

NEVADA REST AREA SPONSORSHIP PROGRAM

Nevada Department of Transportation is soliciting for companies to provide administration for its Rest Area Sponsorship Program and for sponsors of this program. The program acknowledges donations/services supporting various rest area-related maintenance activities at no cost to NDOT. Donations may be made in the form of money, services, public benefits or a combination of these. NDOT requires the administration company's plan and sponsored services to be professional, reliable, innovative, responsive and specific to or an enhancement to the experience of the traveling public. NDOT anticipates the administration company will take a percentage of the total sponsorship dollars as compensation for the service, but will consider other compensation options proposed by the respondent.

1. Sponsorship may include, but is not limited to: litter and debris pick-up, mowing, vegetation control, WI-FI, travel information centers, clean up picnic areas, janitorial services at rest areas, or funding donations for such services.
2. The administration of this program shall involve marketing, administering, recruiting and securing sponsors to provide donations to fund rest area-related maintenance services. Sales of products and services are not allowed through this sponsorship program.

BACKGROUND AND CONCEPTS FOR SPONSORSHIP

The Federal Highway Administration (FHWA) released new guidelines on March 13, 2012 allowing the use of sponsorship acknowledgement signs on state right-of-way. The new guidelines allow the use of business logos and emblems that were not originally allowed under the Adopt-a-Highway program. Through the new guidelines, FHWA has determined there is a difference between advertisements and acknowledgement signs. This provides NDOT the opportunity to acknowledge donations made by business entities through acknowledgement signs. The new guidelines limit the sign to recognition for the donation of a transportation service and prohibit the inclusion of any contact or location information along the highway mainline. Following is information regarding NDOT and some of the rest area-related services to be considered for sponsorship programs:

NDOT is the state agency charged with the maintenance of 33 rest areas and 3 welcome centers. A [Statewide Map of Nevada Rest Areas](#) and [Maintenance Inventory List](#) are also provided for your information. The 3 welcome centers are currently being sponsored by Las Vegas Convention and Visitor Authority and the City of Mesquite. Sponsors may provide funding or services to support any number of the 33 rest areas and install acknowledgement signs.

Sponsors may consider uses for WI-FI at the rest areas. Various types of Internet kiosks or digital displays to provide useful weather travel and tourism information helping visitors make good decisions while on the road would be appreciated by travelers. Websites could provide a means to attract advertising revenue. A statewide connected internet based network along Nevada's major travel corridors capable of delivering and receiving real time information may be useful and profitable to potential sponsors.

Please see the [PowerPoint presentation](#) for more information.

APPLICABLE LAWS AND STANDARDS: The program administration company shall provide the specified service requirements in accordance with all federal, state and local applicable laws, standards and regulations necessary to perform the services, including, but not limited to:

- NRS 408.433-567
- Transportation Code, Chapter 201.206, Donations and Contributions
- 23 U.S.C. 131(i)
- N.S. 23 C.F.R. 752
- Section 2H.08 of the Federal Manual of Uniform Traffic Control Devices
- MAP-21 Section 1539
- FHWA's Policy on Sponsorship Acknowledgement and Agreements within the Public Right-of-Way

If interested in providing administration for this program, sponsoring rest areas services, or to get more information, please contact:

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