

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 2025, we cleaned
54,276 miles.
And collected **184,991**
bags of litter.

Sponsorship

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

Details

- Sign locations available on various interstates, expressways & parkways
- 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 NYSDOT
- 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

