[DATE]

[ORGANIZATION]

[CONTACT NAME]

[ADDRESS]

Re: [SUBJECT]

Dear [First Name],

Gearing up for summer events? Join over 1,800 municipalities across the U.S. that trust All Traffic Solutions® for portable, easy-to-use tools that support crowd communication, traffic control, and public safety at parades, festivals, fairs, and other events.

**Clear Messaging, Wherever You Need It with InstAlert Variable Message Signs**From guiding traffic to sharing timely updates, InstAlert makes it simple to adapt on the fly. The only foldable variable message sign on the market, InstAlert fits in a car trunk for easy transport and deploys in minutes on a portable post, pole, trailer, or vehicle hitch. Messages can be scheduled or updated remotely via a secure online portal, saving you time on busy event days.

**Portable Security with Surveillance-Ready Trailers**Enhance event security at any location with trailers that support your preferred cameras\* and include an integrated InstAlert sign. These trailers tow anywhere and set up fast— just plug in your cameras, raise the telescoping mast (up to 22’), and you’re ready to go.

**Why Choose All Traffic Solutions?**With 25 years in business, we’re committed to providing premier-quality products and exceptional service to our customers. Municipalities prefer our products because they are:

* **Built to Last** – Rugged and weatherproof, our signs and trailers last for up to 10+ years
* **Made in the USA** at our facility in State College, Pennsylvania
* **Cloud-connected** for easy remote management and monitoring
* **The most portable and easy-to-use options** available on the market
* **Backed by US-based customer support** and industry-leading warranty plans

From setup to takedown, you can count on All Traffic Solutions to deliver the performance you need to help events run smoothly, safely, and hassle-free every step of the way.

[CLOSING CALL-TO-ACTION]

\*Cameras must be purchased separately from a vendor of your choosing.