



2019 ANNUAL PERMIT SPONSOR

Wyoming State Parks sells annual day use and camping permits to thousands of visitors each year. The front of the permit is displayed outward on a vehicle windshield to be easily identified by park staff. The opposite side is blank, facing inward to the passengers of the vehicle, and serves as valuable real estate for partners who actively target active outdoor enthusiasts.

Sponsorship of this decal defrays costs associated with printing and provides funding for programming. This bid process is open to all businesses; however, priority is given to Wyoming based businesses.

Quantities

2019

Day permits to be ordered = 25,000

Camping permits to be ordered= 15,000

Total = 40,000

Impressions

Impressions are based on the number of times a person may be exposed to the decal over the course of a calendar year. We estimate this to be **21.9 million**. This is calculated by multiplying total number of decals printed (40,000) by the average number of people who might see the ad (1.5 people) by the number of days in a year (365 days). According to a 2016 AAA American Driving Survey, American drivers spend an average of more than 17,600 minutes behind the wheel each year.

Size/Artwork

Actual size = 1.75 x 2.75" Live area = 1.625 x 2.625"

Artwork must be provided. We will accept camera ready ads or you may use our in-house graphic designer to build your ad at no additional cost. A final proof will be submitted for your approval.

Deadline:

All signed bids must be received by May 1, 2018.

Bids will be announced and awarded on May 15, 2018.

Artwork Due: June 15, 2018

Payment Due: No later than July 1, 2018



2019 Wyoming State Parks Annual Permit Sponsorship Bid

The highest bidder for each permit will be awarded the advertising space. **This bid must be signed and returned no later than May 1, 2018** to lori.hogan2@wyo.gov or mailed to address below.

Day Use Permit Decals (25,000)

Bid price/decals _____

Total Bid \$ _____

Camping Permit Decals (15,000)

Bid price/decals _____

Total Bid \$ _____

Company Name _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone Number: _____

Email Address: _____

Signed _____

Date: _____



Contact:

Lori Hogan, Marketing/Development Manager
Wyoming State Parks & Cultural Resources
2301 Central Avenue, Cheyenne, WY 82001
307-777-5196
lorihogan2@wyo.gov