

## WV TURNPIKE STATE FARM® SAFETY PATROL SPONSORSHIP LAUNCH EVENT



Following the event, the speakers posed for a group photo in front of the newly wrapped vehicles. From left: Travelers Marketing VP of Sponsorship Sam McClain, West Virginia DOT Secretary Byrd White, Governor Jim Justice, State Farm Sales Leader Kim Augustine, and WV Parkways Authority Board Member Doug Epling.











On June 25, 2019, West Virginia Governor Jim Justice joined the West Virginia DOT Secretary and a State Farm representative to announce a new sponsorship of its Safety Service Patrol program on the state's parkways.

The West Virginia Parkways Authority and State Farm are joining forces to enhance the Authority's Courtesy Patrol and motorist services.

The patrol, now known as the WV Turnpike State Farm Safety Patrol, will continue to perform the same vital service. Sponsorship offers these additional benefits:

- New, recurring revenue delivered to the Authority
- Increased vehicle visibility and driver safety
- Informative highway signs along covered routes
- Newly designed handouts distributed to motorists
- Digitized motorist feedback survey
- Automated survey reporting
- Increased public awareness

## **Travelers**Marketing

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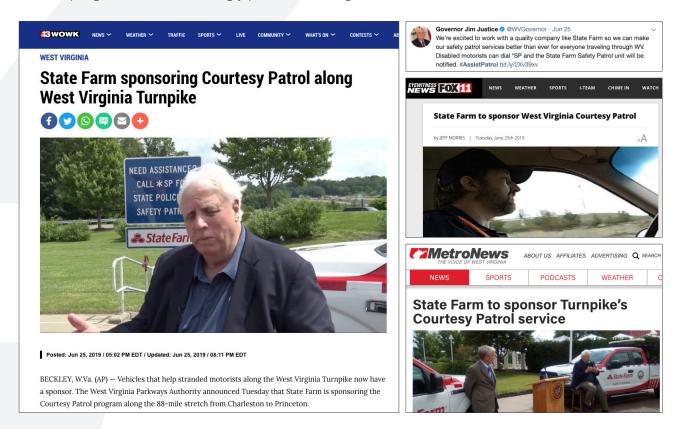
See the full press release and video of the announcement on the Governor's website (click here).



"This is a partnership right here, between State Farm and our Secretary of Transportation, and the DOT, and all of the great workers that work on highways and parkways, and all the people that are just making it happen every day... Today is a great day, I congratulate all of you, I thank you, and I know you'll continue to do great work..."

– West Virginia Governor Jim Justice

Local media attended the event and reported on the new public/private partnership between the Parkways Authority and State Farm. The news was also picked-up by the Associated Press, which extended the announcement's reach beyond West Virginia. In total, 70 news stories covered the sponsorship online, via broadcast, in print, on the radio, and on social media. Here is a sampling of the overwhelmingly positive coverage of the announcement:





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