



SPONSORSHIP OF DEPARTMENT PROGRAMS

Purpose

The purpose of this policy is to state the philosophy of the Board regarding sponsorships and to delegate authority to seek sponsorship of certain Department programs.

Legal Authority

Idaho Code 40-314(3) – The Idaho Transportation Board has authority over the financial affairs of the Board and the Department.

Idaho Code 40-309(1) – The Board may contract in the name of the State with respect to the rights, powers and duties vested in the Board by the title 40 of the Idaho Code.

The Idaho Transportation Board recognizes that sponsoring certain Department programs may produce additional revenue and/or allow for enhancement of the programs. The Board intends for the Department to seek sponsorship of appropriate activities or programs when it is in the best interest of the Department and the public.

In order to establish sponsorships, the Director shall:

- Encourage division administrators to identify and pursue opportunities for sponsorship that will increase the efficiency and effectiveness of the Department.
- Seek sponsors that are a good “fit” for the Department and that either directly or indirectly, promote, support, or enhance mobility, safety, or economic opportunity for Idaho motorists.
- Ensure that sponsors selected for any ITD program do not negatively impact the positive public image of the Department.
- See that ITD policies and culture support and enable this philosophy.

Sponsorship activity shall be reported to the Board annually.

Approved by the Board on:

Signed _____
Jerry Whitehead
Board Chairman

Date October 24, 2013