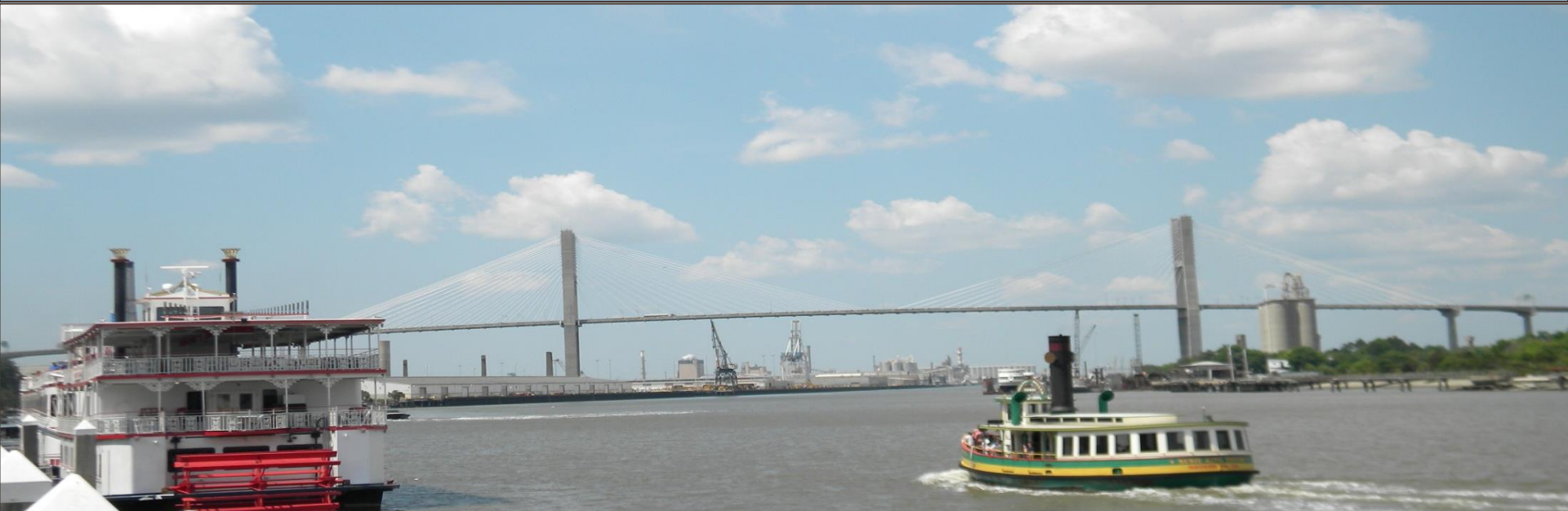


SAVE

Sponsorship, Advertising & Vending Enhancement

Virginia Department of Transportation



Sponsorship, Advertising & Vending Enhancement

Currently, three revenue programs operate within the Safety Rest Area and Welcome Center (SRA/WC) program:

- Interstate Sponsorship Recognition Signage – new program, authorized by FHWA.
- Interior SRA/WC commercial advertising – Managed by Virginia Tourism Corporation (VTC).



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- Exclusive vending rights – Managed by Virginia Department for the Blind and Vision Impaired (DBVI).

With approval and support by sponsoring agencies and OAG, these services were bundled under a single SAVE Request for Proposal (RFP) to optimize potential revenue opportunities



Sponsorship, Advertising & Vending Enhancement

Actions accomplished to deliver this concept:

- Office of the Governor issued press release and requested full cooperation in program development/implementation from Secretariats.
- VDOT, OAG, and FHWA worked cooperatively to identify any issues with the concepts of the program approach.
- VDOT and DBVI updated an existing MOA to allow inclusion of vending in SAVE RFP.



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- VDOT and VTC updated an existing MOA to allow inclusion of Welcome Center advertising programs in the SAVE RFP.
- CTB provided approval to VDOT for new vending merchandise (compliant with USDOT).
- VDOT issued the SAVE RFP on March 16, 2011 to solicit offers from private firms. Proposals were received on June 9th and notice of intent to award posted August 1st.



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Contract Award

- The proposal by CRH Catering Co. Inc represents a partnership between companies recognized as leaders in the services sought by the SAVE program.
- The contract started on September 1, 2011, with an initial 3-year term and up to four, one-year renewal options.



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- CRH will provide VDOT with an Annual Rights Fee of just over \$2,000,000. CRH will also provide payment to VDOT on a sliding scale based upon its projected sales throughout a 12-month period.
- The scope of the contract includes statewide services reaching an estimated 33 million SRA/WC visitors and with the potential of making more than 800 million impressions on interstate travelers.



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The proposal by CRH represents a partnership between companies recognized as leaders in the services sought by the SAVE program.

- Vending: CRH Catering, Connellsville, PA, with offices in Richmond and Norfolk VA, currently provides vending services at more than 30 of Virginia's Safety Rest Areas.
- Advertising: Highway Information Media LLC (HI Media), Ashland, VA, which specializes in traveler-focused marketing and advertising. Currently manages a pilot project which places touch screen kiosks at four Welcome Centers along Virginia's interstates.



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- ATM: Strong Point Capital LLC (SPC), Woodstock VA, is a full-service ATM company. SPC manages a portfolio of nearly 150 ATMs in five states along the east coast.
- Sponsorship: Travelers Marketing, Wellesley, MA, is a strategic marketing company operating sponsorship programs in eight other states.



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