

Corporate Sponsorship

To Defray Increasing Maintenance Cost

Travelers Marketing has designed, developed and implemented successful underwriting sponsorship programs that defray costs of maintaining safe, secure, aesthetically pleasing and essential highway facilities. We're the industry leader in creating marketing opportunities for state departments of transportation and roadway authorities, such as Bridge Sponsorships; Motorist Assistance Patrol Sponsorships; Oases Concessions and Toll Plaza Promotions.

We can work with you to develop a Sponsorship Program for your Safety Rest Areas.



Requirements Include:

- Well Maintained Facilities
- Reasonable Security Procedures
- Public Acknowledgment of Sponsor Contribution
- Signage
- Long Term Commitment
- Consideration of Highway Safety/ Public Service Promotional Event(s)

For More Information, Please Contact:

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