

# CALIFORNIA



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

Adopt-A-Highway **Litter Removal Service** of America, Inc. (AAHLRSA) has 34+ years of experience in SPONSORSHIP marketing. Our team can help you pick a premium location, design your sign and match your sponsorship campaign to your marketing goals.



In 2022, we cleaned  
**51,261 miles.**  
And collected **176,839**  
**bags of litter.**



## Sponsorship

Sponsor-A-Highway sponsorship allows business/organizations to be recognized for their financial contribution to remove litter from California Interstates.



## Details

- Sign locations available, but not limited to U.S. I-5, I-10 & I-15
- We do 100% of litter removal, you get a logo sign
- Segments are approximately 2-miles in length
- Litter removal will be completed 2x per month
- AAHLRSA is an approved service vendor with CALTRANS
- Signs are available on a first come, first serve basis



## Pricing

With lower cost-per-impression than TV, radio or billboards, SPONSORSHIP marketing delivers a brand message all day, every day for a fraction of the cost. All signs get numerous views per day – our Territory Manager can provide specific details on Average Daily Traffic Count by location.

- High IMPACT at a cost-effective rate
- Multiple sign discounts are available for 5+ signs
- Contact our team for rates



## Signage



- Full-color logo signage is used to identify the sponsor
- Signs are designed to maximize impact of logo
- Highly reflective materials make sign visible night and day
- Location of sign within the Interstate right-of-way



*We Do*

**Adopt-A-Highway** <sup>V</sup> **Litter Removal Service of America, Inc.**

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