

## **SAFE Sponsorship Vendor Questions – Round 2**

### **Question 1:**

In its June 24, 2016 request for an advisory opinion KYTC projected a sponsorship value range and made reference to Safety Service Patrols Sponsorships in Indiana, Ohio and North Carolina. Similar to these patrol sponsorships, it is presumed that the sponsor logo must strike the right balance between legibility and value for the benefactor and proper recognition for the Kentucky Office of Highway Safety and the Division of Incident Management as the operator. It would seem that the intent of the 12" x 18" constraint is to limit the "real estate" allocated for the sponsors, but not to force fit a sponsor logo into an incongruent configuration. Considering logo proportions vary widely, as illustrated by "KOHS" compared to the "Division of Incident Management" or "AT&T" compared to "Bank Of America", will KYTC accept a logo treatment which meets all federal guidelines and fits within or less than the total square inches of 12" x 18"?

### **Answer 1:**

Yes. The Cabinet will accept a logo treatment, which means all federal requirements and fits within or less than the total square inches of 12" x 18".

### **Question 2:**

If, and only if, the above request must be denied, will KYTC extend the bid deadline by one week to allow potential sponsors to review graphic representation of their logo on a SAFE vehicle to determine if they still wish to bid or not?

### **Answer 2:**

N/A