

# 2011 BRUNEL AWARDS INTERNATIONAL RAILWAY DESIGN COMPETITION OFFICIAL SPONSOR PROGRAM

***An opportunity to be recognized with the winners. . .***

The 2011 BRUNEL AWARDS International Railway Design Competition offers an opportunity to showcase the dynamic creativity of today's railroads with a public awards ceremony in Washington DC on October 14, 2011. The Watford Group of International Railway Designers has authorized the Center for Industrial Design in Transportation (C4IDT) to organize the eleventh edition of the Brunel Awards in recognition of the US Government's renewed commitment in advancing rail programs and railroad transportation. The Brunel Awards are the most prestigious international recognition of quality design in railway infrastructure, rolling stock and graphic arts. Supporting C4IDT are the official co-hosts of the competition, the Association of American Railroads and the UIC. Affiliated organizations include APTA, AREMA and National Building Museum.

## ***Become an Official Sponsor and benefit***

The Call for Entries has been issued to the world's railways and rail infrastructure managers, manufacturers, professional design firms, constructors, and other entities responsible for designing and fabricating railway projects. Only railroad operators, infrastructure managers and government bodies involved in rail projects may submit works that were completed after January 1, 2006, but all the parties involved with implementing a project receive recognition. Winners will be announced in July, 2011. There are five broad categories that allow nearly any type of design creativity to be recognized. A world-class jury of design and railway experts chaired by Professor Ronald Kemnitzer of Virginia Polytechnique and State University has been convened to evaluate the entries. The Call for Entries and additional information is available at [www.watford-group.org](http://www.watford-group.org) or by email at [brunel2011@c4idt.org](mailto:brunel2011@c4idt.org).

The 2008 competition hosted by the Austrian Railways attracted close to two hundred entries from Europe, the Americas and Asia.

As an official sponsor, your firm will be able to use the Brunel Awards logo in advertising, promotional events, publicity and marketing materials. Only official sponsors that execute a license agreement will be eligible to use the "2011 Brunel Awards" name and logotype. At the formal ceremonies in October, all sponsors will be prominently acknowledged and invited to participate in the VIP activities. Throughout 2012, the traveling Brunel Awards exhibit will provide continuing publicity and recognition as will the publication of the competition catalogue of winning and commended projects. C4IDT will work with each sponsor to prepare a suitable publicity program and licensing agreement that matches the potential commercial interests of each sponsor. Exclusive sponsorship of some events is also available. Consult the suggested license fee schedule attached.

**Center for Industrial Design in Transportation, Inc.  
PO Box 7610 Falls Church, VA 22040 USA**

[Brunel2011@c4idt.org](mailto:Brunel2011@c4idt.org)

Even though C4IDT is organized as a 501(c)(3) educational corporation, license fees for sponsorship are generally not charitable tax deductible expenses; they may be a deductible business expense. Consult your tax advisor for proper interpretation and treatment.

**The Watford Group**



