

59           (1) The department may establish a sponsorship program to allow for private  
 60 sponsorship of the following department operational activities or other highway-related  
 61 services or programs:

62           (a) traveler information; ~~H→~~ and ~~←H~~

63           (b) rest areas ~~H→~~ [~~;~~and

64 — ~~(c) incident management services] ~~←H~~ .~~

65           (2) All revenue generated from a sponsorship authorized by this section shall be  
 66 deposited into the Transportation Fund created by Section 72-2-102 to be used to:

67           (a) offset costs associated with providing the service being sponsored; and

68           (b) support costs associated with operation and maintenance of the state highway  
 69 system.

70           (3) (a) The department shall adopt a policy on sponsorship agreements that is  
 71 applicable to all department operational activities or other highway-related services within the  
 72 state described in Subsection (1).

73           (b) The policy described in Subsection (3)(a) shall:

74           (i) include language requiring the department to terminate a sponsorship agreement if it  
 75 determines the sponsorship agreement or acknowledgment sign:

76           (A) presents a safety concern;

77           (B) interferes with the free and safe flow of traffic; or

78           (C) is not in the public interest; and

79           (ii) describe the sponsors and sponsorship agreements that are acceptable and  
 80 consistent with applicable state and federal laws.

81           (4) A sponsorship authorized by this section:

82           (a) may not contain:

83           (i) promotion of any substance or activity that is illegal for minors, such as alcohol,  
 84 tobacco, drugs, or gambling;

85           (ii) promotion of any political party, candidate, or issue; or

86           (iii) sexual material;

87           (b) may not resemble a traffic-control device as defined in Section 41-6a-102; and

88           (c) shall comply with federal outdoor advertising regulations in accordance with 23  
 89 U.S.C. Sec. 131.

90           (5) ~~Ĥ→ [(a)] ←Ĥ~~ In accordance with Title 63G, Chapter 3, Utah Administrative  
 90a Rulemaking Act,  
 91 the department shall make and enforce rules governing:  
 92           ~~Ĥ→ [(i)] (a) ←Ĥ~~ the placement and size restrictions for acknowledgment signs at  
 92a rest areas; ~~Ĥ→ and~~  
 93           ~~[(ii)] the placement and size restrictions for sponsorships placed on department incident~~  
 94 ~~management vehicles; and~~  
 95 ~~[(iii)] (b) ←Ĥ~~ other size, placement, and content restrictions that the department  
 95a determines are  
 96 necessary.  
 97           ~~Ĥ→ [(b)] The rules made under Subsection (5)(a) shall limit the size of an advertisement to~~  
 98 ~~no more than 35% of the total area of an incident management vehicle.~~  
 99 ~~[(6) (a)] A sponsorship advertisement shall be painted or affixed by decal on an incident~~  
 100 ~~management vehicle in a manner that complies with rules adopted under Subsection (5).~~  
 101 ~~[(b)] (6) ←Ĥ~~ A commercial advertiser that enters a sponsorship agreement with the  
 101a department  
 102 for the use of space for a sponsorship shall pay:  
 103           ~~Ĥ→ [(i)] (a) ←Ĥ~~ the cost of placing the sponsorship advertisement on a  
 103a sign ~~Ĥ→ [or an incident~~  
 104 ~~management vehicle] ←Ĥ~~ ; and  
 105           ~~Ĥ→ [(ii)] (b) ←Ĥ~~ for the removal of the sponsorship advertisement after the term  
 105a of the sponsorship  
 106 agreement has expired.

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Office of Legislative Research and General Counsel