



# OccuPaws

Guide Dog Association

March 24, 2016

Dane County Regional Airport  
4000 International Ln,  
Madison, WI 53704

Dear Sir:

The OccuPaws Guide Dog Association is a Madison-based 501 (c)(3) which provides Guide Dogs to the blind at no cost. We would like to offer a letter of support to Adams Outdoor Advertising in regards to continuation of their lease agreement for their three signs adjacent to the Aberg avenue property.

Adams Outdoor Advertising has been a great partner for OccuPaws in helping us design, produce and place (at no charge) signs which highlight OccuPaws and the events that we have. When we first began our partnership with Adams, we had no idea of what kind of materials are used, sizes or what images would suit our needs. Our goal was to raise public awareness of the OccuPaws Guide Dog Association. We wanted the public to know our website address, as well as become aware that we are located in Madison, and could use the public's support.

Adams Outdoor Advertising was patient with us, and helped us design the exact bill board that we needed. The medium is terrific. The product produced by AOA was eye-catching and conveyed the exact message that OccuPaws wanted to convey.

The biggest insight we had regarding outdoor advertising is that it does work for non-profits. Individuals that live in the Madison area became aware that OccuPaws Guide Dogs is located in Madison and we had a tremendous increase in web-traffic.

When traveling with our dogs throughout the Madison area, passers-by will state that they have seen our signage, and are familiar with our program. Before Adams started to work with us, it was a rare person that knew of our program.

I would like the board to understand that without Adams Outdoor's generous program, we could not have afforded using billboard advertising. It would have been beyond our budget and would have remained on the "wish we could" category. By reducing the number of billboard locations that are available to Adams, they will subsequently need to reduce the amount of space available to non-profits such as OccuPaws.

P.O Box 45857  
Madison, WI 53744  
1-608-772-3787  
[www.occupaws.org](http://www.occupaws.org)

Thank you for your consideration.

Sincerely,

*Barb Schultze*

Barbara Schultze, President  
OccuPaws Guide Dog Association  
608-772-3787

[barb@occupaws.org](mailto:barb@occupaws.org)

