

250 AMERICA PA 2024 DIRECT EFFECT™ INNOVATION CHALLENGE

Powering the Future



Presented in partnership with
THE PENNSYLVANIA
TURNPIKE COMMISSION

Supported by
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DEIC THEME SHEET

America250PA presents its sixth annual Direct Effect™ Innovation Challenge (DEIC):
Powering the Future

About America250PA:

The Pennsylvania Commission for the U.S. Semiquincentennial (America250PA) was established by the legislature and Governor in 2018 to plan, encourage, develop and coordinate the commemoration of the 250th anniversary of the founding of the United States, Pennsylvania's integral role in that event, and the impact of its people on the nation's past, present, and future.

About the 2024 DEIC Challenge:

The Commonwealth of Pennsylvania's transportation history is marked by innovation and engineering achievements, from its rails to its roadways. In fact, Pennsylvania is home to America's first superhighway, the Pennsylvania Turnpike, which first opened in 1940. In 2025, the PA Turnpike Commission (PTC) is celebrating its 85th anniversary and as the presenting partner for America250PA's DEIC, PTC has developed this year's theme for DEIC participants.

The Theme: Powering the Future

With a 30-year commitment to sustainable best practices, the Pennsylvania Turnpike Commission aims to become America's First Sustainable Superhighway by 2040. Your team has the opportunity to make a significant impact and be a part of its 85-year history! We challenge you to design and pitch a print, digital, video, or social media campaign promoting the PA Turnpike's adoption of solar energy, raising awareness about the benefits of solar power and encouraging interest in sustainable transportation solutions. How can your campaign be used to demonstrate a commitment to responsible and sustainable transportation practices?

Additional Requirements:

- Your campaign should be focused on having a statewide impact and reach as many Pennsylvanians as possible.
- **Your budget is \$100,000.** The costs of the production and implementation of your campaign's marketing channels should not exceed \$100,000. Your Round 3 proposal and presentation should outline a line-by-line budget.*

The five finalist teams will also be asked to provide budgetary information for a scaled version of their campaign

Background Information:

- This year's challenge theme is inspired by our **Innovate250PA** EPIC Platform: programs or projects that ignite Pennsylvania spirit for innovation and discovery. How will your campaign align with this platform?