



1.0 Authority

[Section 20.395\(3\)\(eg\), Wis. Stats.](#), *Supplement from sponsorship agreements, state funds.* From the general fund, all moneys received under s. [84.01\(36\)\(d\)](#) for any purpose describe in par. (eq) or (es).

[Section 84.01\(36\), Wis. Stats.](#), Sponsorship Agreements.

[Section 84.07\(1r\), Wis. Stats.](#), Sponsorship Agreements. The department may enter into sponsorship agreements under s. [84.01 \(36\)](#) that require the sponsor to perform maintenance activities, in accordance with the department's standards, for the benefit of the department.

[FHWA Order 5160.1A](#), The US Department of Transportation, Federal Highway Administration (FHWA) Order, Classification Code 5160.1A, dated April 7, 2014 titled "Policy on Sponsorship Acknowledgement and Agreements within the Highway Right of Way" established the authority and framework for sponsorship acknowledgement and agreements within the highway right of way.

[MUTCD 2H.08 Acknowledgment Signs](#), The Manual of Uniform Traffic Control Devices (MUTCD) section 2H.08 describes Acknowledgement Signs and their appropriate use.

2.0 Program Description

The department initiated the State Highway Maintenance and Operations Sponsorship Program as an alternative source of financing for maintenance and highway-related services. Sponsorships offer recognition to a person, business or other entity for contributions directed to support maintenance and operation of state and federal highways.

Sponsorship contributions provide funding for existing highway maintenance and operations service providers to support current services or upgrade service levels. The department may choose to use sponsorship contributions to supplement existing service providers or provide service through other means. Consideration is given to existing service providers cost effectiveness of the services, and avoidance of overlaps or duplications, especially when the overlap or duplication may create confusion of roles or difficulty in coordination of activities.

Sponsorships are categorized as follows:

- Roadside Segment
- Roadside Facility
- Highway Activity

2.1 Roadside Segment Sponsorship

The goal of Roadside Segment Sponsorship is to support or enhance the current level of maintenance activities, or address emerging or otherwise unfunded activities along a highway roadside segment. Enhanced maintenance activities may include, but are not limited to, mowing and litter removal on a more frequent basis, or adding new maintenance activities to better the roadside environment.

A Roadside Segment Sponsorship may involve support of a small highway roadside segment or a substantial corridor between two significant points where a package of determined services would be sponsored.

The minimum length of a sponsored roadside segment is one mile. Sponsorship of a roadside segment on a non-interstate highway includes services to both sides of the roadway. The beginning and end of a sponsored roadside segment are at locations selected by the department and readily identifiable in the field. Each direction of an Interstate highway is treated as separate roadside segments. Sponsorship of a roadside segment on the Interstate is typically defined from mile-marker to mile-marker, not from interchanges because of the clustering of traffic signs at interchanges.

2.2 Roadside Facilities Sponsorship

The goal of a Roadside Facilities Sponsorship is to support or enhance the current level of services and maintenance and address emerging or unfunded activities at roadside facilities. Roadside facilities include park and ride lots, Safety & Weight Enforcement Facilities (SWEF), rest area facilities, waysides and historical markers. The sponsorship of a roadside facility typically includes providing support for a package of determined services or maintenance activities identified by the department. A Roadside Facility Sponsorship agreement may include the sponsorship of more than one facility.

2.3 Highway Related Activities Sponsorship

The goal of Highway Related Activities Sponsorship is to support identified operation or maintenance activity objectives of value to the public, the sponsor, and the department within a specific area or statewide. Highway Related Activities Sponsorships support products or activities to enhance the function, operation and/or highway maintenance. These activities meet broad maintenance or operation objectives not necessarily specific or confined to a site, segment, corridor, or facility. Examples of highway related activities include the following, but are not limited to:

- **Traveler information panels (signs)** at kiosks in rest areas or rest area buildings
- **Service patrols** which provide accident and traffic relief to motorists or the travelling public
- **Roadside beautification programs** include planting native vegetation and trees on highway right of way in areas that do not have a negative impact on traffic
- **Invasive species removal** in areas where noxious or invasive species of weeds or trees are prevalent on highway right of way. (The removal of invasive species shall be performed in accordance with all state regulations and WisDOT policies and procedures to ensure the safety of the workers performing the removal tasks as well as the neighbors to that section of highway.)

3.0 Highway Sponsorship Agreements & Contributions

Sponsorship agreements are intended to provide a net benefit to the public. An agreement between the Wisconsin Department of Transportation and the sponsor is drafted and approved by both parties. Agreements require sponsors to provide monetary contributions. All agreements are to conform to s. 84.07(1r), Wis. Stats. and the FHWA Policy on Sponsorship. Sponsorship agreements involving the Interstate System require prior approvals by the Director of the Bureau of Highway Maintenance and by the FHWA Division Administrator.

A sponsorship agreement is at least one year and no more than three years in duration. The following provisions shall be incorporated into each agreement:

- Contract duration
- Identification of specific highway sites, corridors or activities supported by the monetary contribution
- Format, placement, maintenance and removal of sponsor's recognition
- Sponsor's annual contribution
- Identified service provider
- Expected minimum level of service by service provider
- Type of sponsor recognition
- Termination clause based on:
 - safety concerns,
 - interference with the free and safe flow of traffic, or
 - a determination that the sponsorship agreement or acknowledgement is not in the public interest.

All contributions from sponsorships will follow s. 84.01 (36) and 20.395(3)(eg), Wis. Stats. The contribution amount may vary based on service demands and/or traffic volumes, and may be different throughout the state. The sponsor is chosen based upon the best value for the public and the department. If the proposal is determined by the department to be less than the estimated reasonable value to the department or not in the public interest, the department may reject all proposals.

4.0 Sponsorship Recognition

Sponsorship recognition may be in the form of logos or other identifying information placed on department property. In no case can the recognition interfere with the safety and purpose of the highway activity. Each agreement shall specify the methods for identifying the specific recognition format and placement. The sponsorship recognition may be placed on:

- Department documents
- Highway maps
- Department's internet site
- Department vehicles
- Equipment owned or controlled by the department.

4.1 Acknowledgement Signs and Panels

Acknowledgment signs are a way of recognizing a company, business, or volunteer group providing a highway-related service as defined by the Manual on Uniform Traffic Control Devices (MUTCD). Acknowledgement signs and other signage shall meet the general principles delineated in FHWA policy. In addition, acknowledgement signs shall meet the specific criteria prescribed in the MUTCD. The department approves and determines the size, quantity of signs and placement of all signage. These details are incorporated into each sponsorship agreement.

A sponsorship acknowledgement sign has been developed, see Figure 1. The department reserves the authority to determine acceptable recognition messages and/or logos. The recognition panel may display the sponsor's name or logo with very few words if any. The sign and recognition panel may not include any advertising. Acknowledgement signs on the roadway with telephone numbers, internet addresses or directional information are considered advertising and may not be used for acknowledgement signs or recognition panels. Advertising signs are not allowed on highway right of way. Acknowledgement signs placed on highway right of way become the property of the Wisconsin Department of Transportation.

Figure 1



When acknowledgement signs are used for sponsorship recognition, they must conform to the signing standards and may not interfere with other traffic signs as specified in section 2H of the MUTCD.

Upon termination of a sponsorship agreement, the department will remove all acknowledgement sign(s) related to the expired sponsorship. There may be time delays in installing or removing recognition signs. The department will strive to display signs for the duration of the agreement period. Typically, the process for

approval and sign installation is eight (8) weeks. Existing signs will remain until new acknowledgement signs are placed.

5.0 Eligible Sponsors

Eligibility for participation in the sponsorship program is limited to individuals, businesses and organizations that abide by state and federal laws that prohibit discrimination based on race, religion, color, age, sex, national origin, or sexual orientation, that do not promote illegal products or activities, and that do not harm the public image of the state or department.

6.0 Sponsor Determination Process

Section 84.01(36)(e), Wis. Stats., requires each agreement shall be awarded on the basis of competitive proposals in accordance with procedures established by the department.

1. The department determines a minimum value for the service in question and set a minimum monetary proposal.
2. The department advertises and promotes the opportunity to eligible sponsors. This promotion can include, but not limited to, the department website, press releases, and mass mailings.
3. Eligible sponsors are given a minimum of 30 business day to “propose” a value for the service with the expectation it will not be lower than the expected minimum proposal. Use the [Sponsor Proposal Application \(DT1210\)](#) for this purpose.
4. When the open proposal time closes the department reviews all proposals and determines which entity provides the most advantageous competitive proposal, per s. 84.01(36)(e), Wis. Stats.
5. The most advantageous proposal is awarded the sponsorship and enters into a sponsorship agreement with the department.

A sponsor does not have a right or privilege to keep or own a segment or facility. The sponsorship ends with the termination of the agreement.

7.0 Sponsorship Agreement Revenue and Expenditures

Revenues

All sponsorship contributions shall be deposited into the general fund and credited to the appropriation account under s.20.395(3)(eg). All funds received will be given to Bureau of Highway Maintenance (BHM) to be deposited in the Sponsorship Agreement appropriation using the following revenue project IDs.

- 0106-16-28 – Freeway Service Team Sponsorships
- 0106-16-29 – Rest Area Sponsorships
- 0106-16-31 – General Maintenance Sponsorships

Expenditures

All sponsorship program costs, such as sign costs, mailings, newspaper advertisement and press releases, should be charged to the following appropriate project IDs to track all sponsorship program expenditures:

- 0079-15-28 – Freeway Service Team
- 0079-15-29 – Rest Area Maintenance
- 0079-15-30 – General Maintenance

8.0 Level of Service

The department establishes a minimum level of service. The minimum expected outcomes are identified in the sponsorship agreement or specifications associated with each agreement. The department may establish customized specifications or outcomes exceeding the minimum for specific agreements based on the level of sponsorship support.

The frequency and level of service for any sponsorship may be modified as a result of conditions, including the growing season, amounts of litter accumulation, changes in use, and other department needs. These modifications will be incorporated into subsequent sponsorship agreements for the segment.

9.0 Department Responsibilities

BHM will handle the development of sponsorship opportunities, advertisement of proposal opportunities, and collection of sponsorship payments.

BHM will determine whether potential activities for sponsorship provide net benefits to the public and are consistent with policy and service objectives.