

THE HISTORIC US ROUTE 20 ASSOCIATION



Historic US Route 20 Signs



New Lebanon, NY

Featuring the
original
1926 US ROUTE
Shield
design

Be A Part of Historic US Route 20

Show your support by displaying an official Historic Route 20 Sign

Your donation will help the Historic US Route 20 Association promote its mission by placing signage along historic alignments of US Route 20.



A Historic Route 20 Sign displayed on an original highway alignment in Dubuque County, Iowa.



Two Sign Sizes Available

Large—36" x 24"
Small—18" x 12"
Pole Banners Available Soon

Visit— www.historicus20.com/historic-route-signage.html

For more information about our signs

Large Signs 24" x 36" \$90 + shipping

Are you an official with your town or city government?
Would you like to promote tourism and connect with others along US Route 20? Then this sign is for your town! Please contact us to set up a meeting to discuss available options!

Are you a business or land owner on US Route 20?

These signs can be placed on your private property - See other side for details.

Potential Economic Impact*

- Over 3.5 million visitors spent \$91 million in 2008
- 55% are first time visitors
- 68% stay overnight
- 78% stay in hotels, B&Bs or campgrounds
- 2.9 nights is the average state along the route
- Typical party is one to four adults
- 51% of visitors come from outside the highway area
- 33% of visitors come from other states
- 1% come from outside the country

* Information from the 2008 Economic Impact Study of the Pennsylvania Route 6 Heritage Corridor. Based along the 427 mile long, 11 county PA Route 6 Alliance.

All signs are made exclusively for the Historic US Route 20 Association. Please allow 3-6 weeks for sign delivery.
The Historic US Route 20 Association is a 501 (c) 3 Not for Profit Organization—Your sign order is considered a gift for your Tax Deductible Donation

HISTORIC US ROUTE 20 SIGNAGE

Is your town on US Route 20?

Did Route 20 run through your town, but was relocated?

Our grass roots mission to promote Historic Route 20 is to work with the local town & state governments to identify and recognize the route that is America's longest highway.

There are typically three ways to get Historic Route 20 signs placed on your town roads.

1. If the road that is or was US Route 20 is maintained by the town or county, a local ordinance or vote to establish the erecting of the signs is typically all that will be required.
2. If the road that is US Route 20 is maintained by the state, then legislation needs to be sponsored and passed or state highway department permission is likely required to place signage on such routes.
3. Private property owners can erect the signs just off of the State DOT right of way on their own land. The towns may also wish to erect such signs on their own property adjacent to the highway.

The Historic US Route 20 Association will provide your community with a detailed history of Route 20, historical maps and promotional materials for your review. A presentation to town officials can also be prepared.

Placement of the signage will be delegated to the town with recommendations from the Association – if a historic alignment exists in the town, we strongly urge placement on this road.

Each sign is an official reflective highway grade sign measuring 24"x 36". The signs feature the original 1926 shield design, with specific state name, on a brown back ground. The design is the same used to designate Historic Route 66.

The cost of the sign is a donation of \$90 each to the Historic US Route 20 Association and is tax deductible. The donation helps cover the cost of the sign(s) and promotion on both our website and forthcoming mobile travel app. Shipping may be added.

The Historic Route 20 Association can or will place a QR code stamp on the back of each sign. This stamp can be scanned by persons with a smart phone to learn more about the location of where the sign is placed.

The town is responsible for erecting costs, poles, hardware and labor, unless otherwise negotiated.

Smaller signs are available for display purposes and other alignments. We recommend the large signs for placement on the highway.

Please contact us at

Historic US Route 20 Association 108 Skyline Trail - Chester, MA 01011

Email- route20@historicus20.com Phone (617) 733-5796



THE HISTORIC US ROUTE 20 ASSOCIATION

108 Skyline Trail Chester, MA 01011 (617) 733-5796

Business, Town/City Membership & Sign Application (June 2015)

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association to success on its mission to preserve and promote the many great sites along US Route 20 from Boston, MA to Newport, OR.

We wish to become a Business or Town/City Member

Membership Fee _____ **\$25.00/yr** *Town Governments wishing to purchase signs do not need to become members*

Lifetime Fee _____ **\$75.00**

_____ As part of our membership, I would also like to purchase HISTORIC US ROUTE 20 sign to place at my business, organization or in my town.

AVAILABLE STATES FOR SIGNS: CIRCLE or INDICATE NUMBER REQUESTED

Spellings and designs listed below are how they will appear on your sign. Please allow 3-6 weeks for delivery.

MASS	NEW YORK	PENNSYLVANIA	OHIO	INDIANA	ILLINOIS
IOWA	NEBRASKA	WYOMING	MONTANA	IDAHO	OREGON

Sign Prices

Small 12" x 18"
\$20 each + \$5 shipping

Large 24" x 36"
\$90 each + \$10 shipping

As a Business Member, you will have your business placed on our website, future mobile app and travel guide for promotional purposes. Please indicate below how you wish your business name and contact info to appear on our web page and in our printed material.

Business Name/Town Name

Address

City, State, Zip

E-mail and Phone

Total Amount Enclosed \$ _____

Remit payment to address above or call for online payment

Signature

Date

All memberships paid prior to Dec 31, 2015 will expire Dec 31, 2016.

The Historic US Route 20 Association is a 501 (c) (3) organization. Your membership is tax deductible. IRS EIN # 46-0837490

Office Use -

Membership #

Authorized Sign #