional guidelines may be developed at a later date. The Organizers interpret NPS rules and regulations to the best of their abilities. They will attempt to get clear approval from NPS for plans for the Event at all times, but NPS has the final word in these matters. ***It is possible that despite this guidance, a team may be requested to remove items NPS does not consider appropriate for the Event. Within certain restrictions, it is possible for teams to use their sponsors' logos in and on their Solar Decathlon houses. These restrictions apply but are not limited to all communications materials that will be on display or distributed at the Event on the National Mall. These restrictions apply to both the interior and exterior of your house. Any communications materials may be used only to identify the Solar Decathlon or a portion of the Solar Decathlon (e.g., communications materials related to one of the Contests). Sponsors may be recognized with text, logos, or both, but the text and logos must appear in conjunction with Solar Decathlon text and logo and may not be larger than one-third the size of the Solar Decathlon text and logo. The use of commercial notices or advertisements, models of commercial products, or structures representing commercial products is strictly forbidden.*** To provide guidance, the Organizers have developed requirements

for some communications materials the teams may be considering. These requirements apply to but are not limited to the materials listed in this document. **All communications materials, except those prepared specifically for and viewed only by the judges for other Contests (e.g. materials prepared for the architecture jury), will support the goal of Contest 4: Communications—to educate consumers about energy efficiency and solar energy. Communications products will be targeted to an average consumer audience and will exist for the purposes of describing and explaining each team's house design, Construction, Assembly, functioning, and performance, including the solar energy and energy efficiency design strategies and technologies in the house, and each team's process and experience in the house, and each team's process and experience in the Project.**

#### **Building Code 3.3.1. Signs, Exhibits**

**Posters Signs, exhibits, and posters will exist only to support the goal of Contest 4 as described above. Signs, exhibits, and posters the Organizers determine do not support this goal, that exist largely for the recognition of sponsors, (or both) will be removed. All signs, exhibits, and posters should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If the content of signs, exhibits, and posters pertains to a specific component of the Event (e.g., one of the Contests), indicate to which component it pertains. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Event, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.**

#### **Building Code 3.3.2. Plaques, Photos, and Wall Art**

**Plaques, photos, and wall art will exist only to add aesthetic value to the house or to support the goal of Contest 4 as described above. Plaques, photos, or wall art that the Organizers determine do not add aesthetic value to the house, do not support this goal, exist largely for the recognition of sponsors, (or any combination of the three) will be removed. Any plaques, photos, or wall art that recognize sponsors should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify their connection to the Event. If the content of the plaques, photos, or wall art pertains to a specific component of the Event (e.g., any of the Contests), indicate to which component it pertains. Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Event, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.**

#### **Building Code 3.3.3. Furnishings**

**Home furnishings (e.g., furniture, floor and window coverings, clocks, sculptures, knick knacks, figurines, and bookends) in the house will exist only to add aesthetic value. Any furnishings that are used to recognize sponsors will be removed. "Off-the-shelf" appliances and electronics that feature a "built-in" manufacturer's logo are acceptable. Marketing and sales material will not be adhered or attached to appliances and electronics or distributed in any other way on the National Mall.**

#### **Building Code 3.3.5. Publicity Materials and Printed Materials for Distribution on the National Mall**

**The teams' brochures, binder, or folder containing the Media/VIP kit, and any materials within the binder or folder (see Regulation 3.2: Event-Sponsor Recognition) should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If individual contents in the binder or folder pertain to specific components of the Event (e.g., one**

of the Contests), indicate to which component they pertain. **Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the text that identifies a specific component of the Solar Decathlon, or the Solar Decathlon logo. If sponsors are recognized through logos, the Solar Decathlon must be recognized using the Solar Decathlon logo. If text is used to recognize sponsors, either text or logo may be used to recognize the Solar Decathlon.**

#### **Building Code 3.3.6. Video/Audio/Electronic Presentations**

Video/audio/electronic presentations will exist only to support the goal of Contest 4 as described above. **Video/audio/electronic presentations that the Organizers determine do not support this goal, exist largely for the recognition of sponsors, (or both) will be removed.** All video/audio/electronic presentations should contain the Solar Decathlon logo or Solar Decathlon title text to clearly identify connection to the Event. If the content of video/audio/electronic presentations pertains to a specific component of the Event (e.g. any of the Contests), indicate to which component it pertains. **Any text that refers to sponsors or any sponsor logos should not be greater than one-third the size of the Solar Decathlon title text, the Solar Decathlon logo, or the text that identifies a specific component of the Solar Decathlon. Audio scripts must be written and recorded such that their content supports the goal of Contest 4 and clearly identifies connection to the Solar Decathlon or a component of the Solar Decathlon (e.g., any of the Contests). No more than 20% of the total time, 1 minute, or whichever is less, of a video/audio/electronic presentation may be dedicated to recognition of sponsors. Television- or radio- style commercial advertising is prohibited. Video and audio loops, and screensavers that serve only to recognize sponsors are prohibited.**