



Value Capture: Advertising, Naming Rights, & Sponsorships

December 6th, 2023

1:00 pm – 3:00 pm (ET)

FHWA will host a Value Capture webinar on Innovative Approaches to offset operating and maintenance expenses such as advertising, naming rights, and highway sponsorships on Wednesday December 6th, 2023, from 1:00PM to 3:00PM ET. The webinar will include peer experts from highway and transit modes who have successfully used innovative strategies to generate revenue such as transportation sponsorships, advertising, and naming rights.

Is your state or local entity looking for non-traditional ways to generate non-tax and non-toll revenue to help pay for operating and maintenance expenses? Join the value capture webinar on December 6th, 2023 at 1:00pm-3:00pm ET to learn how Value Capture Strategies can help your state and community from leading peer state & local experts. There is no cost to participate but the space is limited. You must register to reserve your connection/space. [Click here to register for the event!](#)

Value Capture is a set of powerful funding tools that can help address funding gaps and can accelerate project delivery, save time and money, and enhance safety. It can be used in a wide range of settings, including urban, rural, and suburban settings to help fund capital projects as well and operations and maintenance.

TARGET AUDIENCE: This webinar series is intended for states, cities, counties, tribes, and metropolitan and rural transportation professionals looking for innovative funding & financial strategies to pay for transportation projects. Anyone involved in development or administration of the Value Capture Program Elements is welcomed.

WEBINAR TOPIC & REGISTRATION LINK	DATE	TIME
Value Capture: Advertising, Naming Rights, & Sponsorships https://connectdot.connectsolutions.com/emhbqfkermlk/event/event_info.html	December 6, 2023	1:00 pm - 3:00 pm ET