



State of Tennessee

PUBLIC CHAPTER NO. 143

SENATE BILL NO. 31

By Tracy

Substituted for: House Bill No. 222

By Dean, Faison, Hawk, Swann, Keisling, White, Gotto, Don Miller, Kevin Brooks, Phillip Johnson, Eldridge, Casada, Alexander, Sparks, Fitzhugh, Mike Turner, McDonald, Stewart, Hardaway, Todd, McCormick

AN ACT to amend Tennessee Code Annotated, Title 4, Chapter 3, Part 23 and Title 54, relative to commercial advertising on Department of Transportation HELP trucks.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 23, is amended by adding the following language as a new, appropriately designated section:

4-3-2309.

(a) The department is authorized to allot space on the exterior of the incident response HELP trucks and enter into contracts for the purpose of obtaining commercial sponsorship for the HELP program.

(b) All revenue generated from any commercial sponsorship authorized by this section shall be deposited in the highway fund to be used solely for transportation purposes.

(c) Such commercial sponsorship shall not include, identify or promote:

- (1) Alcohol or tobacco products;
- (2) Adult-oriented establishments, as defined in § 7-51-1102 or § 7-51-1401;
- (3) Political candidacies, political issue advocacy, or political campaign advertising as prohibited in § 2-19-144; or
- (4) Any unlawful conduct or activities.

(d) The department shall prefer sponsorship by organizations that have a transportation purpose or otherwise promote highway safety.

(e)(1) The sponsorship message shall identify the sponsor as a sponsor of the HELP program and otherwise shall include only the name and logo of the sponsor.

(2) The sponsorship message shall not be located on the front of vehicle, including the front of the utility compartment, or on the cab of the vehicle, including the doors.

(3) The sponsorship message may be located on the storage compartment doors on either side of the utility compartment or on the back of the vehicle, excluding the message board or arrow board.

(4) The logo of the sponsor shall not exceed 400 square inches in size, and the lettering identifying the sponsor shall not exceed eight inches (8") in height.

(f) In consultation with the Department of Safety, the Department of Transportation is authorized to promulgate rules and regulations or adopt policies as needed to effectuate this section.

SECTION 2. If any provision of this act or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to that end the provisions of this act are declared to be severable.

SECTION 3. This act shall take effect July 1, 2011, the public welfare requiring it.

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PASSED: April 25, 2011



RON RAMSEY
SPEAKER OF THE SENATE



BETH HARWELL, SPEAKER
HOUSE OF REPRESENTATIVES

APPROVED this 5th day of May 2011



BILL HASLAM, GOVERNOR