

Measures of Success: VA250 Impact

2024: Reach and Participation



Media impressions: 3.09 billion



Website visitors: 151,000+



Email subscribers: 19,300+



Social media followers: 8,000+



Statewide events added to website: 1,500+

Cumulative: Grants Awarded



VTC-VA250 Marketing Leverage Grants

Five Rounds – 39 recipients \$316,262 awarded \$440,874 matched



Virginia Humanities – VA250 Grants

Two rounds – 40 recipients \$223,217 awarded \$355,307 matched



Virginia Commission for the Arts

One round – 22 recipients \$105,382 awarded; No match required

America. Made in Virginia.





America Made in Virginia Toolkit

More of what made America happen, happened in Virginia.

And the more we can educate citizens about our state's history, the more we can inspire them for the next 250 years.

As a Commemorative Partner, you can help illuminate Virginia's Revolutionary role. This digital toolkit has everything you need to get started. From language to logos to social media, it's all right here.

Use this copy on your website or in press releases to explain the purpose of our Partnership and inspire others to get involved.

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How the brand line appears

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Logo Library





Commemorative Partner Program

VA250 is identifying collaborative opportunities with other organizations, institutions and companies to make all Virginians aware of the resources available to participate in the 250th anniversary of our nation's independence.

The Commemorative Partner Program officially launched in March 2025.



Commemorative Partner Toolkit

Once approved, Commemorative Partners receive access to our password protected online toolkit, a resource guide to include a logo library, sample Press Release, suggested social media posts, and more.









Co-Branding Opportunities

Commemorative Partners can design co-branded merchandise for VA250 approval.

This collaborative marketing campaign approach will result in consistent messaging across the Commonwealth for the duration of the 250th Commemoration.





Salute to Southwest Virginia: Fincastle Resolutions 250th Anniversary









VA250 Mobile Museum Experience





Ribbon Cutting

January 18, 2025 | Roanoke



Mobile Museum Statistics

- 11 weeks on the road
- 11 Localities
 - 6 Schools
- 5,176 Total Visitors
 - 2,498 Adults
 - 2,678 Students
- 19 States





Upcoming Schedule

Wednesday, April 9, 2025	Hamilton Holmes Middle School	
Friday, April 11 through Saturday, April 12, 2025	King William County Courthouse	
Tuesday, April 15 through Thursday, April 17, 2025	Frontier Culture Museum of Virginia	
Monday, April 21 through Tuesday, April 22, 2025	Monelison Middle School	
Thursday, April 24 through Sunday, April 27, 2025	Virginia International Tattoo	
Thursday, May 1 through Sunday, May 4, 2025	New Kent County 250 Celebrations	
Saturday, May 10, 2025	Touch-A-Truck at StoneSprings Hospital	
Wednesday, May 14 through Sunday, May 18, 2025	Smithfield Art Festival	
Wednesday, May 21 through Thursday, May 22, 2025	Danville Museum of Fine Arts and History	
Wednesday, May 28, 2025	Hands-on History at the Town of Kilmarnock	
Friday, June 6, 2025 through Sunday, June 8, 2025	250th Anniversary of Lord Dunmore's Virginia Campaign – Yorktown, VA	
Friday, June 13, 2025	250th Army Birthday Celebration at Fort Eustis	
Saturday, June 21, 2025	Juneteenth Celebration in Henrico County at Dorey Park	
Thursday, June 26 through Saturday June 28, 2025	Thomas Jefferson's Poplar Forest	
Friday, July 4, 2025	4th of July Celebrations at Fort Monroe	
Wednesday, July 9 through Sunday, July 13, 2025	Town of Vienna	
Wednesday, July 16, 2025	Madison County Fair	
Friday, July 25, 2025	Virginia Highlands Festival	
Thursday, July 31, 2025	Albemarle County Fair	





Salute to Southwest Virginia – 250th anniversary of the Fincastle Resolutions

January 18, 2025 | Roanoke









Sealston Elementary School

February 7, 2025 | King George County





Greensville County Schools

February 10 - 11, 2025 | Greensville County





Jacox Elementary School

February 13, 2025 | City of Norfolk







George Washington's Mount Vernon

February 21 – 26, 2025 | Fairfax County





Louisa County Middle School

March 3 – 5, 2025 | Louisa County

VA250





William Wetsel Middle School

March 18 - 19, 2025 | Madison County









Colonial Williamsburg – A Common Cause to All

March 24 - 26, 2025 | Williamsburg







Gloucester Museum of History – Gloucester Daffodil Festival

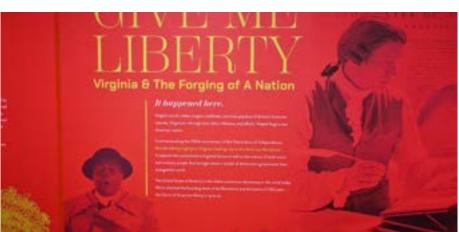
April 3 - April 6, 2025 | Gloucester

Give Me Liberty Exhibit Opening

















Patrick Henry's Speech 250th Anniversary

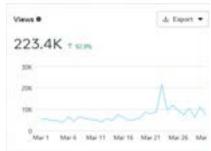


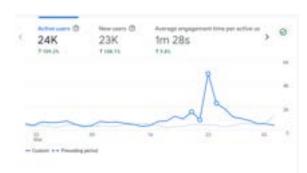


Give Me Liberty, or Give Me Death!

March 23, 2025 | Richmond, VA

- Over 1 billion media impressions
- 985 in attendance at St. John's Church
- **3,514 Total Views** on the livestream from Virginia, New York, Pennsylvania, Georgia and more.
- **Highest spike on the VA250 website** (4,661 visitors with 4,251 of those being new users.)















What People Are Saying



Andy McLeod - 2nd

Democracy defense, civics | Public history, preservation, licensed Washington ...

"Give me liberty or give me death!" I have always been proud, humbled to have been born on the same date as Henry's stern eloquence!







Sharon Harris

What a fantastic and emotionally overwhelming program and presentation today !!! I watched it online and cried throughout it and have continued to cry ever since. Mere words cannot express how proud and grateful I am to have been given the opportunity to see this . Thank you 🤎



deebee4021 Thank you for live-streaming this important historical moment. I will be watching from the Midwest.



Keith Kirk

...

I watched it live on line from Georgia. It was beyond excellent! Brought tears to my eyes! And Carly Fiorina's speech was amazing!



Rich Kuser

I literally had tears well up. The performance was so well done and believable that it was beautiful beyond words. Watching such a historical moment and feeling that emotion of everyone will leave a lasting impression on my life. Please let the historians who did todays presentation know that I am beyond mere gratitude to them mall, I truly am. Thank God



Ryan Daniels

As a living historian who has been involved in some of the MA250th programs, this was a great performance. Can't wait to see more!



Media Attention









CHEDOVAL REWISH

Patrick Henry's words have echoed through the centuries, and around the world

His famous "Citie me liberty or give me death" speech is still being quoted, including during the Transmers Square agricing in China



A Common Cause to All











































What People Are Saying

"It has broadened my thinking about the Revolution and the 250th commemoration as a discussion about the past and FUTURE of this country."

Virginia

"So many ideas have some out of this convening, and so many partnerships have arisen. I'm so grateful for these opportunities. I hope this gathering continues in some way after 2026, as mentioned several times during this year's conference, even if a registration cost is involved going forward."

North Carolina

"I'd like to especially thank VA250 for generously inviting those of us who came in from across the country for the convening. I left this week with a deeper sense of purpose for the programs and exhibitions we'll be doing at The Henry Ford in Dearborn, Michigan as part of our America 250 commemoration."

Michigan

"A Common Cause to All was vital in the renewal of our team's spirits and a great place to continue to brainstorm and perfect our plans."

Georgia

"The energy of being in a room full of individuals that are not only passionate about our country's but preserving and sharing that history was electric. Additionally, CW has done a fantastic job with the event over the last three years."

Virginia



Media Attention





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Upcoming Events





Two Lights for Tomorrow A Nationwide Call to Action

April 18 - 19, 2025 across the nation







Two Lights for Tomorrow A Nationwide Call to Action

April 18 - 19, 2025 across the nation







Virginia International Tattoo

A Salute to 250 Years of Service and Sacrifice

April 25, 2025 | Norfolk Scope Arena Norfolk, VA









250th Anniversaries of the Armed Forces

United States Army – June 14, 1775 United States Navy – October 13, 1775 United States Marine Corps – November 10, 1775





Juneteenth Celebrations

June 15, 2025, Hampton, VA Statewide locations

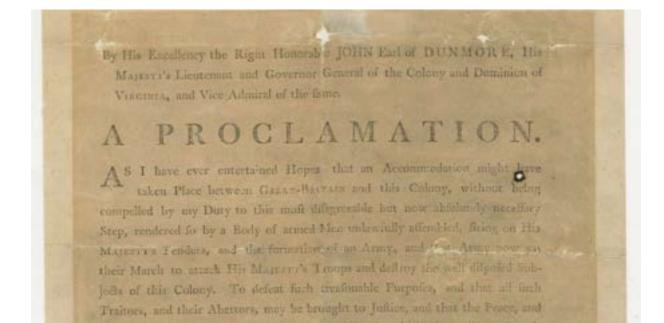




Independence Day Celebration

July 4, 2025 | Fort Monroe Hampton, VA





250th Anniversary of the Dunmore Proclamation

November 7, 2025

VA250

America. Made in Virginia.