

Rest Area Sponsorships Opportunities



NRS 408.433-567

Authorize the Department of Transportation to enter into contracts with private entities for rest area sponsorship.

Enable NDOT to offset rest area maintenance costs through contributions from sponsors.



SPONSORSHIP

Private companies may sponsor rest areas and visitor centers either by giving monetary support or for providing the maintenance of the facilities themselves.

In return the private company may identify itself as the sponsor on a sign that is visible to the traveling public.

Advertising is prohibited
MUTCD 1A.01 Policy Order

REST AREA
SPONSORED BY

TOM'S TOWING

Federal Highway Administration (FHWA) Policy Order, March 13, 2012

- Authorize the placement of roadside acknowledgment signs for rest area sponsorships.
- **Sponsorship Agreement.** An agreement between a recipient agency and a sponsoring organization to be acknowledged for a highway-related service, product, or monetary contribution provided (FHWA Policy definition).

Rules and Regulations

- One acknowledgment sign for each direction of travel may be installed on the highway mainline.
- Additional acknowledgment signs may be placed within the rest area, provided that these signs, legends are not visible to highway mainline traffic and do not pose safety risks to rest area users.

Rules and Regulations

- Contractor and sponsors shall comply in accordance with state and federal regulations including but not limited to 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 Sec. 1539 and NRS 408.433-567.

Artist Simulation



Interior Sign



Why sponsor a rest area?

- Exposure in areas where billboards are prohibited
- Traffic counts range between 5,200 – 50,000 AADT



Interested parties,
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