



FLORIDA DOT SPONSORSHIP OPPORTUNITY

TRUCK PARKING AVAILABILITY SYSTEM

Sponsors of Florida DOT's Truck Parking Availability System will have their brand logo featured on the largest sponsorship acknowledgment panels available in the Sunshine State. Highly visible to passing traffic, these large, official, shoulder-mounted highway signs inform truckers and commercial vehicle drivers of parking availability.

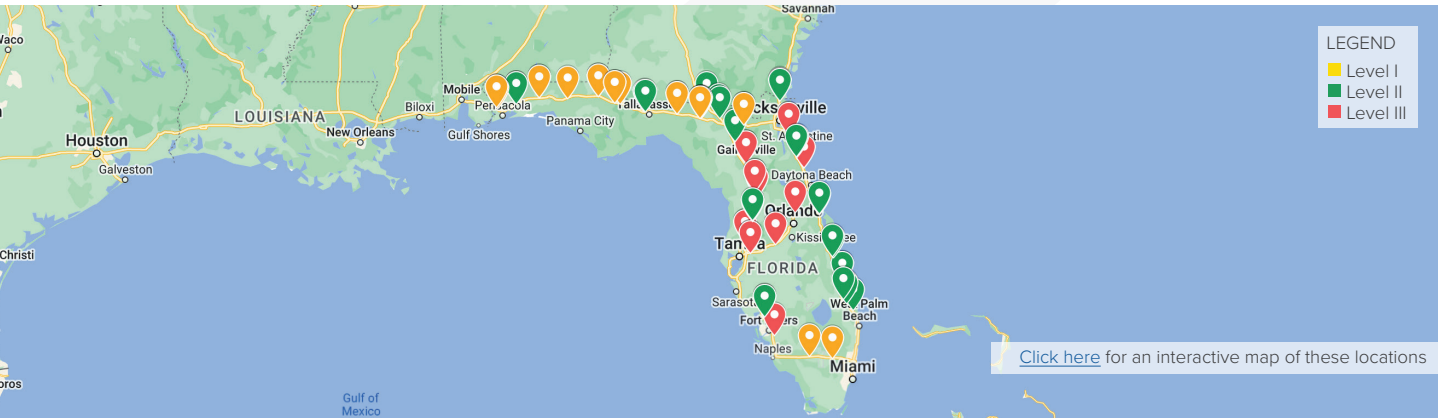


The sponsor panel measures 12'w x 2'h and provides prominent recognition on the huge 16'w x 9'h highway signs positioned in advance of truck parking locations. This sponsorship will raise brand awareness and familiarity, leading to increased customer loyalty and brand preference.

The FDOT Truck Parking Availability System addresses a serious safety concern for commercial drivers. Regulations require truck drivers to rest for at least 10 hours per day after every 14-hour shift. The system helps them to easily identify safe and secure parking for mandated rest periods.



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SPONSORSHIP LEVELS

Location Level	Annual Impressions Per Location	Total Annual Program Cost Per Location
Level I	<9M	\$7,900
Level II	9M-17M	\$8,725
Level III	>17M	\$9,495

12 month minimum term requirement.

Sponsors of the FDOT Truck Parking Availability System will have their brand logo featured on official acknowledgment panels affixed to large, shoulder-mounted, highway signs informing truckers of parking availability. The sponsor area measures 90”w x 16”h.

Sponsors may choose to add an on-site, framed poster displayed at the rest area, welcome center, or weigh station corresponding to the sponsored sign. On-site posters, measuring 22”w x 28”h, may include brand offers, product information, and call to action messaging. As part of the Truck Parking Availability System program, the addition of on-site posters is available at 50% off market rate for \$1,500 annually, including production/installation.

*All artwork requires prior approval by the Florida DOT before production and installation. Creative for on-site poster displays must incorporate a driver safety message in order to be approved by the Florida DOT.

