

761—124.5 (307) Sponsorship agreements.

124.5(1) *Federal Highway Administration approval.* All sponsorship agreements are subject to approval by the Federal Highway Administration.

124.5(2) *Qualifications.* A person, firm or entity may be eligible to participate as a sponsor for the program. However, the department may deny the proposal or application from any potential sponsor if the sponsor's participation might be deemed by the state as a partisan endorsement or have an adverse effect on the program.

124.5(3) *Selection process.* Sponsors will be approved through a fair and transparent procurement process, as approved by the department, subject to the provisions of 761—Chapter 20.

124.5(4) *Sponsor benefits.* Subject to terms mutually agreed upon by the department and sponsor during or following the procurement process, the following benefits may be offered:

a. Identification of the sponsor on acknowledgment signs along the interstate or freeway-primary highway, subject to rule 761—124.6(307).

b. Placement of the sponsor's name and logo on a highway helper vehicle, not to exceed the dimension and size requirements for the particular highway helper vehicle, as determined by the department.

124.5(5) *Discrimination prohibited.* As a condition of approval as a sponsor, the sponsor shall give the department written assurance of the sponsor's conformity with all applicable laws prohibiting discrimination based on age, race, creed, color, sex, sexual orientation, gender identity, national origin, religion or disability.