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New University Drive sign provides revenue generation opportunity for the U of L

Drivers travelling on University Drive may have noticed a new sign being erected at the entrance to the University of Lethbridge.



The new digital signage, expected to be in operation within days, is the result of a partnership between Pattison Outdoor Advertising and the U of L. As part of a five-year deal, Pattison is installing the new sign, which complies with City of Lethbridge bylaws, at no cost to the University. In addition, Pattison is covering the costs for removing and moving the sign that was previously at the site to the Community Stadium. The agreement also includes the installation of two

static billboards on campus along University Drive.

“There was no capital outlay from the University at all,” says Neil Langevin, director of Pronghorn Athletics. “Part of the mandate from the government is to come up with more sources of external revenue and this is part of that. Under the terms of this agreement, Pronghorn Athletics will receive lease revenues annually for five years with an option to renew.”

The funds will be used to support all athletics programs and, as part of the deal, Pronghorn Athletics will be able to use the digital sign for its advertising. This will allow the University to once again inform and engage community members with a variety of campus events. Of the five rotating ad spots available at any one time, one will be available for use by athletics or other U of L advertising.

“We’re looking forward to once again being able to welcome everyone to our campus so they can engage with our vibrant community through athletic events, community lectures, fine arts performances and more,” adds Langevin. “The addition of this sign is a real win-win for everyone.”

This news release can be found online at [digital sign](#).

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