

# SPONSOR-A-HIGHWAY

Partnership with NYS Thruway Authority for a Cleaner New York!

## Easy As 1-2-3

1. We select most desirable location for your sign on well-traveled highways.
2. Adopt-A-Highway Litter Removal Service of America, Inc. designs, fabricates and installs your full-color logo sign.
3. Our safety certified "Clean Crew" cleans your sponsored segment according to NYSTA requirements.

## Pricing

Multi sign discount available — please ask your territory manager for details.

## Sponsorship

Different from the volunteer Adopt-A-Highway program, **sponsors** fund our "Clean Crew" to remove and recycle litter. In return, sponsors receive recognition through larger signage on major interstates.

Sponsorships allow businesses to be recognized for their financial contribution to safer highways and a cleaner environment.



## Benefits of Program

- Cost effective marketing
- High impact, repetitive exposure to consumers daily
- Millions in savings to NYSTA
- Contribution to your local community
- Affordable highway signage
- Helps minimize environmental impact of litter
- Clean roads = safe roads

A cleaner  
**NEW YORK**  
benefits all!

For additional benefits & availability go to our website [adoptahighway.net](http://adoptahighway.net)

## Customer Satisfaction

“We are proud to support programs and organizations that not only enrich the lives of individuals, but make a positive and sustainable impact on our environment.”

Anheuser-Busch

“This is an easy and effective way to help keep our roadways and environments clean.”

Michele DiNello, Corporate Communications  
Subway World Headquarters | CT



ADOPT-A-HIGHWAY  
**LITTER REMOVAL**  
SERVICE OF AMERICA, INC.

For more information please contact:

**800.499.2367**

[newyork@adoptahighway.net](mailto:newyork@adoptahighway.net)

[adoptahighway.net](http://adoptahighway.net)