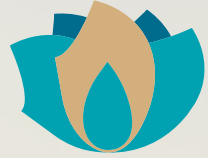
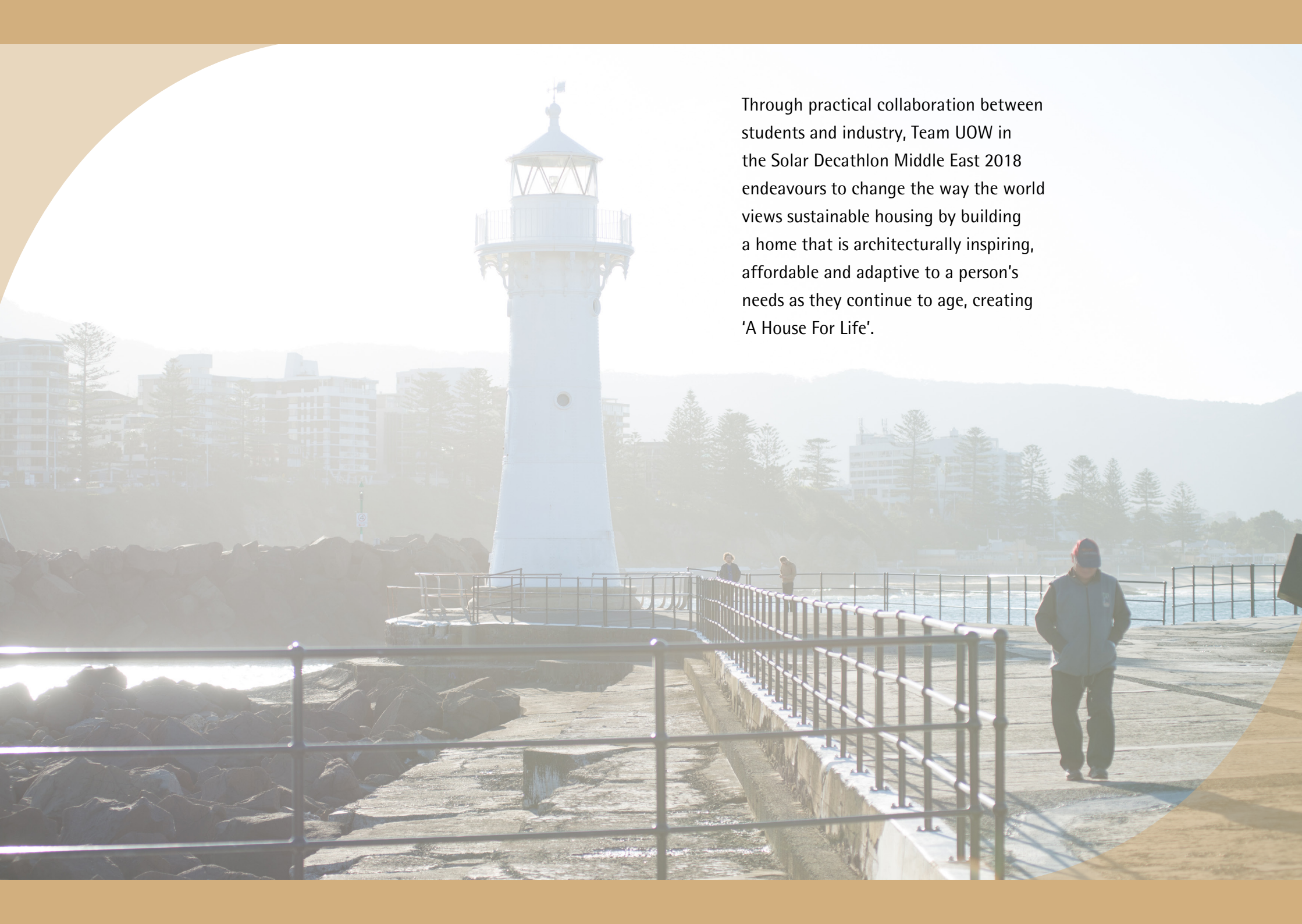


Join our journey



Desert Rose
Team UOW
Australia - Dubai



A photograph of a white lighthouse situated on a concrete pier. The pier has a metal railing and leads towards the lighthouse. In the foreground, a person is walking away from the camera on the pier. The background shows a coastal town with buildings and trees, and mountains in the distance. The sky is clear and blue. The image is framed by a large, semi-circular orange shape on the left side.

Through practical collaboration between students and industry, Team UOW in the Solar Decathlon Middle East 2018 endeavours to change the way the world views sustainable housing by building a home that is architecturally inspiring, affordable and adaptive to a person's needs as they continue to age, creating 'A House For Life'.

Sponsorship Message

Thank you for your interest in providing sponsorship and support to Team UOW Australia-Dubai and our entry in the Solar Decathlon Middle East 2018 competition.

The Solar Decathlon competition, often described as the 'Energy Olympics', is the largest sustainable building research and innovation competition in the world, with teams designing, building and operating net-zero energy, solar powered houses. Teams must then transport their houses to Dubai and rebuild them within 10 days, ready for the arrival of hundreds of thousands of visitors!

After winning the Solar Decathlon China 2013, and setting the world record for the most points scored in the history of the Solar Decathlon, Team UOW Australia-Dubai is excited to be competing again. Our previous house, the 'Illawarra Flame', took the unique approach of demonstrating the retrofitting of a traditional Aussie 'fibro' house into a stylish and sustainable home of the future. Our new house, named Desert Rose after an iconic flower that flourishes in challenging environments, will also be taking a unique approach by addressing the needs of our ageing populations.

People across the world are living longer than ever before and with a new case of dementia every 3.2 seconds, it is becoming a greater focus for our health, economic and housing services. Dementia is now the leading cause of disability in Australia for those over the age of 65, a disabling condition that a staggering 46.8 million people across the world are living with. This is why we have selected the philosophy of creating architecture that 'celebrates human life rather than itself' by constructing a house that is suitable for those from retirement age (65 years) to end of life. Our Desert Rose will grow and adapt to

the occupants needs as they age. It will cater for those with the most active lifestyles and for those with age-related disabilities. It will celebrate life by helping the elderly to live a life of enjoyment in the comfort of their own home for as long as possible.

Our endeavour to change the way the world responds to these social demands has drawn in students from every faculty of the University of Wollongong Australia and many from TAFE NSW and the University of Wollongong in Dubai. Students from graphic design, supply chain management, nursing, engineering, computer science, human geography, painting & decorating, electrical & plumbing and many more are coming together to provide a home design solution to better improve the lives of the elderly. Our design has incorporated the many needs of the ageing population with that of the culture of the Middle East and the demands of the hot, humid and sandy climate of Dubai.

It is through this multidisciplinary approach that these great challenges can be solved. The Solar Decathlon is providing us the stage to inspire building industries across the globe by demonstrating that it is possible to construct houses that are stylish, affordable, comfortable, and sustainable whilst encompassing the changing needs of an ageing population. We need your support in this unique endeavour and are excited about the opportunities we could share with you.

On behalf of Team UOW Australia-Dubai, we would like to invite you to become part of our team and join our journey in creating 'A House For Life'.



Clayton McDowell
Team Leader

A handwritten signature in black ink, appearing to read 'Clayton McDowell'.

Clayton McDowell
Team Leader

The Competition

The Solar Decathlon Middle East 2018 is the largest international competition for universities. It is run by the Dubai Electricity and Water Authority and the US Department of Energy. It challenges twenty-two collegiate teams to each design and build an affordable net-zero energy, solar powered house. The competition will be held in Dubai, United Arab Emirates in November 2018. The purpose is to disrupt the norm by showcasing cutting-edge sustainable building technology and its application in future construction practice.

We realise that, like Australia, many parts of the world are currently, or soon will be, experiencing the effects of an ageing population. We, at Team UOW Australia-Dubai, have set ourselves an additional goal, to provide sustainable living for our ageing population. Team UOW Australia-Dubai is made up of students and staff from the University of Wollongong Australia, TAFE NSW, and the University of Wollongong in Dubai and is the only Australian team to be selected for the competition.



Illawarra Flame on display at Solar Decathlon China 2013

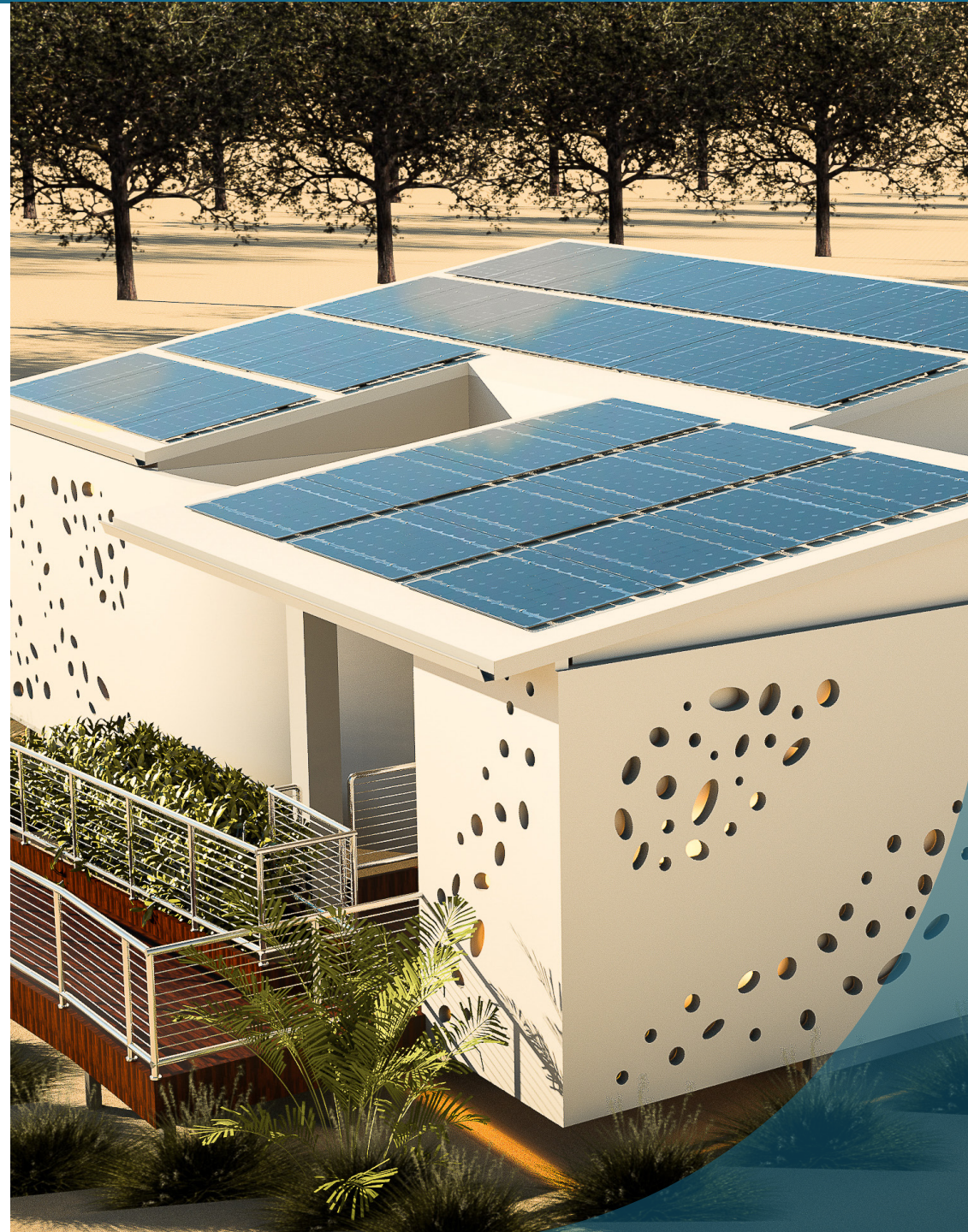


A House For Life

The Desert Rose House is Team UOW Australia–Dubai's answer to the economic, housing and health challenges of an ageing population. Team UOW's goal is to provide an affordable and sustainable house that encompasses the needs of older people, providing 'A House For Life'.

The Desert Rose has been designed using a human centred design approach combining sustainable eco-friendly solutions with ageing in place and liveability principles. Climatic and cultural considerations have shaped the design resulting in a second skin wall to reduce the solar heat gains, provide protection from sandstorms and deliver an inspiring architectural feature. Southern windows have been minimised and replaced with northern clerestory windows that allow light to penetrate deep within the home. Privacy has been maintained by removing street facing windows and providing an internal courtyard with a stunning green wall.

The floorplan has been carefully designed to provide line-of-sight to important elements in the home supporting occupants living with aged related disabilities such as dementia to navigate and perform daily tasks. Interior colours, appliances and building controls have been carefully selected to further assist and support the occupants as they age.





Why Join Team UOW Australia–Dubai?

By sponsoring Team UOW Australia–Dubai you will be supporting the development and education of the next generation of entrepreneurs, engineers, tradespeople and innovators. Our team members are diverse in their experiences and cultural backgrounds and all are committed to our goal of creating 'A House For Life'. We need your help to support the leaders of the future and to change the way the world views sustainable housing.

Get involved by helping us to develop world-class skills to solve some of the most challenging social and technological problems. Our project looks at how to accommodate our increasing ageing population, especially those living with dementia, in environmentally sustainable, beautiful and efficient independent living units.

By joining our journey, you will:

- Generate both international and national exposure for your business
- Gain access to our enthusiastic team and state-of-the-art technological resources
- Be a leader in sustainable construction practices within the Australian and Middle Eastern marketplace
- Have a means to enhance your corporate social responsibility programs
- Demonstrate your organisation's commitment to the advancement of your industry and the environment
- Participate in our sponsors' events, trade shows and special occasions

Solar Decathlon in the Media

Sponsors will benefit from widespread media coverage of the event. In the 2013 Solar Decathlon China, Team UOW:

- Provided more than 35,000 house tours in 10 days of competition
- Received 250+ external media mentions
- Had over 2 million page views of our website
- Won over 10 national awards since 2013
- Since the competition over 12000 tours of the Illawarra Flame House have been given

Partnership Benefit

Media Coverage

Sponsor Team UOW in the Solar Decathlon Middle East 2018 competition and be featured on our website, social media channels and in top tier media outlets nationally and globally.

Branding

Co-branding opportunities exist for partners to strategically align themselves with the Desert Rose brand and its message of sustainable, healthy, innovative homes.

Reputation

Team UOW's participation in the world's highest profile green building competition provides an ideal vehicle for increasing awareness about sustainable design and living. We showcase Australia's "green industries" and innovative solutions to solve social issues and improve the lives of those living with age-related disabilities.



Our Sponsorship Model

The Team UOW Australia – Dubai sponsorship model has six tiers metaphorically tied to our project inspiration – the Desert Rose. The Desert Rose is a flower that thrives in challenging environments, which is exactly what our house aims to do.



Gold Rose Sponsor

\$250 000+

The Gold Rose sponsor will make our house shine



Silver Rose Sponsor

\$100 000+

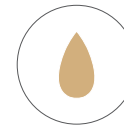
This generous contribution will go a long way



Oasis Sponsor

\$30 000+

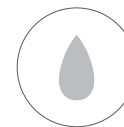
Make our desert oasis a reality



Sunlight Sponsor

\$15 000+

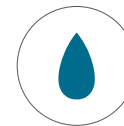
Help power this project



Friends

\$2 000+







Be a friend to our team



Waterdrop Donor

\$2+

Every drop counts

Sponsorship Benefits	 Gold Rose \$250k+	 Silver Rose \$100k+	 Oasis \$30k+	 Sunlight \$15k+	 Friends 2k+	 Waterdrop Donor \$2+
VIP tickets for customers and employees to the national launch	15	8	4	2		
Night(s) accommodation in the Desert Rose in the first 12 months after it is reconstructed in Australia	6	4	2			
Gold title sponsor	✓					
Opportunity to speak on behalf of your company at the national house launch	✓	✓				
Trademark inclusion in national and international PR/media	✓	✓				
Recognition on Illawarra Flame website homepage	✓	✓				
Partner media release highlighting your brand as a sponsor	✓	✓				
Trademark inclusion on all social media, internet and email communications	✓	✓				
Trademark inclusion in metropolitan and regional PR/media	✓	✓	✓			
Trademark on official team t-shirt	✓	✓	✓			
Photo opportunity with Team UOW and house in Australia	✓	✓	✓	✓		
Feature article/interview in our monthly newsletter	✓	✓	✓	✓		
Trademark inclusion at community education and awareness events	✓	✓	✓	✓		
Trademark recognition in our monthly newsletter and video blog	✓	✓	✓	✓	✓	
Trademark recognition on official team website	✓	✓	✓	✓	✓	
Name on plaque at the Sustainable Building Research Centre, UOW	✓	✓	✓	✓	✓	
Rights to use the Team UOW Australia branding and house in your advertising and promotional materials	✓	✓	✓	✓	✓	
Name recognition on official team website and UOW donor report	✓	✓	✓	✓	✓	✓
Rights to use the Team UOW Australia-Dubai branding and house in your advertising and promotional materials	✓	✓	✓	✓	✓	✓

Contact Us

Team UOW Australia-Dubai is looking for further sponsorship and donations for this exciting project. Every sponsorship opportunity is unique and diverse in the benefits that it can offer your organisation. Please contact us to discuss your involvement today.

Clayton McDowell

Project Manager
+61 2 4221 5409

Sponsorship enquiries

Team UOW Australia-Dubai
sd-2018@uow.edu.au



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desertrosehouse.com.au
solardecathlonme.com



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AUSTRALIA · DUBAI · HONG KONG



TAFENSW



SOLAR
DECATHLON MIDDLE EAST