



U.S. DEPARTMENT OF
ENERGY



BATTERY **WORKFORCE** **C H A L L E N G E**

Sponsorship Details



THE BATTERY WORKFORCE CHALLENGE IS MANAGED BY
ARGONNE NATIONAL LABORATORY
FOR THE U.S. DEPARTMENT OF ENERGY

OVERVIEW: Battery Workforce Challenge Program (BWCP)

Argonne National Laboratory is pleased to announce the Battery Workforce Challenge Program (BWCP), sponsored by the U.S. Department of Energy (DOE). The program includes a three-year collegiate engineering competition, vocational training and youth education in science, technology, engineering, and math (STEM) as well as career & technical education. The program seeks to foster a diverse talent pipeline of trained engineers, workers and technicians who can help charge North America's battery industry forward and advance domestic battery technology leadership.

Argonne will build a public/private partnership of government and industry sponsors from EV/Battery manufacturing across North America enabling the Program's four key initiatives. Sponsors may opt to sponsor the BWCP as a whole or designate funding to one or more of the following initiatives:

1. **STEM Education:** Starting with youth from middle to high school, the program will introduce students to careers in EV/Battery Manufacturing, organize build challenges and other experiential learning activities, and integrate EV/Battery manufacturing into Career Technical Education (CTE) courses to recruit students into manufacturing careers.
2. **Battery Workforce Challenge Collegiate Competition:** Stellantis will serve as a co-Headline Sponsor of the collegiate competition, joining other government and industry partners to engage university and vocational students to design, build, test and integrate an advanced EV battery pack into a production Stellantis vehicle and build a domestic EV workforce to support the industry's rapid move to electrification.
3. **Regional Workforce Training:** Argonne will establish Regional Workforce Hubs in key EV/Battery manufacturing regions across North America, including regions particularly impacted by the transition from ICE to EV manufacturing, hosting purpose-built training at community colleges to reskill/upskill transitional workers for in-demand manufacturing careers in these regions. Sponsored by manufacturers and other employers, with guidance from local community-based organizations, the National Battery Association (NAATBatt) and other industry Subject Matter Experts (SMEs), the training will help create a pathway to transition workers into in-demand jobs throughout the EV/battery supply chain and compliments DOE's broader Battery Workforce Initiative.
4. **Career Connected Learning Management System:** The cloud-based application deploys equitable & accessible multi-media training and education to all learners throughout the program.



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Sponsor Levels

Sponsorship levels are based on a credit system that assigns a value for in-kind contributions and cash contributions as part of an organization’s overall sponsorship contribution (see next section for details).

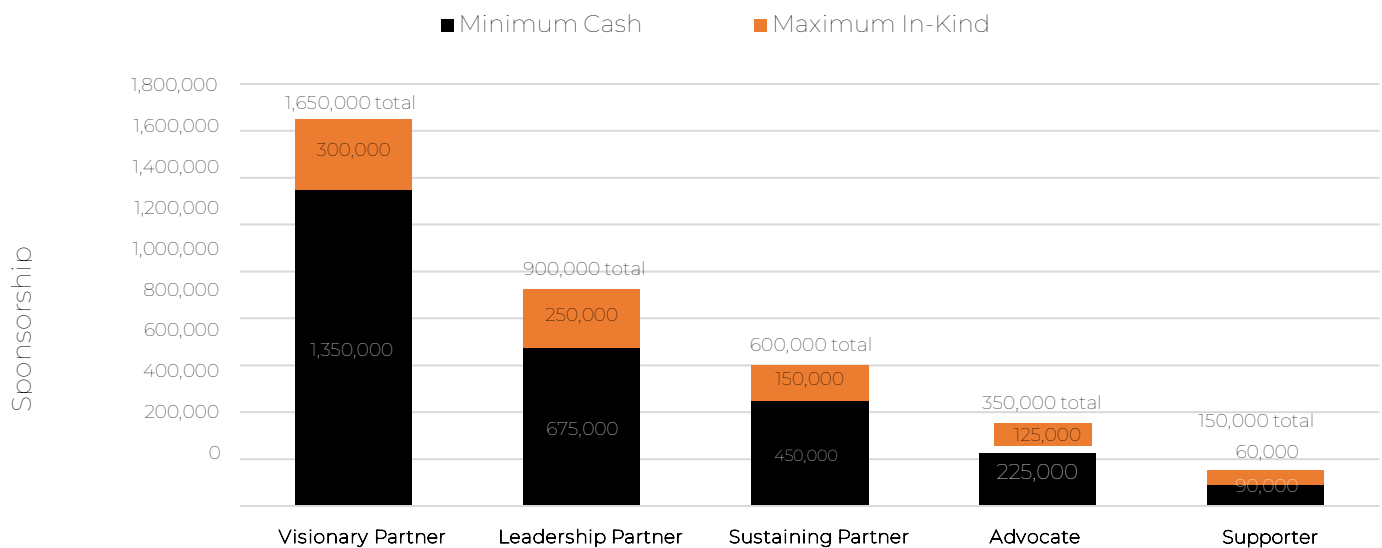
A sponsor can offset cash contributions through in-kind support like hardware donations, engineering support, or software donations. However, each sponsorship level carries a minimum cash contribution requirement.

The table below outlines the required contributions for each sponsorship level. Please note that “maximum in-kind support” is simply a corollary value to the minimum cash contribution (total contribution minus minimum cash contribution). Please also note that all sponsorships are commitments for the entire three-year BWCP (or remaining length of the program).

BWCP SPONSORSHIP LEVELS AND COMMITMENTS

Sponsorship Level	Total Credits (3-year total)	Minimum Cash Support		Max In-Kind Support (credited to sponsor level)
		3-year Total	Per-year Average	
Visionary Partner	1,650,000 credits	1,350,000 credits	\$450,000 USD \$150,000 USD per yr.	300,000 in-kind credits
Leadership Partner	900,000 credits	675,000 credits	\$225,000 USD \$75,000 USD per yr.	225,000 in-kind credits
Sustaining Partner	600,000 credits	450,000 credits	\$150,000 USD \$50,000 USD per yr.	150,000 in-kind credits
Advocate	350,000 credits	225,000 credits	\$75,000 USD \$25,000 USD per yr.	125,000 in-kind credits
Supporter	150,000 credits	90,000 credits	\$30,000 USD \$10,000 USD per yr.	60,000 in-kind credits

BWCP Sponsor Cash & In-Kind Contributions



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Cash and In-Kind Credit System

BWCP’s credit system combines various types of contributions (all of which are important) into a single metric for the purpose of establishing sponsorship levels. Please note that pricing for hardware is based on academic pricing (where available). For the purpose of calculating sponsorship credits, the value of engineering support will be assessed at a rate of \$100/hr.

BWCP SPONSOR CREDIT CONVERSIONS FOR CASH AND IN-KIND CONTRIBUTIONS

Item	Type	Credits / \$
Unrestricted cash	Cash	3
Seed money, travel stipends, Scholarships or Microgrants (e.g., BattScholars, Vocational support, youth scholarships).	Cash	3
Event or Workshop sponsorship (STEM/Regional Workforce or Competition Event costs: catering, tents, tables/chairs, meeting space, etc.).	Cash	3
Educational outreach (K-12 outreach grants, undergraduate/graduate funding, etc.).	Cash	3
Hardware (Tools, components, HIL hardware, embedded controllers, electronics, etc.).	In-kind	1.5
Technical support & mentoring (engineering/technician support, fabrication, student mentoring, testing, curriculum development and training).	In-kind	1
Software	In-kind	0.1
PR/Media/Outreach (specialty item; media hosting, paid social media campaigns).	In-kind	1

Sponsorship Payment Schedule

The payment schedule for sponsor cash contributions is flexible and can be tailored to the needs of the sponsor. The entire cash contribution can be paid up front (which is preferred), or payments can be made in regular increments that best fit the needs of the sponsor. See the table below for an example three-year cash payment schedule.

EXAMPLE CASH CONTRIBUTION PAYMENT SCHEDULE FOR EACH SPONSOR LEVEL

Visionary Partner	Leadership Partner	Sustaining Partner	Advocate	Supporter
Y1: \$150K	Y1: \$75K	Y1: \$50K	Y1: \$25K	Y1: \$10K
Y2: \$150K	Y2: \$75K	Y2: \$50K	Y2: \$25K	Y2: \$10K
Y3: \$150K	Y3: \$75K	Y3: \$50K	Y3: \$25K	Y3: \$10K
Total: \$450k	Total: \$225k	Total: \$150k	Total: \$75k	Total: \$30k

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Examples of BWCP Sponsor Level Benefits

Sponsorship levels are designed to provide benefits that are commensurate to sponsor contributions. There are a baseline set of benefits available to all BWCP sponsors, that increase incrementally with each sponsor level.

1. STEM Education:

Below are some examples of sponsor benefits within the STEM Education Initiative:

At the Visionary, Leadership and Sustaining Partner levels, sponsors have the opportunity to shape initiative development and intended results, customizing content based on their business interests, products, etc.

At Visionary, Leadership and Sustaining Partner levels, sponsors also have the opportunity to Title sponsor an Event or Award within one or more of the program's initiatives.

- Title sponsor a high school CTE Course – schools will be targeted in one of the selected regions to create a pipeline for all learners into Battery/EV manufacturing.
- Title Sponsor a STEM event (Build challenge or other experiential learning activity) – events may be tailored to sponsor's goals and objectives (recruiting high school graduates into manufacturing careers), and feature participation/presentations from the sponsor.
- Host a STEM school field trip or coordinate a visit to a local school – host students at your facility for a tour with presentations from your staff or coordinate a visit from your staff to a local school to boost awareness about local careers in battery/EV manufacturing.
- Sponsor a special award for one of the STEM events - Awards may be based on the team's use of your products (ex: Most Innovative Use of X) or other area of interest to your company (ex: Design, Safety, Teamwork, etc.). These events/awards will be branded with the sponsor's name/logo and will be heavily promoted through the program's social media channels.

All sponsor levels can contribute to:

- Fund custom built content creation - for the CTE Course for Battery/EV Manufacturing Careers Pathway and/or STEM events.
- Fund STEM Swag distributed at STEM events – branded with your company logo.
- Donate equipment or software - for build challenges, experiential learning events, etc. Battery Workforce Challenge Collegiate Competition

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2. Battery Workforce Challenge – Collegiate Competition:

Examples of sponsorship benefits for the Collegiate Competition include the following, based on sponsor level:

At the Visionary, Leadership and Sustaining Partner levels, sponsors have the opportunity to shape initiative development and intended results, customizing content based on their business interests, products, etc.

Visionary, Leadership and Sustaining Partners will also have the opportunity to Title sponsor an Event or Award within one or more of the program’s initiatives.

- Events may be tailored to sponsor’s business objectives (recruiting events that spotlight the company and its open positions, events that highlight a component of the competition such as battery design).
- Awards may be based on the team’s use of your products (ex: Most Innovative Use of X) or other area of interest to your company (ex: Design, Safety, Teamwork, etc.).
- These events/awards will be branded with the sponsor’s name/logo and will be heavily promoted through the program’s social media channels.

All Battery Workforce Challenge Collegiate Competition sponsor levels can contribute to:

- Showcase your product(s) and/or organization to Stellantis, DOE, and all other BWC sponsors and participating academic institutions.
- Your company logo added to competition signage – including banners, flags and other signs.
- Your company logo added to competition team vehicles. Decal location and size determined by sponsor level. Sponsor decals increase in size according to sponsor level. Higher-level sponsors to receive more prominent locations on the vehicle**

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Battery Workforce Challenge - Collegiate Competition Workshops

The competition holds 2-3 training workshops each year of the program. The primary goal of these workshops is to provide strategic training to teams to equip them for success in the upcoming year. During these workshops, sponsors are afforded opportunities to network with students and faculty and provide custom training on their products/company and engage in in-person recruiting and talent acquisition. The workshops also offer up a unique opportunity to engage with competition-level sponsors from the Department of Energy, Stellantis and others.

Some examples of potential benefits by sponsorship level are listed below.

BWC Workshops	Visionary Partner	Leadership Partner	Sustaining Partner	Advocate	Supporter
Workshop Host: Strategic partnership to host and sponsor annual workshop for 100-150 students, faculty and organizers at your facilities. Includes opportunity to provide keynote presentation from a Senior VIP.	X	X			
Opportunity to attend 2-3 training workshops annually. -Each workshop includes: swag items, meals, invitation to keynote sessions, certain technical training sessions, and evening events (such as recruiting event or networking event). -These passes are <u>in addition to</u> attendance for recruiting events.	Up to 5	Up to 4	Up to 3	Up to 2	Up to 1
Opportunity to host a workshop session with competition students to introduce them (and other sponsors) to your product.	X	X	X	X	X
Opportunities to provide mentoring and technical training to competition students during in-person workshops or via virtual means.	X	X	X	X	X

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Year-End Competition Finale

Each year, the competition brings all teams together to compete in a final competition. During the competition, sponsors are afforded opportunities to network directly with teams and other sponsors.

Year-End Competition	Visionary Partner	Leadership Partner	Sustaining Partner	Supporter	Contributor
Opportunity for VIP to present one of the awards for the top 6 overall teams during year-end competition Awards Ceremony.	X				
Opportunity for VIP to present a keynote address during the year-end competition Awards Ceremony.	X				
Opportunity to title sponsor your own event or award for year-end competition. -Topic may be based on the team's use of your products (Most Innovative Use of X) or other area of interest to your company (diversity, teamwork, etc.). -Includes up to three cash prizes totaling \$2,000 annually (paid out of your sponsor fees) and the opportunity to present the prizes to the winner(s) during year-end competition Awards Ceremony. -May substitute sponsorship of an evening event during competition (such as the career fair or faculty dinner) or title-sponsoring an existing event.	X	X			
Opportunity for VIP to present an award for one of the competition presentations or vehicle events during year-end competition Awards Ceremony.	X	X	X		
Opportunity to judge competition events alongside other government and industry leaders / sponsors. Number of judges dependent on sponsor level.	Up to 5	Up to 4	Up to 3	Up to 2	Up to 1
Complementary passes to attend year-end competition. -Each pass includes: swag items, meals, student presentation events, media events, Awards Ceremony, and other sponsor-focused events (such as recruiting events, networking events, team vehicle ride-and-drive events, etc.). - These passes <u>include</u> presentation judges but are <u>in addition to</u> attendance for recruiting events.	Up to 10	Up to 8	Up to 6	Up to 4	Up to 2

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3. Regional Workforce Training:

Examples of benefits for sponsors of the Regional Workforce Training Initiative are listed below, based on sponsor level:

At the Visionary, Leadership and Sustaining Partner levels, sponsors have the opportunity to shape initiative development and intended results, customizing content based on their business interests, products, etc.

At Visionary and Leadership levels, sponsors also have the opportunity to Title sponsor one of the Regional Workforce Hubs.

- Training may be tailored to sponsor's goals and objectives and feature participation/presentations from the sponsor.
- Educational institutions may be selected based on the sponsor's location or based on existing partnerships.
- Sponsors could help co-design and implement customized training paths for students trained (and possibly certified) directly on their industry-specific products or using their industry specific-tools, etc.
- Visionary and Leadership level sponsors will have a seat-at-the-table for reshaping education or overall workforce systems/strategy in the title sponsored Regional Workforce Hub by participating on a regional or national workforce advisory board.
- The national workforce advisory board will convene vocational, industry, job placement organizations to help reshape education to better align with job opportunities.

At the Sustaining Partner, Supporter and Contributor level, sponsors have the opportunity to co-sponsor one of the Regional Workforce Hubs.

4. Career Connected Learning Management System (LMS):

Examples of benefits for sponsors of the LMS are listed below, based on sponsor level:

- At the Visionary and Leadership levels, sponsors have the opportunity to shape initiative development and intended results, customizing content based on their business interests, products, etc.
- At the Visionary or Leadership level, sponsors can title sponsor the LMS, a cloud-based application that delivers equitable and accessible education and training modules to learners across the education pipeline.
- At all LMS sponsorship levels, sponsors have the opportunity to sponsor content creation and title sponsor individual modules.
- Modules may be customized to sponsor's business interests or incorporate sponsor's products.

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Public Relations & Visibility

All BWC Program sponsors (across all four initiatives) will benefit from a robust PR & marketing effort to promote EV/Battery workforce development and its sponsors throughout the year. This includes a social media presence on various platforms, ongoing media engagement and public relations efforts, and a website featuring BWCP sponsors, etc.

Public Relations & Visibility	Visionary Partner	Leadership Partner	Sustaining Partner	Advocate	Supporter
BWCP to produce a Sponsor Feature Video showcasing your company's products/services. Video promoted on BWCP social media, website and blog purposes.	X				
Feature Sponsor Blog highlighting your company's collaboration with BWCP teams. Blog promoted on BWCP social media.	X	X	X		
Develop and execute a social media campaign with sponsor tie in (Engineering Week, Earth Day, STEM initiative, etc.).	X	X	X		
Sponsorship announcement via BWCP social media and via Green Garage blog.	X	X	X	X	X
Your company logo and description added to BWCP website with link to your website. Length of description is increased for different category sponsors.	X	X	X	X	X
Your company name or logo included on BWC trade show displays, which are used at multiple conferences and special events throughout the program well as 2-3 BWC Sponsor Networking & Recruiting events annually. Sponsors listed by category.	X	X	X	X	X
Your company name listed on BWC letterhead used for all communication materials, including press releases and announcements, VIP invitations, etc. Sponsors are listed by sponsorship category.	X	X	X	X	X

*All Collegiate Competition sponsors signed on by September 30, 2023 may be announced to teams at the Battery Workforce Challenge Press Conference & Kickoff at DOE Headquarters in Washington, DC on October 12, 2023

**Final size and location for Collegiate Competition sponsor logo decals will be determined once vehicle platform has been finalized

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Workforce Development & Recruiting

All BWC Program sponsors (across all four initiatives) will have the opportunity to recruit students within their sponsored-initiative, including both virtual and in-person sponsor career fairs and electronic resume books of all participants. Examples of these benefits are included below:

Recruiting	Visionary Partner	Leadership Partner	Sustaining Partner	Supporter	Contributor
Potential to coordinate summer internships/Co-ops with BWCP students.	X				
Speaking opportunities to promote your company or job opportunities in conjunction with recruiting events.	X	X			
Private interview rooms made available for 1:1 interviews during, before, or after recruiting events.	X	X			
Support from BWCP staff in identifying BWC students that may be good candidates for open job postings within your company. This will be done based on BWC roster data combined with our experience working closely with BWC students.	X	X			
Invitation to attend two virtual career fair events annually (one per semester).	X	X	X	X	X
Receive two electronic resume books annually (one per semester) of all BWC students registered for virtual career fairs (roughly 150-250 students depending on the number of teams).	X	X	X	X	X
Complementary passes for up to two recruiters to attend 2-3 Sponsor Recruiting & Networking events annually. -Includes a complimentary skirted table & two chairs. -Power available upon request. -Location is determined by sponsorship category. -These passes are <u>in addition to</u> passes provided to attend other events.	X	X	X	X	X
Post open positions and job announcements to BWCP mailing list that goes out all teams.	X	X	X	X	X

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For questions about the Battery Workforce Challenge, contact:

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