



# Sponsorship Presentation



# About Us

Team “**Harmony**” from the **British University in Dubai**  
is participating in **SDME 2020**

## Our Vision

Planning to find new ways to save energy and use the renewable resources. Both elements will help increase the level of people's happiness while they live in sustainable cities.



## Our Mission

Integrate local environment and technological advancement to produce a Sustainable House that satisfies its residents' social-cultural, functional, comfort and aesthetical needs.



Under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum  
Crown Prince of Dubai and Chairman of Dubai Executive Council



# About Solar Decathlon ME



On June 17, 2015, the Dubai Supreme Council of Energy, Dubai Electricity and Water Authority, and the U.S. Department of Energy signed an agreement to collaborate on the development of Solar Decathlon Middle East (SDME 2018-2020), a competition that will integrate unique local and regional characteristics.



# About Solar Decathlon ME



## Final SD Phase

**Designed houses** to be constructed by participating university teams in an expo area within 2 weeks



House  
Functioning



Sustainable  
Transport



Sustain-  
ability



Communication



Innovation



Architecture



Construction &  
Engineering



Energy  
Management



Energy  
Efficiency



Comfort  
Conditions

## 10 Contests

**Assembled houses** are then assessed based on above 10 criteria

# About Solar Decathlon ME

## 1<sup>st</sup> OBJECTIVE

Hands-on experience & training regarding clean energy workforce for students



## 2<sup>nd</sup> OBJECTIVE

Raising awareness & educating consumers about clean & efficient energy use

# About Solar Decathlon ME



**2002 U.S.A.**  
University of Colorado



**2005 U.S.A.**  
University of Colorado



**2007 Germany**  
Technische Universität



**2009 Germany**  
Technische Universität



**2011 U.S.A.**  
University of Maryland



**2013, Austria**  
Vienna University of Technology



**2015, SU+RE**  
Stevens Institute of Technology



**2017, Switzerland**  
Geneva University & University of Fribourg



**2018, FutureHAUS**  
Virginia Tech, U.S.A.

**OUR AIM**

**2021, Harmony House**  
British University in Dubai  
U.A.E

# About Solar Decathlon ME

## Steering Committee



هيئة كهرباء ومياه دبي  
Dubai Electricity & Water Authority

UNITED ARAB EMIRATES  
MINISTRY OF ENERGY & INDUSTRY



الإمارات العربية المتحدة  
وزارة الطاقة والصناعة



المجلس الأعلى للطاقة  
Supreme Council of Energy

مجلس الإمارات للبنية الخضراء  
Emirates Green Building Council



UNITED ARAB EMIRATES  
MINISTRY OF CABINET AFFAIRS & THE FUTURE  
PRIME MINISTER'S OFFICE

الإمارات العربية المتحدة  
وزارة شؤون مجلس الوزراء والمستقبل  
مكتب رئاسة مجلس الوزراء



شرطة دبي  
DUBAI POLICE



هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



بلدية دبي  
DUBAI MUNICIPALITY

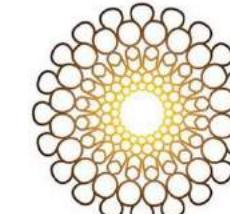


مؤسسة دبي للمستقبل  
Dubai Future Foundation

United Arab Emirates  
Ministry of Education



الإمارات العربية المتحدة  
وزارة التربية والتعليم



إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI UNITED ARAB EMIRATES



HARMONY  
A HOME FOR SUSTAINABLE LIVING

# About Solar Decathlon ME

# Sponsors



# Collaborators



مجله الامارات للابنية الخضراء  
Emirates Green Building Council



# HARMONY

A HOME FOR SUSTAINABLE LIVING

# About Solar Decathlon ME

## Timeline

No.	SDME	Deadline
1	<b>Schematic Design</b> Documentation + Audio Visual 01	October 9, 2019
2	<b>Design Development</b> Documentation	December 18, 2019
3	<b>Model + Audiovisual 02</b>	March 11, 2020
4	<b>Construction Documentation</b>	November 14, 2020
5	<b>Updated Construction</b> Documentation	March 16, 2021
6	<b>(First Assembly for the structure)</b> Documents + Audiovisual 02	June 22, 2021
7	<b>As Built Documents</b>	September 7, 2021
8	<b>Final Assembly</b>	October 25, 2021

# About Us

## Meet Our Team



Prof. Bassam Abu-Hijleh  
Faculty Advisor



Nesrine Oussadou  
Project Manager



Salma Al Zahabi  
Communication Coordinator  
Interior Architect



Dania Tachouali  
Sponsorship Manager  
Head of Architecture



Hawra Askari  
Interior Architect



Taqwa Wriekat  
Civil Engineer



Vishnu Ks  
Architect



Abdullah El Nokiti  
IT Management



Sareh Alkhalesi  
Interior Architect



Duaa Sallam  
Civil Engineer



Asma Daffalla  
Electrical Engineer



Ghadeer Jumah  
Architect

# Sponsors Forum

Harmony Sponsors will be event supporters with involvement in **development & promotion** of Harmony House 2020. Below are the 5 Harmony Sponsorship Levels that provide sponsoring entities involvement on different scales

## DIAMOND

## PLATINUM

## GOLD

## SILVER

## SUPPORTER

Sponsorship Value:  
AED 300,000 Cash  
AED 600,000 In-kind

Sponsorship Value:  
AED 200,000 Cash  
AED 400,000 In-kind

Sponsorship Value:  
AED 100,000 Cash  
AED 200,000 In-kind

Sponsorship Value:  
AED 50,000 Cash  
AED 100,000 In-kind

Sponsorship Value:  
AED +10,000 Cash  
AED +20,000 In-kind

**AED Cash**  
(Monetary Donations)



**AED 1**

Equals

**AED In-kind**  
(Non-Monetary Donations)



**AED 2**

# Our Sponsors

## DIAMOND

## PLATINUM

## GOLD

## SILVER

## SUPPORTER

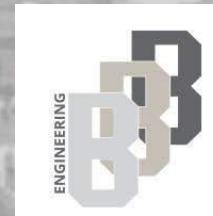
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Sponsorship Value:  
AED 200,000 Cash  
AED 400,000 In-kind

Sponsorship Value:  
AED 100,000 Cash  
AED 200,000 In-kind

Sponsorship Value:  
AED 50,000 Cash  
AED 100,000 In-kind

Sponsorship Value:  
AED +10,000 Cash  
AED +20,000 In-kind



# Benefits of Sponsoring Harmony Home

	Diamond	Platinum	Gold	Silver	Supporter
<b>Recognition Before Harmony House Main Event</b>					
Logo / Name mention in BUiD auditorium	✓				
Dedicated Talk for sponsors during event	✓	✓			
Participation in Harmony House workshops and webinars with the university teams	✓	✓	✓	✓	
Access and involvement in events organised to promote Harmony House	✓	✓	✓	✓	✓
<b>Recognition at Harmony House Events</b>					
Logo placement in Harmony Team members' shirts throughout SDME 2020 competition in Solar Hai	✓	✓	✓		
Logo placement in all Harmony House activities' promotional material (printed and online)	✓	✓	✓	✓	
Logo placement in Harmony House after its assembly in Solar Hai	✓	✓	✓	✓	
Access to contests' assessments regarding sponsored equipment, materials, and/or technologies	✓	✓	✓	✓	✓
<b>Online Recognition &amp; Social Media Visibility</b>					
Short video on Harmony House website featuring sponsor's name, activities & support to sustainability issues	✓	✓			
Dedicated page on Harmony House website featuring sponsor's contribution & a link to sponsor's website	✓	✓			
Dedicated section within pages on Harmony House website featuring sponsor's logo support & a link to sponsor's website	✓	✓	✓	✓	
Inclusion of sponsor's support in relevant press releases	✓	✓			
Logo placement on Harmony House website with embedded link to the sponsor's website	✓				
Sharing information on sponsors' contribution on all major social networks (Facebook, Twitter, Instagram)	✓	✓	✓	✓	✓

# Benefits of Sponsoring Harmony Home

SDME has a worldwide reputation as a **Successful Educational Programme & Workforce Development Opportunity**

**225** unique sustainable houses

Involvement from **38** countries

World wide media interest

More than **1 million** houses tours for general public

An average of **180,000** visitors for each SD Event

An average of **700,000** website visitors for each SD

An average of **3 million** page views for each edition of SD

**36** International Universities

**21** International teams

**11** teams from the Middle East

**15** countries

**100,000** estimated visitors



**Richard King**  
*SD Founder*

The Solar Decathlon is usually about **5 years** ahead of what you see in the commercial building. So one of the objectives of the Solar Decathlon is to bring these **new ideas** to today's world.



SDME is expected to have **higher participation** as it will coincide with Dubai EXPO 2021 and the assembled SDME houses are expected to be exhibited for longer duration which may afford more exposure & opportunities

# Benefits of Sponsoring Harmony Home

**\*\* Size of Sponsors  
Logos on Harmony  
Media Channels**

**- WEBSITE -**

**DIAMOND**

300x120

**PLATINUM**

225x90

**GOLD**

200x80

**SILVER**

190x75

**SUPPORTER**

150x60

# Benefits of Sponsoring Harmony Home

@HarmonyHome2020



**DIAMOND**

**PLATINUM**

**GOLD**

**SILVER**

**SUPPORTER**

**Weekly Post** showing aspect of related company to Harmony home with tagging sponsor

**3 sequenced post** on start of sponsorship

**Highlighted weekly stories**

**Sharing / reposting relevant sponsor's posts**

**Weekly Post** showing aspect of related company to Harmony home with tagging sponsor

**Highlighted Bi-weekly stories**

**1 Post every 3 weeks** showing aspect of related company to Harmony home with tagging sponsor

**Highlighted story**

**Monthly Post** showing aspect of related company to Harmony home with tagging sponsor

**Highlighted story**

**A Post** showing aspect of related company to Harmony home with tagging sponsor

**Highlighted story**

# Benefits of Sponsoring Harmony Home



Front



Back

**\*\* Size of Sponsors Logos on Harmony Team Shirts**

**D** Diamond Sponsor Logo

**P** Platinum Sponsor Logo

**G** Gold Sponsor Logo

**S** Silver Sponsor Logo



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**Thank you**