



Freedom 250

Great American Fair





Freedom 250: A Call for the Great American State Fair

As we approach the 250th anniversary of our nation's founding on July 4, 2026, Freedom 250 is a once-in-a-generation opportunity to unite every American in a celebration of our shared heritage. Inspired by past celebrations—like the 1876 Centennial Exposition and the 1976 Bicentennial Freedom Train—state fairs can lead the way, showcasing 250 years of American grit and pride.

Our Vision — Fairs are the heart of our communities, where rural traditions and American spirit come together. Beginning July 2025, through 2026 fair season, your fairs can be patriotic epicenters for Freedom 250. President Trump's Executive Order 14189 and the Freedom 250 White House Task Force call for a unified national birthday, and we invite you to make your state fair a cornerstone of this historic moment.

The Ask — We urge you to make Freedom 250 the centerpiece of your fairs, joining a nationwide effort to create a Great American State Fair in all 50 states. With fair season rapidly approaching, we understand this is a big undertaking. That's why we've assembled a comprehensive brand kit—complete with key details and straightforward digital integration guidance. While you're welcome to go above and beyond, we hope these materials provide a clear and actionable foundation for bringing this celebration to life together.

Proclamation Partnership — On July 3, 2025, Secretary Rollins and President Trump will proclaim fairs as Freedom 250's patriotic centers.

Lead the Way — Your leadership and partnership will help make Freedom 250 a historic celebration.

Let's inspire our communities, honor our 250-year heritage to make our fairs the most patriotic yet.

Thank you for your leadership in making Freedom 250 a historic celebration.

Sincerely,
Brooke L. Rollins
Secretary of Agriculture



Freedom 250 Celebration Toolkit at State Fairs and Rodeos

Objective

As the United States prepares to mark its 250th anniversary, state fairs have a unique opportunity to take center stage in a once-in-a-generation celebration. In alignment with Executive Order 14189, *Celebrating America's 250th Birthday*, USDA is excited to provide this toolkit to State Fair Boards across the country to bring the spirit of Freedom 250 to life—celebrating patriotism and American history at the heart of our communities.

This toolkit is designed to inspire ideas and help you integrate the Freedom 250 theme into your existing events, offering bold new ideas that can scale to fit your fair. We hope it provides a springboard to spark inspiration and encourages creativity in celebrating this historic milestone. We know you will come up with dozens of ideas that are even bigger and better than this—this is simply meant to be a starting point of potential ideas. There's no such thing as too bit or too bold for America's 250th birthday.

Why?

While all states will be invited to participate in Freedom 250, the state with the most patriotic state fair in the country will be recognized by Secretary Rollins and President Trump on stage at the Freedom 250 Celebration on July 4, 2026. States are encouraged to document their patriotism and share it on all media channels including social media.



Patriotic Integration Ideas

These ideas help fairs and rodeos incorporate the Freedom 250 theme into their wider programming:

- **Grand Entrance:** Fire trucks with ladders suspending a massive American flag at the main gate. Play the National Anthem and other patriotic music. Banners and flag pennants along the walkways.
- **Firework Finale:** Red, White and Blue Fireworks set to patriotic music.
- **Music and Entertainment:** Star-Spangled Banner Performance, incorporate into programming at each event with special nod to Freedom 250 by announcers or video integration. Country cover bands play “America the Beautiful,” “Born in the USA,” and other modern hits. Line dancing under red, white and blue string lights.
- **Cabinet Secretary Engagement:** If a Cabinet Secretary is visiting, have them speak about Freedom 250 during programming.
- **Founding Fathers:** Exhibit booth of Founding Fathers’ portraits with QR codes that share PragerU details on each of them.
- **Patriotic Themed Food:** Red, white, and blue treats labeled as Freedom 250. Freedom Fries, Liberty Corn Dogs, Stars & Stripes Funnel Cakes, Red/White/Blue Cotton Candy, Snow Cones.
- **All-American Pie Eating Contest:** Apple, cherry and blueberry. MC of the contest can look like Uncle Sam. Winners receive themed medals.
- **Branding:** Posters or simple exhibits with founding facts, photos, and artifacts around the event.
- **America-Themed Prizes:** Oversized stuffed Bald Eagles, Statue of Liberty plushies, flag capes, patriotic cowboy hats, red, white and blue glow sticks, etc.
- **Livestock Show:** Exhibitors/livestock receive oversized patriotic ribbons, awards and bandanas. Judges wear flag sashes.
- **Face Painting:** Stars and Stripes, American Flag, Bald Eagle, Fireworks, etc.
- **Kids’ Zone – “Little Patriots’ Playground”:** Mini obstacle course styled like basic training camp, patriotic crafts: flag-making, Bald Eagle masks, DIY sparklers, Sand bottles (flags, red, white and blue).
- **Special Salute:** Daily Veteran Salute or first responder appreciation ceremony on the main stage. Honoring local heroes with a standing ovation and commemorative pin/ribbon.



Freedom 250 Celebration

THINK BIG: Freedom 250 Activations

Freedom 250 Concert

A patriotic themed concert with country and pop artists hosted at fairgrounds' main stage singing patriotic songs to celebrate America.

Patriotic Drone Light Show

A nighttime drone display choreographed to patriotic music. Drones form shapes like the Liberty Bell, American flag, or Bald Eagle in red, white, and blue.

Great American Farmers' Market

A signature Freedom 250 farmers market at each fair, celebrating American agriculture through local farmers, ranchers, and producers to sell their fresh goods. Include cooking demos showcasing regional American dishes or signature American dishes through the years, include tasting passports. Partner with local farmers markets to bring to life.

American Heroes Celebration

Stories of American Heroes (key influential Americans throughout history: Founding Fathers, inventors, current day active-duty military, etc.) are brought to life through actors or youth presentations. Focusing on highlighting American heroes in your specific state.

Freedom 250 Merch Tent

The Freedom 250 Commission provides Freedom 250 merchandise tents through external partnerships, bringing the celebration directly to American consumers. Think Freedom 250 branded merchandise such as cowboy boots, hats, buckles, apparel, and more.