

1 AN ACT relating to the sponsorship of Transportation Cabinet facilities and  
2 vehicles and making an appropriation therefor.

3 *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

4 ➔SECTION 1. A NEW SECTION OF KRS CHAPTER 174 IS CREATED TO  
5 READ AS FOLLOWS:

6 *(1) As used in this section:*

7 *(a) "Facility" means any rest area or welcome center, and any roads, bridges,*  
8 *or tunnels located within the state primary road system; and*

9 *(b) "Vehicle" means any device or contrivance for carrying or conveying*  
10 *persons, property, or substances, including conveyance by highways or by*  
11 *airway, which are owned or leased by the cabinet.*

12 *(2) The cabinet shall implement a program to facilitate commercial sponsorships of*  
13 *facilities and vehicles. The cabinet shall work in conjunction with the*  
14 *Transportation and Tourism Interagency Committee created in KRS 177.107 to*  
15 *implement the program. Policies of the sponsorship program concerning areas*  
16 *within the highway right-of-way must be submitted to and approved by the*  
17 *Federal Highway Administration prior to implementation.*

18 *(3) Upon implementation of the program, the cabinet may enter into sponsorship*  
19 *agreements with private entities in accordance with this section and*  
20 *administrative regulations promulgated by the cabinet.*

21 *(4) A sponsorship agreement may allow a private entity to:*

22 *(a) Place signs and plaques identifying itself as a sponsor of a rest area,*  
23 *welcome center, road, bridge, or tunnel; and*

24 *(b) Receive acknowledgement on in-vehicle transponders, service patrol*  
25 *vehicles, maintenance vehicles, outreach and educational materials, and*  
26 *Internet Web sites, as well as within telephone messages such as those of*  
27 *511 systems.*

- 1 (5) Sponsorship agreements:
- 2 (a) May include any provisions the cabinet deems necessary;
- 3 (b) Shall require the sponsor to pay fair market value for the extent of exposure
- 4 offered under the agreement; and
- 5 (c) Shall comply with Federal Highway Administration directives, and federal
- 6 rules and regulations.
- 7 (6) All net revenue received by the cabinet from sponsorship agreements shall be
- 8 deposited to the maintenance account within the road fund and shall be
- 9 appropriated in accordance with federal and state laws regulating disbursement
- 10 of such funds.
- 11 (7) The cabinet shall promulgate administrative regulations in accordance with KRS
- 12 Chapter 13A to carry out the program and shall consult with the Transportation
- 13 and Tourism Interagency Committee in developing those administrative
- 14 regulations.