



ASC 2014

Stage/Checkpoint Host Information

An Overview of the Opportunity

What is the American Solar Challenge?

The American Solar Challenge (ASC) is a multi-day, 1200-1800 mile cross-country event across the United States that is organized by Innovators Educational Foundation, a 501(c)(3) organization that is supported with 100% volunteers. ASC is typically held every other year during the summer and is open to collegiate solar car teams from countries all over the world. The routes have varied greatly over the years, but they are always designed to provide teams with a great opportunity to demonstrate their solar cars under real world driving conditions and thoroughly test the reliability of all onboard systems.

ASC is a unique competition which promotes educational excellence and celebrates engineering creativity all while fueled by the spirit of friendly competition, teamwork, and, of course, the sun. Each team designs and builds a solar-powered vehicle within a set of rules, which then must pass a series of inspections and successfully complete a track qualifier to prove the roadworthiness of the vehicle. Qualifying for ASC is an accomplishment in itself.

The ASC route is broken into a series of stages with mandatory stops along the way to interact with the public and media as well as check-in with event staff for timing purposes and updates. To finish ASC, teams will face hilly terrain, normal traffic conditions, and unpredictable weather all while carefully managing their power. Winning this brain sport is a combination of a reliable car, efficient driving, and a good strategy. The winner of ASC is determined by the total elapsed time to complete the race route.

What are Stage Points and Checkpoints?

The route is broken into a series of one and two-day stages, with each stage starting and ending at a Stage Point. Teams arrive at a Stage Point on one day, stay overnight, and then leave from the Stage Point the following morning.

For two-day stages, we typically put a Checkpoint somewhere in between. The Checkpoint is usually designed to be reached on the first day of the two-day stage. Teams arrive at the Checkpoint, serve the required time (usually an hour), and then leave from the Checkpoint to continue on the route.

Proposed Locations and Schedule for 2014

Location (City)	Type	Arrival	Departure
Austin, TX	Start	N/A	Mon, July 21
TBD, TX	Checkpoint	Mon, July 21	Mon, July 21
Norman, OK	Stage Point	Tue, July 22	Wed, July 23
Wichita, KS	Checkpoint	Wed, July 23	Wed, July 23
Overland Park, KS	Stage Point	Thu, July 24	Fri, July 25
Omaha, NE	Stage Point	Fri, July 25	Sat, July 26
Ames, IA	Checkpoint	Sat, July 26	Sat, July 26
La Crosse, WI	Stage Point	Sun, July 27	Mon, July 28
St. Paul, MN	Stage Point	Mon, July 28	N/A

Expectations of the Stage/Checkpoint Host Location

Having the American Solar Challenge come through your town and stop at your location is a unique opportunity to bring the community out to see the solar cars and meet the teams. While our event is very self-sufficient and brings our own stage craft, pop-up tents, and official race clock, we do ask for the host location's assistance to secure the following **minimum requirements**.

Need	Description	Stage Point Details	Checkpoint Details
Finish/Start Line	Controlled location. Police support may be required if closing roads and/or using a street.	Starts from stage points require space to line up all solar cars and lead/chase support vehicles. Solar cars will merge with their lead/chase vehicles into a 3-car caravan after the solar car crosses the start line.	Because teams will be finishing and re-starting at various times, it is helpful to keep the start and finish lines reasonably close so that they can be managed by the same staff, yet separated enough such that incoming and outgoing teams do not interfere with each other.
Parking Area	<p>Solar car teams: Sufficient space for solar car teams to park support vehicles ranging from full size vans to large trucks and car trailers (25-30 feet in length) reasonably located to the finish line location and charging area. On average, each team will have at least 3 support vehicles and 1 truck and trailer.</p> <p>ASC staff: Parking for approximately 10 vehicles.</p> <p>Public/Media: Additional, separate parking should be available for spectators and media.</p>	Full parking for all teams both on the day they arrive and before leaving the next morning. If possible, teams may desire to leave their truck and trailer in the parking lot overnight and work on their car.	Teams arrive throughout the day, serve their hour checkpoint time, and then head out to their next destination. While it is good to be prepared for a significant portion of the teams being in the checkpoint at the same time, it is likely to only have a third to half of the teams at any given time.
Charging/Display Area	This area should be shadow-free as teams will separate the body and chassis of the solar car and angle the body with the solar cells towards the sun. The area can be paved or grass; however, if grass, there must be a plan B in the event of rain. Public will be able to get an up close look at the cars and speak with the teams while they charge and perform maintenance.	Consider shadows for both the evening and morning charging times.	If possible, this location should be near the finish/start line since teams will only be present for an hour.
Restroom Facilities	Restrooms must be on-site and available to the participants, staff, public, and media.	Restrooms must remain open through evening and morning charging times.	
Electrical Access	Basic electrical outlets for plugging in the race clock, staff laptops, speakers/sound system for announcements, etc.		

In addition to the basic requirements above, we specifically seek locations that can provide the **preferred items** listed below, which lead to smoother event operations and hopefully a bigger turnout of public and media at the Stage/Checkpoint.

Request	Description
Private Staff Meeting Area	A quiet area for the staff to use for internal meetings as needed. The location should have electrical outlets, wi-fi, and be protected from inclement weather. This is mostly needed at Stage Point locations where inspectors may need to meet to assess penalties.
Internet Access	At a minimum, internet access for the staff allows for timely web updates. Many teams are also appreciative of internet access to update their websites and social media.
Coordinate with Local Media	We assume you know your city better than we do, and hence, we would greatly appreciate your help in getting the word out about the solar cars that will be coming through town. We are happy to do phone interviews, provide logos for use, and help in any way we can.
Responsible for Any Extra Activities	We find many of the locations serving as Stage/Checkpoint hosts desire to make the day(s) the solar cars are present into a larger community event. Many communities choose to engage their local Chamber of Commerce and area businesses to provide additional support for the event. Some extra activities previous hosts have had at their locations include: <ul style="list-style-type: none"> • People's Choice Awards – voted for by the spectators • Energy Fairs – showcasing alternative energy companies and displays • Electric/hybrid vehicles from local dealerships • Games – ladder ball, bean bag toss, etc • Giveaways – either to the community at large or teams passing through • Food – either for the teams or everyone If you have ideas you would like to discuss, please let us know.

The Stage/Checkpoint can really be as much as you would like to do. We hope you will take this opportunity to find something to make your location memorable and add to the excitement of ASC!



Typical Operations

Prior to ASC

We ask each host to provide a Host Contact Point to work with race officials prior to and during the event to help ensure all activities required for a successful visit to your community are handled with ease. Prior to the event will be focused on working out logistical needs for your location and keeping you aware of when our route drive teams are passing through the area to view parking lots and facilities. We will draw up a map of the facilities we will be using and including that in the route book for the teams.

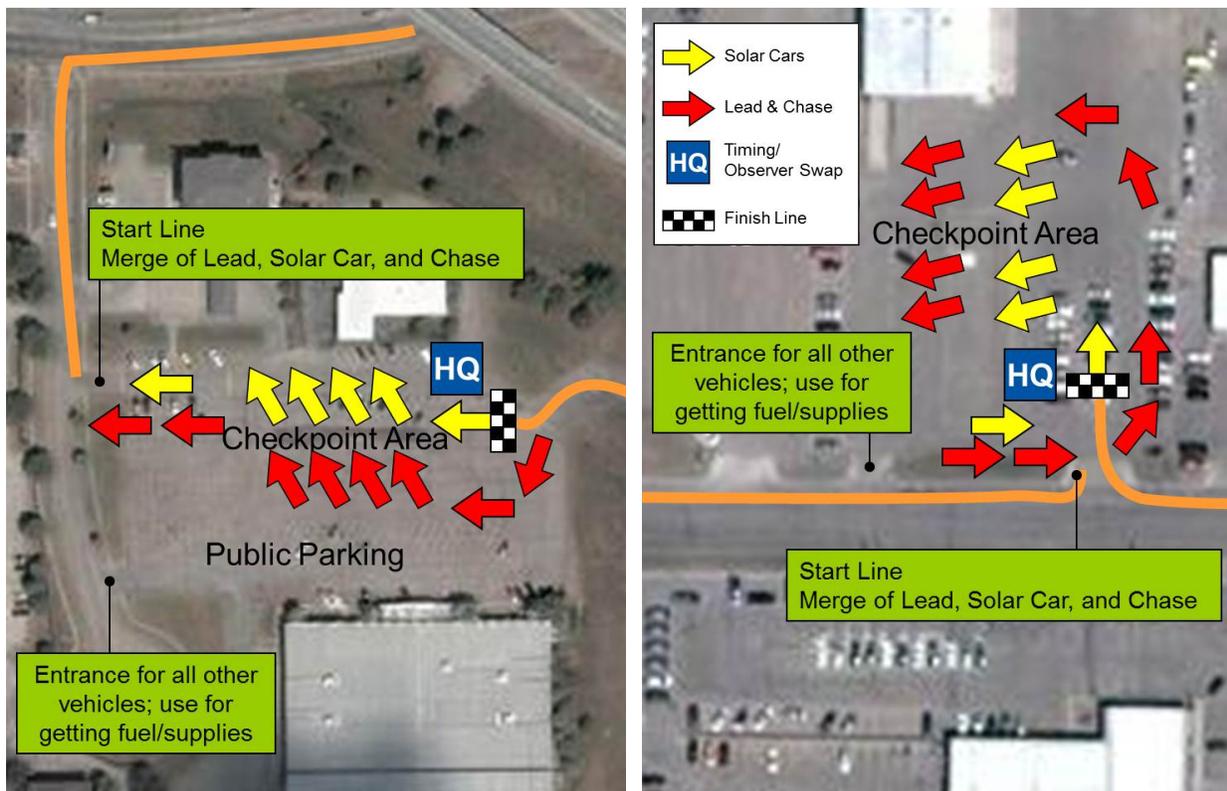
During ASC

During the event, we have a Route Advance Team that is typically 1-2 days ahead of the solar cars. Our Stage Point/Checkpoint Staff will arrive at your location either the night before the solar cars arrive or the morning of their arrival. Upon arrival, we will meet with the Host Contact Point and setup for the solar cars to arrive. Our setup includes:

- Free-standing flag poles with ASC flags
- Checkered flag ribbon
- Race clock set to official time
- Headquarters pop-up tent with tables and chairs
- Cones and signage, as needed, to direct solar car caravans

Given all of the variables of the event, it is impossible to predict exactly when solar cars will arrive, but we can provide some general guidelines. For Checkpoints, we are in and out on the same day, usually with setup happening in the morning and most solar car teams arriving in the afternoon. For Stage Points, setup will occur on the morning of the arrival day with solar car teams arriving throughout the day. They will stay at the location into the evening to charge from their solar array and will be back in the morning to charge again before departing. Typically, event-related vehicles are offsite by 10am the day of departure.

Example Layouts



Recognition of Stage/Checkpoint Locations

As the host of either a stage point or checkpoint, you are providing a valuable service to Innovators Educational Foundation in hosting the American Solar Challenge. Because of this, we will credit the host (city, local business, or combination thereof) with a **sponsorship equivalent of \$10,000**. This means the host will automatically achieve the Silver sponsorship level as a thank you for providing all of the required facilities, services, and support at no cost to the event. Additional cash or physical donations to Innovators Educational Foundation will enable the host to achieve a higher level of sponsorship.

How Your Sponsorship is Recognized

In recognition of your sponsorship and support, we provide the following:

- Your name/logo on our website (www.americansolarchallenge.org)
- Your name/logo in the event program
- ¼ page recognition in the event program – this is space for you to give a shout out to the teams and other local businesses that may be supporting your Stage/Checkpoint
- Your name on the event vehicle stickers – displayed on all solar cars, team vehicles, and staff vehicles traveling with the event
- Your name on the event t-shirts worn by staff
- Opportunity to give materials to team members, whether information on the local area or recruiting materials for local universities

Note: The host is defined as one entity per stage/checkpoint. If multiple entities are involved, a single logo and recognition supporting the teams must be submitted. The ¼ page recognition in the event program may include all the businesses / institutions which contributed.

We look forward to working with you!

