

Welcome!

Thank you for your time and interest. This brochure is intended to provide introductory information regarding the New I-64 Landscape Sponsorship Program:

- Why the corridor's landscape is important.
- What landscape sponsors can help implement and sustain.
- How supporting the program will in turn benefit sponsors.
- Where landscape sponsorships are sought.

We look forward to discussing any questions you may have and working with you to help enhance St. Louis' front door.

Regards,

The New I-64 Landscape Sponsorship Program Team





PART I The New I-64 Landscape Sponsorship Program

Updating & Maintaining a St. Louis Thoroughfare

Benefits of Sponsorship Sponsor Recognition Signage

PART II Typical Sponsorship Opportunities

Typical Sponsorship Area

Sponsorship Area with Additional Enhancements

Unsponsored Area

PART III Sponsorship Locations

Plan Sheets: Areas Available for Sponsorship

Plan Sheets: Detail of Areas

PART IV Become a Sponsor

Sponsorship Agreement Information

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HIGHWAY-40/INTERSTATE-64 LANDSCAPE - YESTERDAY AND TODAY









Interstate-64/Highway-40 (I-64) has long been considered St. Louis' front door. Millions travel the corridor each year; visitors form their initial impressions of St. Louis as they drive, and residents solidify sense of place within the region.

The New I-64 is an 11-mile section of the highway corridor under reconstruction by the Missouri Department of Transportation (MoDOT) and scheduled for completion in 2010.

Right-of-way within the corridor encompasses more than 100 acres of greenspace. With so much acreage in hand, it is vital to make it aesthetically pleasing and environmentally valuable, as well as economically feasible and easy to maintain. MoDOT is installing landscape elements to accomplish this. Beyond this baseline design, though, opportunity exists to use I-64's vast ribbon of greenspace to foster a landscape that both provides continuity among the multiple communities it transects and establishes a regional sense of identity – a means of gaining a sense of place in St. Louis by traveling the corridor.

Sponsor support can help realize the *New I-64* corridor's greenspace potential. Several high-visibility planting areas throughout the corridor have been identified for enhanced landscape maintenance. Sponsorship of maintenance at these sites will enable their success and help them become a regional asset.

Civic Benefits

"Green" Front Door

St. Louis gains distinction as a community that values aesthetics and the environment - a thriving region with a "green" front door.

Positive Impression of St. Louis

St. Louis further establishes its regional identity and sense of place - a place in which residents can feel pride and guests develop a positive impression.

Beautiful Place to Live, Commute, and Work

St. Louis gains an enhanced appearance and sense of beauty and stability, which makes patronizing area businesses more inviting, thereby strengthening local commerce.

Healthy and Vibrant Green Infrastructure

St. Louis further promotes development of healthy, vibrant, green infrastructure.

Business Benefits

Corporate Environmental Stewardship

Sponsors gain association of their company/organization with environmental stewardship.

Measurable Impact

Sponsors help establish a well-maintained landscape throughout the New I-64 corridor to create a beautiful driving experience that improves year after year.

Greening the Community

Sponsors align with what the public cares about - greening the community.

Highly Visible

Sponsors receive recognition for their involvement at high-visibility locations, providing valuable marketing to those who drive the corridor - tens of thousands daily, and millions annually.



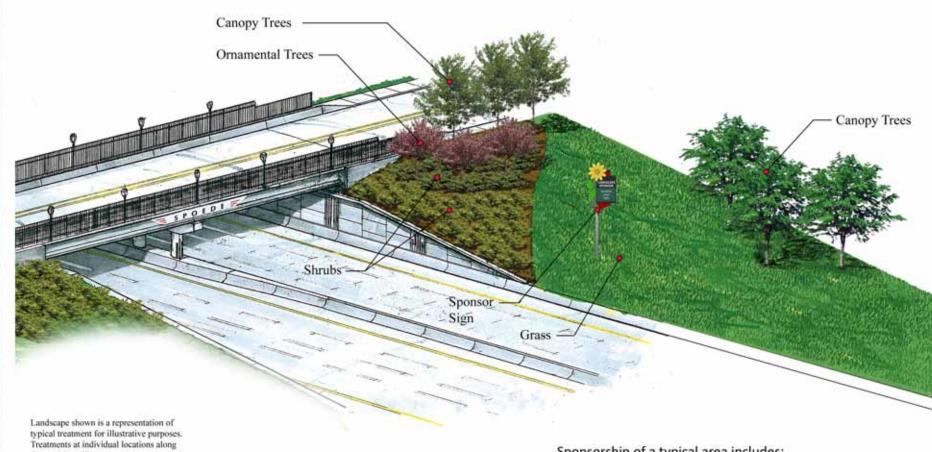












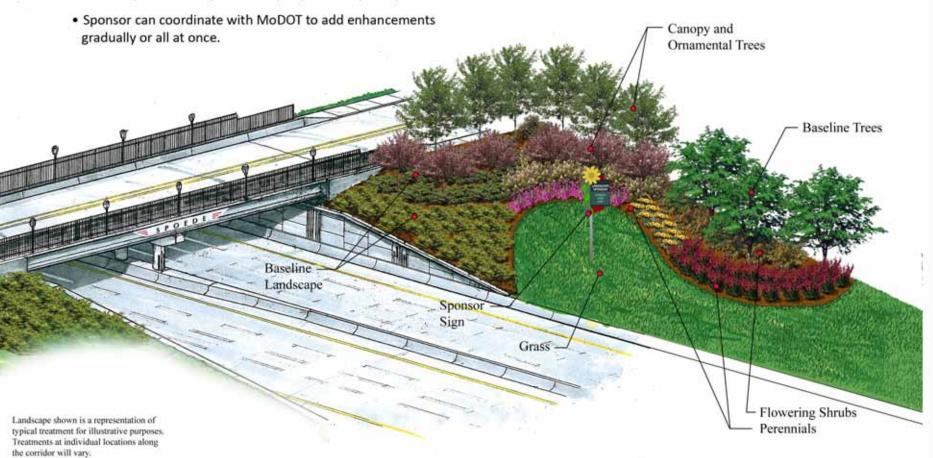
the corridor will vary.

Sponsorship of a typical area includes:

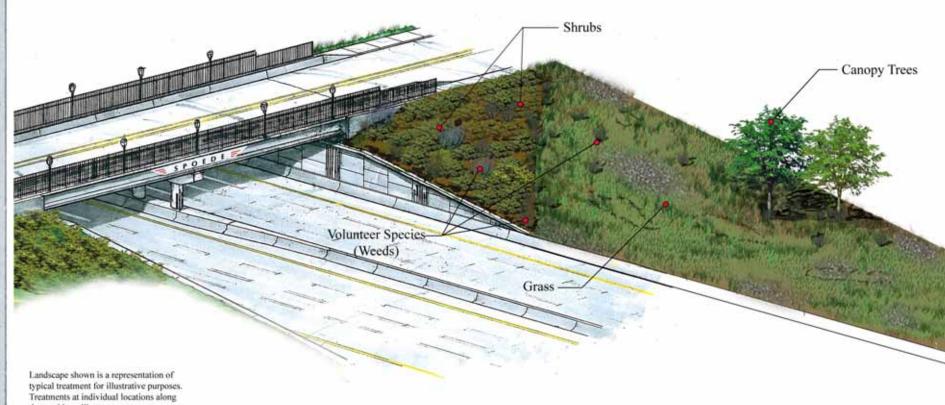
- · Sponsor recognition sign.
- · Landscape plantings, including canopy and ornamental trees, shrubs, and turf/grass.
- Third-party maintenance of the landscape at a level beyond MoDOT's standard.

Higher-level sponsorships are available for each area and include:

- · Typical sponsorship elements, plus...
- Further optional landscape enhancements, such as flowering shrubs and perennials (at sponsor expense).





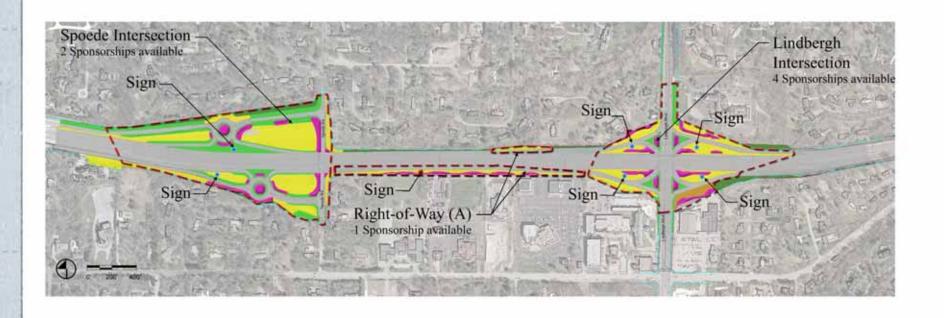


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A typical unsponsored area:

· Without sponsorship, landscape areas will become more naturalized with infrequent mowing, areas of volunteer species, and infrequent maintenance.





Mowable Roadside Turf Slopes less than 3:1. Seeding and sod areas. Tree plantings within turf areas.

Scottish Seed Mix Steep slopes (Greater than 3:1), Limited access, "No-Mow" areas, Some tree plantings.

Shrub and Tree Plantings Mulch beds with shrub and tree plantings.

Native Prairie Grass Short, grass only mix. Use in large areas. Some tree plantings. Mowable cool senson grass edge where possible.

"Non-Visible" Areas. Areas not easily visible from mainline I-64, ramps, or side streets. Mowable turf, scottish mix, limited trees and shrubs.

Sign Location Location where sponsor is recognized



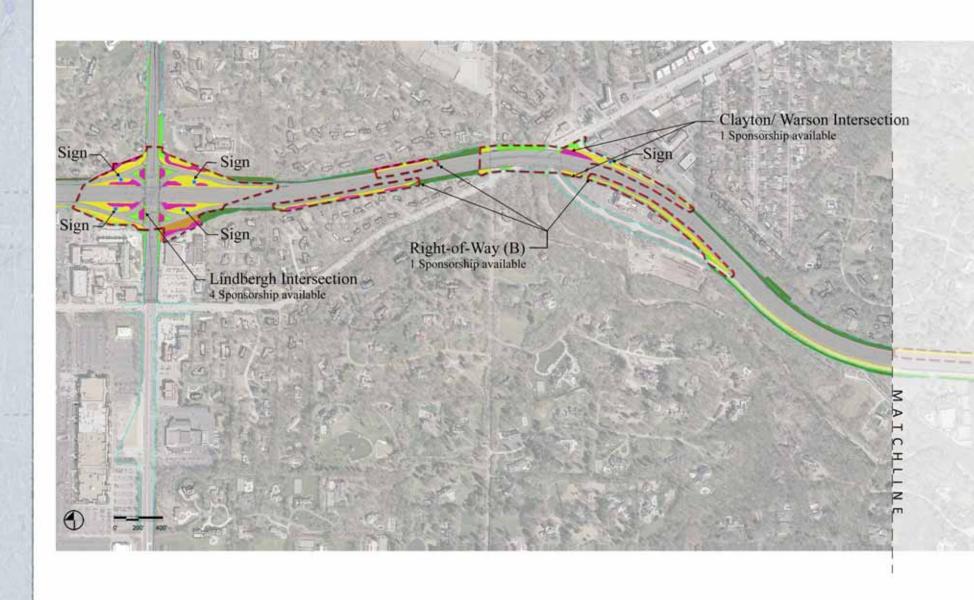












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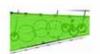
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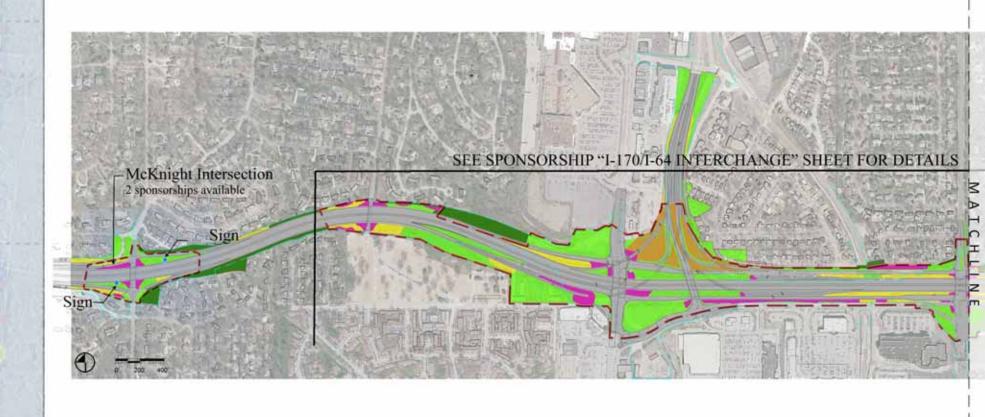












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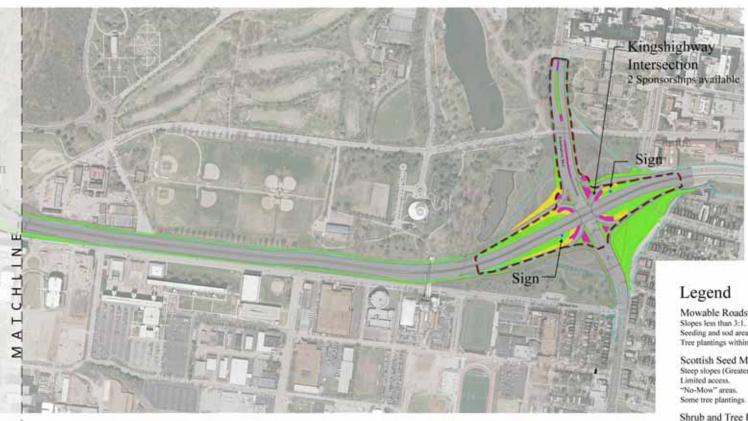












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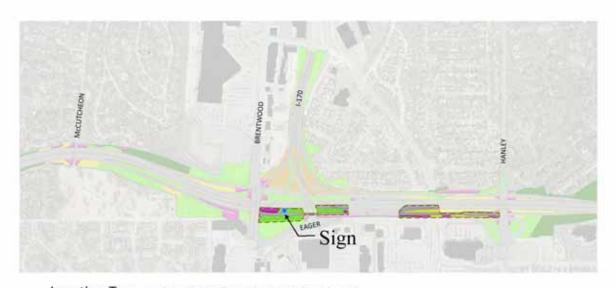








Location One- Eastbound Ramp to Brentwood Boulevard

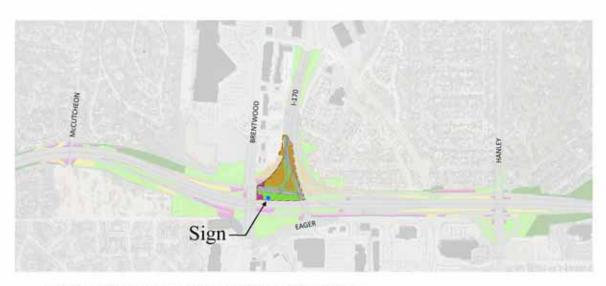


Location Two- Eastbound I-64 from Brentwood Boulevard

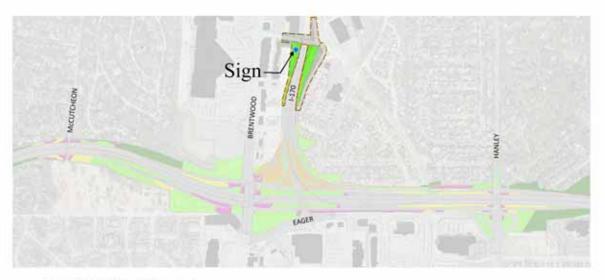




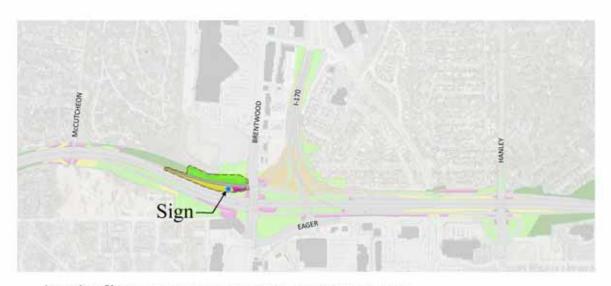
Location Three- Westbound 1-64



Location Four- Brentwood Boulevard Ramp and I-170 South



Location Five- Galleria Parkway

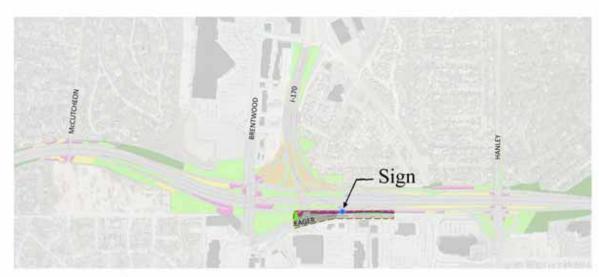


Location Six- Ramp onto Westbound I-64 from Brentwood Boulevard

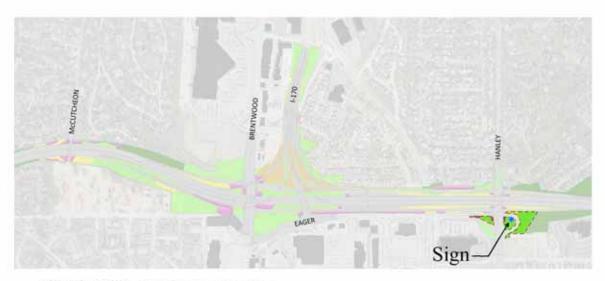




Location Seven-Westbound Ramp onto I-170



Location Eight- Eager Road



Location Nine-Hanley Road at Eager Road

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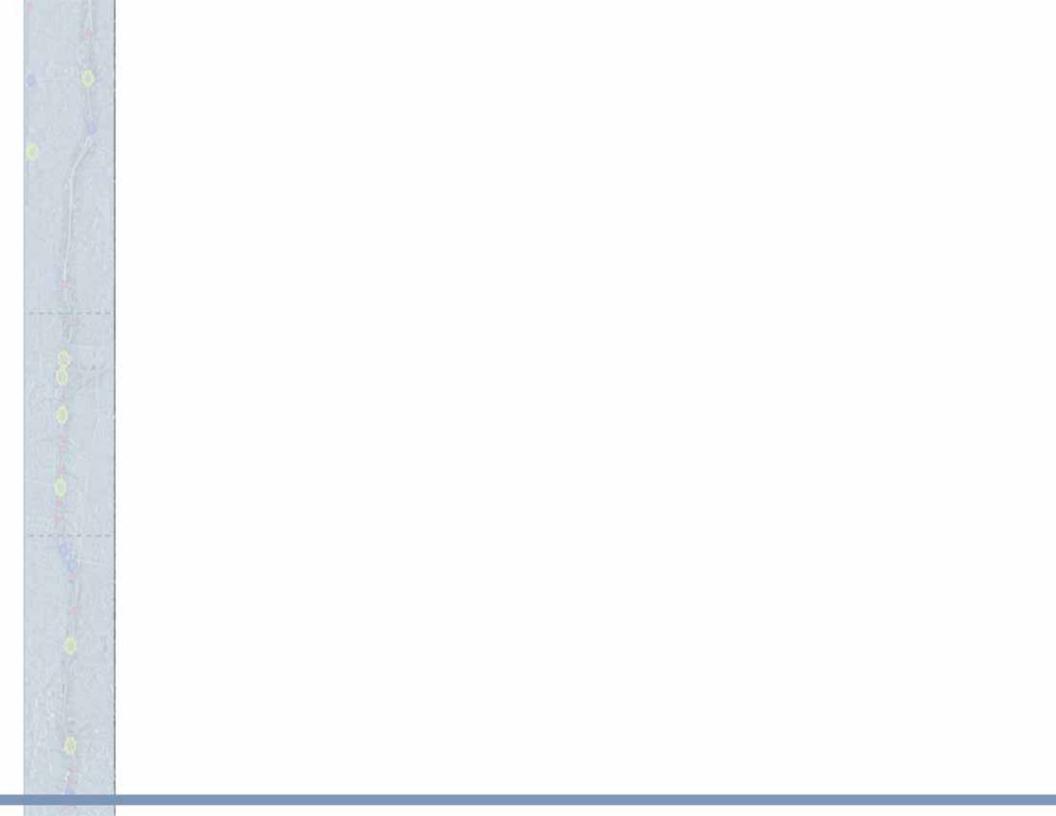














Become a sponsor!

There are two ways to become a landscape sponsor:

- Provide landscape maintenance with your own contractor or maintenance personnel. This option is most suitable for sponsors who are adjacent to MoDOT's right-of-way.
- Elect to pay an annual sponsorship fee. This is the simplest
 way to become a sponsor. You will work with MoDOT to
 select a sponsorship location. Annual sponsorship costs will
 vary depending on location and if you have chosen any
 additional landscape enhancements.

All sponsors will receive a beautiful custom recognition sign featuring their logo, as shown earlier in this brochure.

Sponsorships will be contracted through a three-year initial agreement, with the opportunity for renewal or extended agreement period.





Next steps:

 Contact Adopt-a-Highway Litter Removal Service of America, Inc (AAHLRSA) at:

Melinda Centner, C.E.O. Phone- (800) 291-2542 Fax- (800) 773-5616 Melinda@adoptahighway.net

- AAHLRSA will work with you to choose your sponsorship location.
- You will have the opportunity to work with AAHLRSA to add additional landscaping such as perennials or other plantings.
- AAHLRSA will confirm your sponsorship price based on your location and any additional landscape plantings and send you a contract.
- 5. Your beautiful sign is installed at your selected sponsor location!

Thank you for your time and interest!

