



## AC EXPRESSWAY "WILDFLOWERS" SPONSORSHIP

### DOMINATE THE ATLANTIC CITY EXPRESSWAY THROUGH THIS GROWING LOCAL PHENOMENON.

In 2023 over 66,000,000\* people traveled the Atlantic City Expressway. This important roadway serves as the primary highway for people traveling to and from the Atlantic City Region. 44 miles long, the Atlantic City Expressway provides motorists easy access through Atlantic, Gloucester, and Camden Counties. To the East, the Expressway is anchored by Atlantic City and to the West, Route 42, which is about 10 miles east of Philadelphia. The Expressway is also the direct road from the greater Philadelphia area to all South Jersey shore communities and connects motorists to the highly traveled Garden State Parkway.



The South Jersey Transportation Authority's "Environmental Stewardship" program was begun to beautify sections of the AC Expressway during the high-traffic summer months through Wildflowers. Now in its 14th year, and expanded every year, it has achieved national recognition by highway authorities across the country. More than 35 acres are planted with a variety of summer flowers from the well-respected Applewood Seed Company. In addition, this program is now part of the SJTA's "READI" project. This project includes Arbor Day & Earth Day presentations, environmental outreach and tree plantings at elementary schools in six southern NJ counties, storm water management, wildlife habitat construction and installation, including osprey stands and boxes used for habitats for bats, butterflies and owls, and other wildlife programs – all tied into the SJTA University Environmental Internship program in conjunction with Stockton University.

This is a great opportunity to sponsor a very successful and growing local phenomenon along the Atlantic City Expressway. Each participating sponsor will have the unique opportunity to be recognized as the exclusive sponsor of these special display areas. The individual display areas will provide the potential opportunity for up to **34 highly visible signs** throughout the Expressway, signage at the Farley Service Plaza, and outreach throughout South Jersey. All company highway logos are approximately 19" high x 60" wide. In addition, the South Jersey Transportation Authority will be adding "wildlife" information along the roadway and your sponsorship will include title sponsorship signage at the Farley Service Plaza in both directions, community outreach, and other custom opportunities to be mutually agreed upon.

### OTHER SPONSORSHIP OPPORTUNITIES:



WALL WRAP



SPONSOR-A-HIGHWAY SIGNS



FOOD, GAS, LODGING & ATTRACTION SIGNS

\* Source: South Jersey Transportation Comprehensive 2022 Annual Report. Approximately over 48 million toll paying cars, 1.39 people per car, over 66 million people.

