

Powering the Blue Economy™

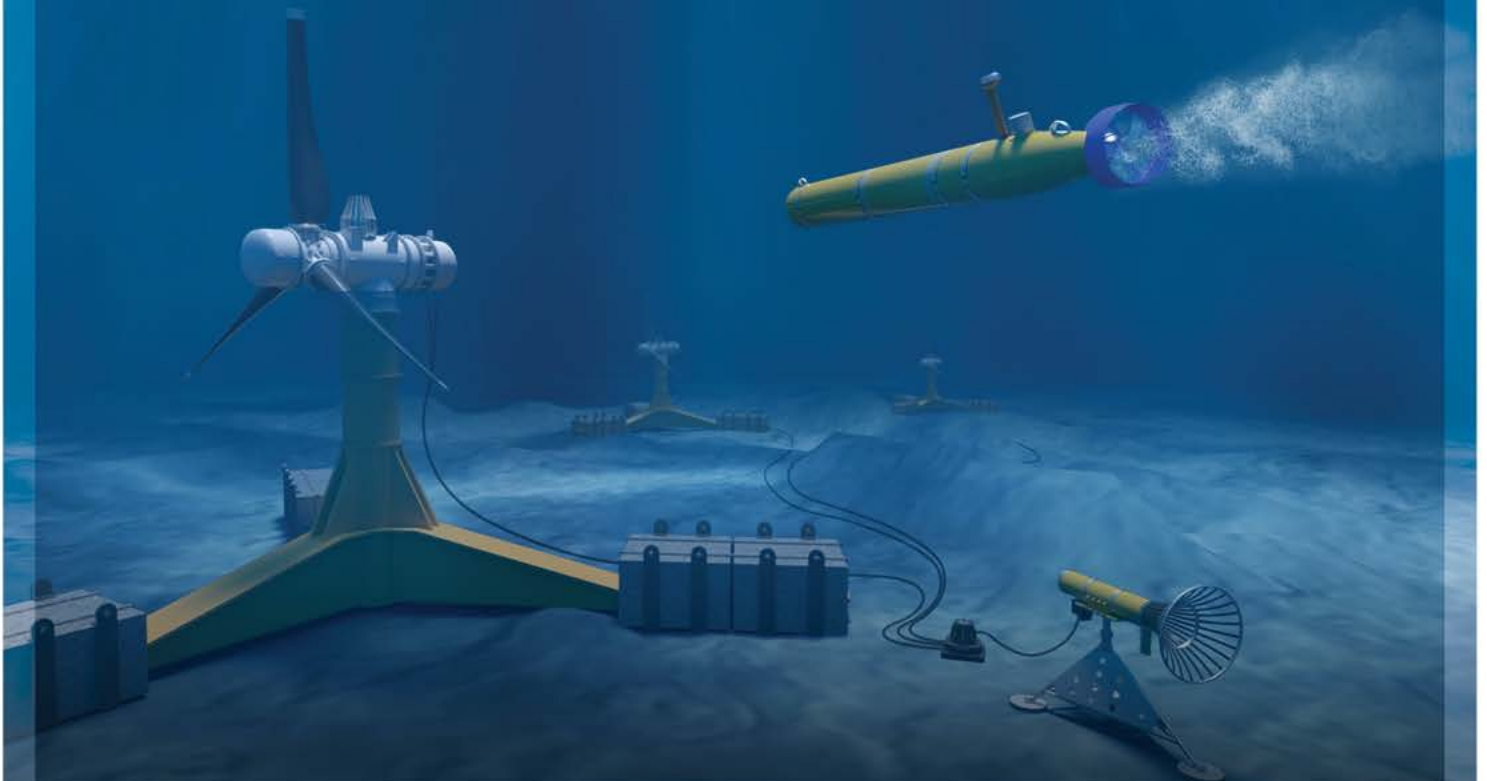
OCEAN OBSERVING PRIZE



U.S. DEPARTMENT OF ENERGY

SPONSORSHIP PACKAGE

2020 RELEASE



About the Ocean Observing Prize

The Powering the Blue Economy™: Ocean Observing Prize challenges innovators to integrate marine renewable energy with ocean observation platforms, ultimately revolutionizing our ability to collect the data needed to understand, map, and monitor the ocean.

This joint prize between the U.S. Department of Energy (DOE) Water Power Technologies Office and the Integrated Ocean Observing System (IOOS®) program at the National Oceanographic and Atmospheric Administration (NOAA) seeks to develop new technologies to help fill the data gaps that make it difficult to realize the full potential of the Blue Economy. The Ocean Observing Prize includes a series of competitions with millions of dollars in awards available to encourage rapid innovation in the fields of marine energy and ocean observations, that began with the DISCOVER Competition and is followed by the DEVELOP Competition. The Pacific Northwest National Laboratory and the National Renewable Energy Laboratory are supporting DOE and NOAA on the development and administration of the prize.

The DEVELOP Competition challenges competitors to integrate marine energy systems with autonomous underwater vehicles (AUVs) to enable longer deployments at sea and for better data capture. Competitors will compete for up to \$3 million in cash prizes over a design and build contest.

The purpose of this prize is to:

- Enable collection of valuable new data.
- Generate sufficient power from co-located marine resources.
- Accelerate commercialization of marine energy systems.
- Grow a community of innovators.

For more information on the Ocean Observing Prize visit:

<https://americanmadechallenges.org/oceanobserving/>.

DEVELOP COMPETITION

*Hurricane Monitoring:
Self-Charging AUVs*

DESIGN CONTEST	BUILD CONTEST	SPLASH CONTEST
Draft plans and models	Develop and tank test prototype	Test prototypes at sea
• 120 days	• 180 days	• 90+ days
• Up to 10 winners	• Up to 5 winners	• Up to 3 winners
• \$400,000 in prizes	• \$500,000 in prizes	• \$1,500,000 in prizes

Why get involved?

The Ocean Observing Prize is a unique opportunity to engage communities across the private and public sector. In connection to DOE's involvement, the Water Power Technologies Office (WPTO) is searching for sponsors, as defined below, to support outreach, competitors, and prizes, and to ultimately accelerate wave energy powered technology innovation. Your involvement helps solidify the success of our Ocean Observing innovators and is an opportunity to be a part of a network of technical experts, academics, industry professionals, incubators, and investment sponsors.

There are many ways in which sponsors of the Ocean Observing Prize can provide support, including prize amplification and outreach, technical expertise, training, event planning, competitor mentorship, and connections to industry and stakeholders. DOE is grateful for any assistance that individuals, organizations, and institutions can provide.

Who can become a DOE Prize Sponsor?

DOE invites a diverse range of organizations to support the Ocean Observing Prize. In the past, supporters of DOE prizes have included non-profits, non-governmental organizations, state and federal agencies, venture capital investors, consulting firms, academic institutions, community organizations, and more. In recognition of your generosity, your organization's name and logo may appear in promotional materials, and be included in a list of sponsors during events related to the Ocean Observing Prize.

Types of Ocean Observing Prize Sponsors

Outreach & Engagement Sponsors

Amplify the prize by helping DOE spread the message. Support can include blog posts, social media engagement, inclusion of the prize in newsletters, or other amplification mechanisms as identified by the sponsor.

Examples of prize amplification:

- Creating and disseminating communications related to the Ocean Observing Prize. DOE must approve this communication in advance.
- Identification of and outreach to stakeholders interested in wave power and ocean observation.

Prize Team Support Sponsors

Assist competitors by supporting them through mentorship, prototyping support, or other services and training that could directly benefit all competitors in the prize.

Examples of prize team support could include:

- Design consultation to mitigate risk and improve survivability, simplicity, or efficiency.
- Off-the-shelf components that would support competitors with building their systems.
- Training to understand standardization and scaling design principles.

Examples of Recognition for Ocean Observing Sponsors



	BREAKING WAVES	SURGING WAVES
Social Media Posts and Promotion	✓	✓
American Made Challenge Website	✓	✓
HeroX Prize Website	✓	✓
WPTO Website	✓	✓
Water Wire Newsletter Feature		✓
Featured in Press Releases		✓
Specific Branding of Offerings		✓

Breaking Waves

- **Social Media Posts and Promotion:** Recognition of sponsorship in communication materials, including but not limited to unique social media posts and retweets of existing posts.
- **Website Presence:** Featured as a Surging Waves Sponsor on the American-Made Challenge website, HeroX prize website, and WPTO Website.

Surging Waves

- **Social Media Posts and Promotion:** Recognition of sponsorship in communication materials, including but not limited to unique social media posts and retweets of existing posts.

- **Website Presence:** Featured as a Surging Waves Sponsor on the American-Made Challenge website, HeroX prize website and WPTO Website.
- **Additional Features:** Recognition of sponsorship in communication materials, including but not limited to a feature in the WPTO Water Wire newsletter and/or featured press releases.
- **Specific Branding of Offerings:** If applicable, in-kind support of teams may be branded with sponsor name or trademarks in accordance with appropriate rules and regulations.

How to get involved in the Ocean Observing Prize?

If your organization wishes to support the U.S. Department of Energy's Ocean Observing Prize, please reach out to the Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy at wptoprizes@ee.doe.gov, as a Memorandum of Understanding (MOU) will be required to participate as a Sponsor.

Please note that DOE's Ocean Observing Prize organizers have established the following general requirements to become a DOE supporter (sponsor):

- Supporters must adhere to the following requirements for all supporter-created outreach material (advertisements, news releases, handouts, etc.) and products that feature or represent the U.S. Department of Energy Ocean Observing Prize:
 - Obtain advance approval from the U.S. Department of Energy
 - Represent the prize as the "U.S. Department of Energy Ocean Observing Prize"
 - Reference sponsorship of the Ocean Observing Prize event as follows: "Proud (supporter/sponsor) of the U.S. Department of Energy Ocean Observing Prize"
 - Feature U.S. Department of Energy Ocean Observing Prize branding on available channels as agreed upon with organizers.
- Supporters will appoint one person to serve as the official contact with event organizers and to coordinate the activities required to fulfill the agreed upon Memorandum of Understanding (MOU).
- Supporters who enter into an MOU with DOE becoming DOE Sponsors do not become NOAA Sponsors and must seek a separate sponsorship agreement with the NOAA, if such an option is available.