



MIAMI-DADE EXPRESSWAY AUTHORITY SPONSORSHIP POLICY

PURPOSE

Miami-Dade County Expressway Authority (“MDX”) has the statutory authority under sections 338.161 (1) and (2) and 348.0004, Florida Statutes, to enter into contracts with advertising and marketing agencies to promote its toll facilities and electronic toll collection products and services. That statutory authority also permits MDX to receive funds from advertising to defray the cost of products and services. MDX will permit sponsorships in limited circumstances as a means of generating funds for improving or expanding the transportation programs and services provided by MDX.

MDX desires to establish and implement a sponsorship program, pursuant to which privately held entities may sponsor a portion of the MDX Expressway System facilities (the “MDX System”) in exchange for public recognition of the sponsorship on MDX System facilities. The purpose of such sponsorships is to generate non-toll related revenue to offset the costs of operating and maintaining the MDX System.

This policy establishes a clear and consistent process by which the Board of Directors of the Miami-Dade Expressway Authority (“Board”) shall consider, evaluate and make a final determination regarding the acceptance of a particular sponsorship. It also establishes clear restrictions as to all language, wording, symbols, images that may be included on Acknowledgement Signs (collectively referred to as “Content”) proposed by a Sponsor who has entered into an MDX Sponsorship Agreement.

SPECIFIC REQUIREMENTS

1. Definitions

Acknowledgement signs. Signs that are intended only to inform the traveling public that a highway-related service, product, or monetary contribution has been sponsored by a person, firm, or entity that has entered into a Sponsorship Agreement with MDX.



MDX Expressway System (“MDX System”). Any and all streets, roadway and rights of way owned, operated and/or maintained by MDX, which includes but is not limited to:

- State Road 112/Airport Expressway
- State Road 836/Dolphin Expressway
- State Road 874/Don Shula Expressway
- State Road 878/Snapper Creek Expressway
- State Road 924/Gratigny Parkway.

For purposes of this Policy, the MDX System shall also consist of all non-roadway features and fixtures owned, operated and maintained by MDX but it is not classified as the MDX System as defined above. This includes but is not limited to: toll facility structures, landscaping, signage, guardrails, and vehicles.

Sponsor. A person, private or public entity who desires to underwrite or off-set costs for a particular MDX Expressway System operation through the provision of highway-related services, products, or monetary contributions.

Sponsorship Agreement. An agreement between MDX and a sponsoring organization to be acknowledged for a highway-related service, project, or the monetary contribution provided.

Sponsorship Program. A program that allows a person, private or public entity to sponsor an element of MDX’s highway operation through the provision of highway-related services, products, or monetary contributions.

2. Review and Approval Process for Acceptance of Sponsorships.

The Board possesses the sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer of



sponsorship. Sponsorship Agreement proposals will be reviewed according to the following procedures and guidelines:

- All proposed sponsorships must be reviewed and endorsed by MDX's Policy & Planning and Inter-Governmental & Public Communications committees.
- If endorsed by both the Policy & Planning and Inter-Governmental & Public Communications committees, the proposed Sponsorship Agreement will be presented to the Board for review and approval.

3. Criteria for Proposal Review

Proposals for sponsorship will be reviewed as part of the overall MDX Sponsorship Program for compliance with the guidelines of this policy; and to ensure that the proposed sponsorship will complement any on-going sponsorship activities. MDX recognizes that entering into a Sponsorship Agreement does not constitute an endorsement of the Sponsor or their services or products. Sponsorship relationships do however imply an affiliation between the Sponsor and the MDX. Such affiliation can affect MDX's reputation among its customers of the MDX System; and could affect MDX's ability to govern effectively. Therefore, MDX shall consider the following criteria before entering into a Sponsorship Agreement:

- The corporate activities, products and services of the Sponsor's entity and its subsidiaries.
- Extent and prominence of the proposed public display of the sponsorship material.
- Aesthetic characteristics of the proposed public display of the sponsorship material.
- Benefits to be received by MDX under the Sponsorship Agreement and the estimated monetary value of those benefits.
- Benefits to be given by MDX under the Sponsorship Agreement and the estimated monetary value of those benefits.
- Importance of the sponsorship to the mission of MDX.
- Duration of the proposed public recognition of support.



- The nature and extent of the cooperation required by MDX staff and contractors, if necessary, to implement the sponsorship.
- Inconsistencies between MDX's policies and the known policies or practices of the proposed Sponsor.
- Determine if there exists a Conflict of Interest between the proposed Sponsor and MDX, as required by the MDX Code of Ethics Policy and the Florida Ethic Code, specifically section 112.313 (3) and 112.313(7), Florida Statutes.
- Conditions under which the Sponsorship Agreement will be terminated.
- MDX will not make any statements that directly or indirectly advocate or endorse a Sponsor's corporate entity or its products and services.
- The Sponsor shall not issue materials or communications, including but not limited to, print, video, internet sites (including social media), broadcast, web links or display items developed to promote or communicate the sponsorship using MDX's corporate name, marks, or logo without the express written, prior approval by the Board, which shall be provided in an executed Sponsorship Agreement, if such permission is granted.

4. Permissible Content for Acknowledgement Signs

MDX System is a nonpublic forum for public communication in which the Board specifically reserves its right and discretion as the governing authority of the MDX, to impose reasonable and viewpoint neutral restrictions on the content, placement, appearance, and wording of Acknowledgement Signs. The Board will make distinctions on the appropriateness of proposed sponsorship based on the subject matter of a potential sponsorship recognition message. The Board will not restrict the content of an Acknowledgement Sign on the basis of the Sponsor's viewpoint. The following content will be deemed appropriate:

- The corporate (or legally recognized) name of the sponsoring entity
- The Sponsor's corporate slogan, if it identifies the Sponsor and does not promote the Sponsor's company, products or services.



- The Sponsor's product or service line, described in brief, generic, objective terms. Generally, only one product or service line may be identified by each Sponsor.
- Brief contact information for the Sponsor's corporate organization, such as phone number, address or internet website. The contact information must be stated in a manner that avoids an implication of urging the reader to action.

5. Impermissible Content for Acknowledgement Signs

Among the principle goals of MDX is the generation of revenue that may be used to facilitate the operation and expansion of the MDX System. While the acceptance of Sponsorships by MDX furthers this goal, MDX has a vested financial interest in protecting the integrity and profitability of the MDX System in its entirety. As a result, MDX must ensure that any and all Acknowledgement Signs, which a Sponsor is permitted to display on the MDX System pursuant to a Sponsorship Agreement, will not adversely impact its ability to generate toll revenue or compromise the safety of MDX customers or the MDX System. It is for that purpose that MDX will not permit the display of Acknowledgement Signs that meeting the following criteria:

- a. Acknowledgement Signs that inhibit the functioning of the MDX System, including but not limited to, any MDX projects or equipment.
- b. Acknowledgement Signs that compromise, endanger, or endorse actions that endanger the health or safety of the public, MDX employees, vendors, or contractors.
- c. Acknowledgement Signs that endorse or condemn a political party, candidate, election or social or political issue.
- d. Acknowledgement Signs that solicit the sale of, or encourage the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, pornographic or illegal materials.
- e. Acknowledgement Signs that contain obscene, vulgar, or otherwise inappropriate material for the age and maturity of the audience, which include children of all ages.



- f. Acknowledgement Signs that encourage discrimination based on race, gender (or gender identification), religion, national origin, sexual orientation, disability, ancestry, medical condition, marital status, or age.
- g. Acknowledgement Signs that are adult-oriented; or deemed inappropriately provocative
- h. Acknowledgement Signs that advocate violence or violation of law.
- i. Acknowledgement Signs that advocate violation of MDX rules or defame MDX.
- j. Acknowledgement Signs that advocate imminent lawless or disruptive action and is likely to incite or produce such action.
- k. Acknowledgement Signs that include hate language that attacks ethnic, religious, or racial groups.
- l. Acknowledgement Signs where there is reasonable cause to believe that the Acknowledgement Sign would result in material and substantial disruption and/or interference with any school-related activity.

This Policy shall be effective on the date on which it is adopted by the Governing Board and until such time as this Policy is rescinded by the Board; or supplanted by any subsequent Sponsorship Policy.

Adopted by the MDX Governing Board on this 10th day of December 2013