



GET YOUR BUSINESS READY FOR AMERICA 250

Join the nationwide commemoration of the American Revolutionary War as we honor our region's role in the fight for independence and highlight our contributions to our nation's founding principles over the past 250 years.

Powered by
ROOST

A HISTORIC OPPORTUNITY FOR BUSINESSES

The 250th anniversary of the American Revolution offers a unique chance to engage visitors and locals in a nationwide celebration. Over the next few years, the growing emphasis on history and cultural tourism will create valuable opportunities for every business. We invite you to take part by offering themed specials, immersive experiences, and patriotic promotions. By planning ahead and embracing creativity, you can make a lasting impact while honoring the spirit of 1776.

KEY DATES & MILESTONES

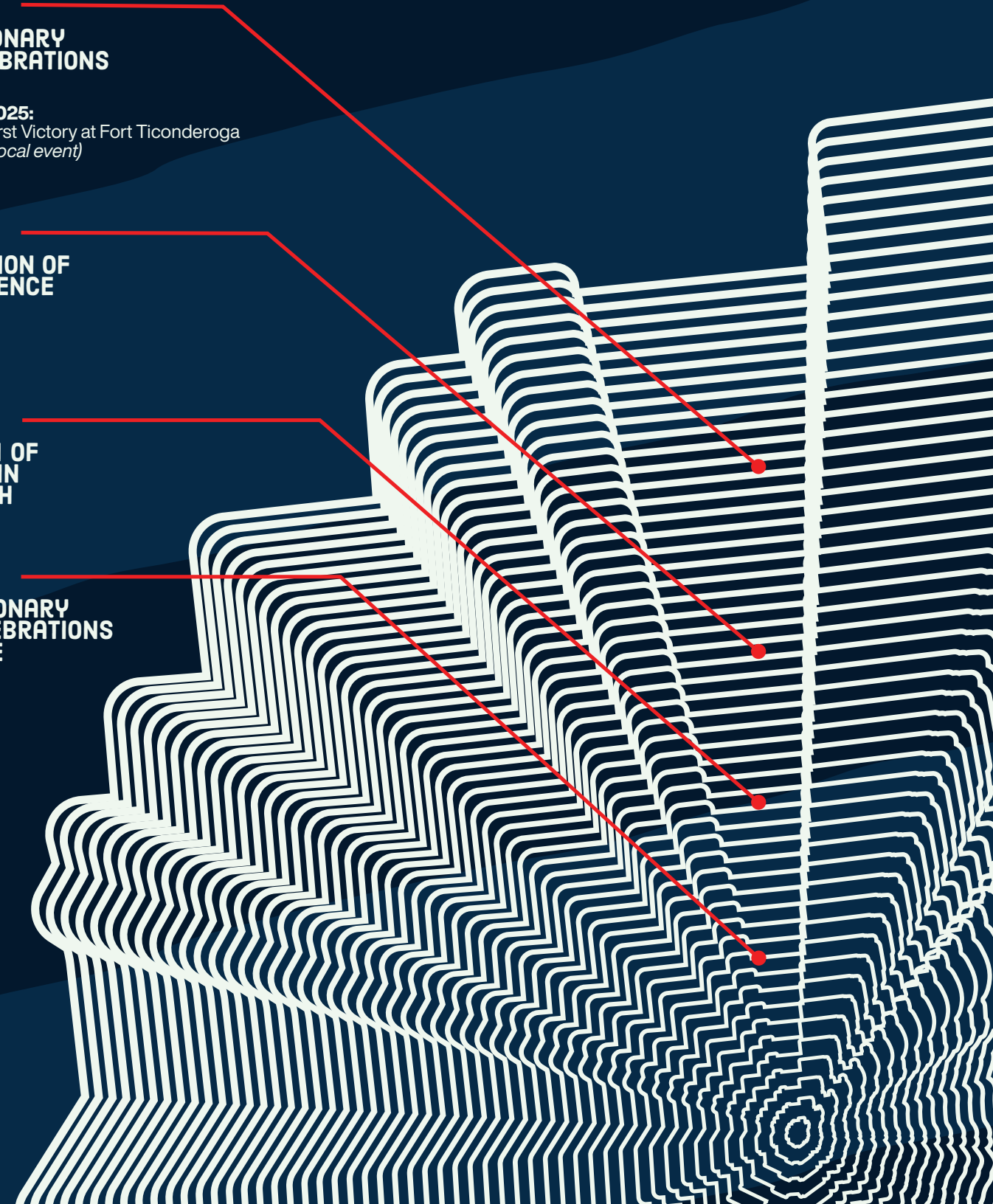
**2025
REVOLUTIONARY
WAR CELEBRATIONS
BEGIN**

May 9-11, 2025:
America's First Victory at Fort Ticonderoga
(First major local event)

**2026
DECLARATION OF
INDEPENDENCE
250TH**

**2027
ABOLITION OF
SLAVERY IN
NYS 250TH**

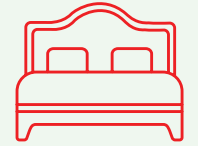
**2033
REVOLUTIONARY
WAR CELEBRATIONS
CONCLUDE**



ADK CELEBRATES USA 250

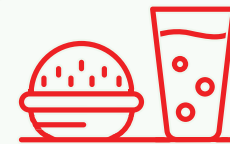
WAYS TO GET INVOLVED

There are many creative ways for businesses to participate in the 250th commemoration. Not everything needs to be Revolutionary War-themed—this is also a time to celebrate your business, community, and unique contributions to our nation. Large or small, consider incorporating one or more of the following ideas:



Lodging Packages & Offers:

Create themed stay packages, such as incentives for multi-night stays, special promotions tied to events and reenactments, or access to attractions, fun merchandise, etc.



Themed Food & Drink Experiences:

Create signature cocktails, coffees, and dishes inspired by history and our unique regions, from specialty menu items to immersive dining events that bring the past to life.



Merchandise & Retail Promotions:

Develop commemorative products such as apparel, souvenirs, or limited-edition items that reflect the spirit of the 250th.



Parades, Events, & Community Gatherings:

Support or organize events that bring people together in celebration and/or simply add a 250th flair to an already existing event.



Historical Storytelling & Educational Experiences:

Partner with historians or local attractions to bring history to life through live storytelling, reenactments, hands-on activities like quill-writing or candle-making, and engaging workshops for all ages.



Themed Decor & Ambiance:

Transform your space with patriotic decorations, historic artifacts, themed names, & displays.



Extend the Experience:

Partner with historic sites, museums, and local attractions to cross-promote events, create themed lodging specials, and offer immersive experiences that encourage visitors to stay longer.

ADK CELEBRATES USA BRANDING

ROOST has developed a region-wide branding initiative, ADK Celebrates USA, designed to unify and strengthen our collective impact. This branding is free for all to use, and businesses are encouraged to incorporate it in any way they see fit. By adopting a consistent and recognizable brand, we amplify our message and create a powerful regional identity. Whether it's through signage, marketing materials, merchandise, or digital promotions, using ADK Celebrates USA ensures that together, we stand out and make a lasting impression.

FULL LOGO



LOGO VARIATIONS



FONT

Harman is the base font for the ADK USA brand and to keep these two brands aligned we are using this font as our main headline font. We will pair this with helvetica as our body font.

HARMAN

AA BB CC DD EE FF GG HH II JJ
KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
0123456789.,?!@#\$\$%&*[/]+

US NAVY BLUE

CMYK 100 / 81 / 44 / 46
RGB 6 / 42 / 71
#062A47

FREEDOM RED

CMYK 0 / 99 / 100 / 0
RGB 237 / 33 / 36
#ED2124

ANTIQUÉ WHITE

CMYK 5 / 0 / 6 / 0
RGB 239 / 247 / 239
#EFF7EF

Get the branding files and guidelines at www.roostadk.com/250.

SHARE YOUR PLANS & GET FEATURED IN MARKETING!

Is your business or community planning a special event or offering themed specials and promotions? As we work together to make this celebration a success, having this information is key. Share your plans with us to be included in regional marketing efforts!

[] **SUBMIT YOUR EVENTS**

[] **SUBMIT YOUR PACKAGES & PROMOTIONS**



**GET STARTED AT
ROOSTADK.COM/250**

Questions? Contact your regional ROOST representative or email us at info@roostadk.com.

