

761—106.4(307) Request.

106.4(1) A request to promote an Iowa agricultural product at an interstate rest area shall be made on Form 810059. This form is available from the maintenance bureau or the department's website.

a. The sponsor of the promotion must be an organization that promotes products grown or raised in Iowa.

b. The request shall include the name and address of the requesting organization, a detailed description of the proposed Iowa agricultural product promotion, and the requested hours of operation.

c. The request shall be submitted to the maintenance bureau.

d. The request must be submitted at least 30 days prior to the beginning date of the promotional period and shall be accepted up to six months in advance.

106.4(2) Approval of request. The request is subject to the approval of the maintenance bureau.

a. A request to promote an Iowa agricultural product at an interstate rest area shall not be approved until 60 days before the beginning date of the promotional period.

b. If there is more than one qualifying request for the same site and date, the sponsor shall be selected by lottery.

c. There may be more than one sponsor per day at each site, provided the first sponsor and the department approve any additional sponsors.

[ARC 3561C, IAB 1/3/18, effective 2/7/18; ARC 5607C, IAB 5/5/21, effective 6/9/21]