

FLORIDA'S TURNPIKE SPONSOR-A-HIGHWAY PROGRAM



Demonstrate your company's support for cleaner roadways, while reaching millions of motorists



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.

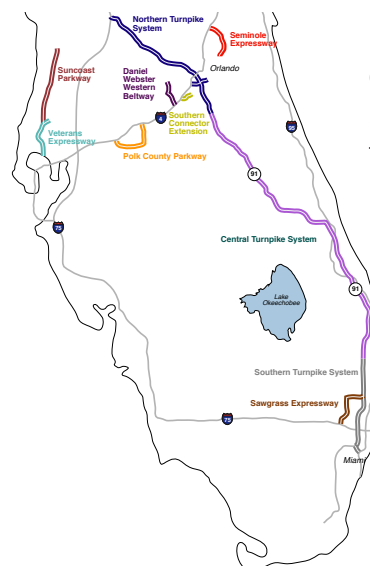
SPONSORSHIP ELEMENTS

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.

FLORIDA'S TURNPIKE SYSTEM



Florida's Turnpike covers 265 miles with 2.2 millions traveling the system each day.