

# Star-Telegram

## Some states consider selling naming rights to generate road money

Posted Saturday, Feb. 02, 2013

BY ASHLEY HALSEY III

The Washington Post

WASHINGTON – Are you good with FedEx Field and the Verizon Center?

Did you watch the NCAA football championship at the Discover Orange Bowl at Sun Life Stadium?

Planning on catching the Super Bowl at the Mercedes-Benz Superdome?

Then consider this:

If you sat in traffic on the Burger King Capital Beltway in northern Virginia, would that make you hungry for a Whopper?

Would inching across the Gillette Fusion ProGlide 14th Street Bridge into Washington cause you to brush your hand across your cheek to check your morning shave?

It used to be that if you aspired to have your name affixed to something paved, you had to become at least mildly famous.

Now all it takes is a barrel of cash.

The Virginia General Assembly has approved the practice, and marketing companies have been invited to bid on a contract to come up with a naming-rights plan. Maryland has given it some thought.

The naming-rights ball is in play in Washington state. A bill there would give private companies the right to attach their names to state highways and bridges.

They could also buy viewpoints and rest stops.

The money would be used to maintain the sponsored road.

The proposal came about because legislators want to hold down a toll increase on the Tacoma Narrows Bridge.

That prompted Rep. Jake Fey, D-Tacoma, to worry at a recent hearing that it might become the "Chuck E. Cheese Bridge."

ADVERTISEMENT



The FDA has approved a solution for snoring & sleep apnea that does not require a cumbersome CPAP.



See why this wonder "weight loss pill" has top doctors raving.



Electricity "conspiracy" exposed. 1 weird trick to slash power bill. Watch now before it's banned.



Men are finding an unlikely testosterone booster...



The next "exploding" growth stock that seeks to make millionaires in 2013...

[Looking for comments?](#)