

## Help Save the World – One Kilowatt at a Time

*Inventors Digest* magazine is hosting the national **2010 Collegiate Alt-Energy Challenge**.

The publication, in cooperation with the nonprofit [National Collegiate Inventors & Innovators Alliance](#), is seeking sponsorships for this high-profile event. Boost your brand for a GREAT cause.

**What:** *2010 Collegiate Alt-Energy Challenge – Saving Our World One Kilowatt at a Time*. The contest will award cash and other prizes for the most innovative *low-cost*, alternative energy-related technology, product, solution or service.

**Who:** All U.S. college and college-bound students are eligible.

**Need:** Sponsorship commitments for the printing of 1,000s of posters for college campuses and prize package to help commercialize the winning entry. Three sponsorship tiers are available:

**\$5,000 tier;** includes large logo on the posters; three full-page ads in *Inventors Digest*; multi-month banner ads on InventorsDigest.com; 60-second ad on Got Invention Radio; exposure on e-letters through our partners, including the NCIIA, [By Kids For Kids](#) and the [United Inventors Association](#); print and online editorial opportunities.

**\$3,000 tier;** includes logo on the posters; one full-page ad in *Inventors Digest*; one-month button ad on InventorsDigest.com; 30-second ad on Got Invention Radio; exposure on e-letters; potential print and online editorial opportunities.

**\$1,000 tier;** includes organization name on the posters; one half-page ad in *Inventors Digest*; potential print and online editorial opportunities.

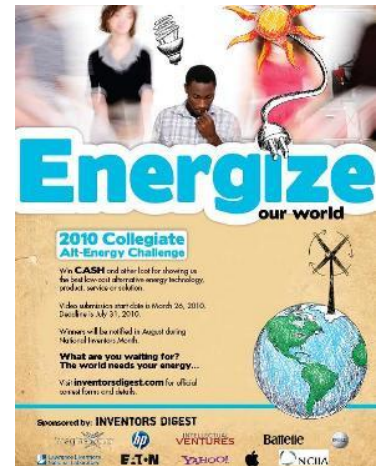
**Why:** A quarter of the world’s population lives without any form of electricity. Lack of access to electricity or power contributes to poverty, malnutrition, disease and death. It’s a vicious cycle, and one that can be alleviated through innovation and creative use of low-cost technology.

**When:** Contest launches March 26, 2010

**Where:** Exploratorium | The museum of science, art and human perception at the Palace of Fine Arts, San Francisco

**How:** Students will submit videos – 3-minute “elevator pitches” – through our Web 2.0 platform at EdisonNation.com, ensuring IP protection and preserving potential licensing opportunities. (Winners will be announced during National Inventors Month in August 2010. Winners must agree to have their videos posted on InventorsDigest.com.)

More details will be announced at the NCIIA [March Madness for the Mind](#) event in San Francisco and at [www.inventorsdigest.com](http://www.inventorsdigest.com). Contact *Inventors Digest* Editor Mike Drummond at 704.405.0712 or e-mail [mike.drummond@inventorsdigest.com](mailto:mike.drummond@inventorsdigest.com).



*\*Note: Poster shown is a prototype. Sponsor names are for illustration purposes only.*