

TEXAS



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

Adopt-A-Highway Litter Removal Service of America, Inc. (AAHLRSA) has extensive 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 2024, we cleaned
53,442 miles.

And collected **183,564**
bags of litter.



Sponsorship

The Texas Highway Sponsorship Program offers businesses, organizations, and individuals the opportunity to sponsor litter removal services along some of the busiest highways in the Lone Star State. In return, sponsors receive recognition through prominent signage placed along their sponsored roadway segments.



Details

- Sign locations available in Dallas/Ft. Worth, Houston, San Antonio and Midland/Odessa.
- We do 100% of litter removal, you get a logo sign
- Segments are 1-mile in length
- Litter removal will be completed monthly
- AAHLRSA is an approved service vendor with TXDOT
- 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 location availability and rates



Signage

Unmatched Daily Exposure

With over **80,000** miles of roadway and **80%** of Texans driving daily, your signage reaches a mobile, captive audience—thousands of impressions every single day.

- 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[®] Litter Removal Service of America, Inc.

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