

# FLORIDA'S TURNPIKE SPONSOR-A-HIGHWAY PROGRAM



Generate thousands of impressions daily from motorists traveling Florida's Turnpike who will recognize your company for "Keeping Florida Clean". The Sponsor-A-Highway program provides an opportunity for your company to align with an important state initiative to maintain Florida roadways and provide a clean and enjoyable environment for all motorists traveling the Turnpike.

## SPONSORSHIP ELEMENTS

As sponsor of Florida's highways, a 6' x 5' Sponsor-A-Highway sign located along the Turnpike's right-of-way on the sponsored roadway segment will feature your company's name or logo.

Multiple Sponsor-A-Highway signs may be located along a single roadway with only one to three miles distance between each sign (depending on area population).

For each sponsored road segment, Florida's Turnpike Enterprise (FTE) will conduct a minimum of twenty-two (22) refuse pick-ups annually. FTE will also conduct targeted cleaning at the request of the sponsor.

## SPONSORSHIP LEVELS

### Level I

AADT less than 29,999 vehicles  
Monthly Sponsorship Fee: \$255

### Level II

AADT of 30,000–49,999 vehicles  
Monthly Sponsorship Fee: \$295

### Level III

AADT of 50,000–74,999 vehicles  
Monthly Sponsorship Fee: \$340

### Level IV

AADT of 75,000 vehicles or greater  
Monthly Sponsorship Fee: \$380

AADT = Annual Average  
Daily Traffic

Fabrication & installation costs for logo panels generally range between \$750 and \$1,000 depending on quantity and location. Price not included in monthly sponsorship fee.

**TravelersMarketing**

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