

Your Guide to
AMERICA
25
MOVIE
EVENTS



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What is **AMERICA250?**

The U.S. semiquincentennial will be here before you know it! July 4, 2026 marks the 250th anniversary of American independence. Communities across the country are already gearing up for a once-in-a-lifetime celebration with events that bring people together. Don't miss your chance to showcase local pride, history and connection.

WHY MOVIES WORK

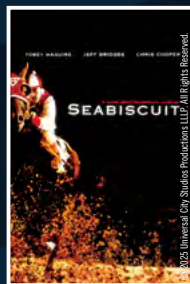
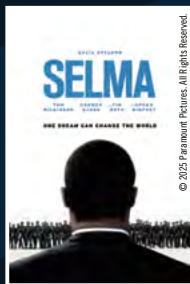
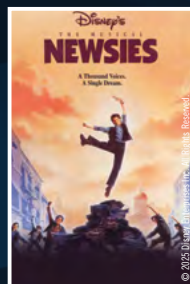
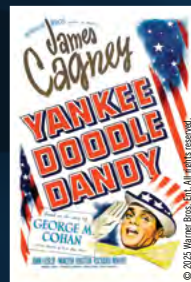
Movies unite people. They're easy to plan, affordable to host, and perfect for weaving patriotic themes into your programming. A single film can set the tone for a meaningful night, and a yearlong series builds excitement all the way to the milestone. Plus, recent polling shows patriotic films consistently rank highest during Independence Day and major historical observances, with community movie screenings **generating 3x higher attendance** than typical events.



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The Stars of YOUR CELEBRATION

From inspiring true stories to beloved family favorites, Swank offers hundreds of patriotic titles that audiences love. No matter your crowd, we have the perfect film to make your America250 celebration unforgettable.



Note: Titles vary in rating. For guidance selecting the best lineup for your audience, contact your Swank Account Executive.



Event Enhancements & **ACTIVITIES**

PATRIOTIC PRE-SHOW IDEAS

- Invite local marching bands, VFW or ROTC color guards for a pre-show ceremony
- Host a national anthem sing-along
- Offer a brief welcome from local officials or veterans

INTERACTIVE ACTIVITIES

- Patriotic trivia with small prizes
- DIY flag or star crafts for kids
- 'Red, White & Blue' photo booth with props



FOOD & DRINK TIE-INS

- Partner with food trucks serving Americana favorites like burgers, apple pie and lemonade
- Host a 'Taste of America' potluck highlighting regional dishes
- Serve concessions in themed red, white and blue packaging



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Marketing & **PROMOTION IDEAS**

COMMUNITY INVOLVEMENT

- Partner with local schools for America250 poster contests
- Ask businesses to sponsor decorations or giveaways
- Hang flyers at community landmarks to spotlight your series



BUZZ BUILDERS

- Announce the next film in your series at each screening to encourage return attendance
- Use [Swank's Promo Builder](#) to create custom social posts and flyers
- Create countdown campaigns on social media

DAY-OF PROMOTION

- Place branded yard signs around town
- Add QR codes linking to your event schedule
- Share live event updates on social platforms



Collaboration & **FUNDING IDEAS**

LOCAL PARTNERSHIPS

- Partner with museums or historical societies to showcase artifacts
- Team up with veteran groups for co-hosted events

FUNDING OPPORTUNITIES

- Apply for cultural grants from local and state governments
- Offer in-kind sponsorships like donated snacks, equipment or services
- Sell concessions or merchandise branded for America250

Celebrate America's 250th **ALL YEAR LONG**

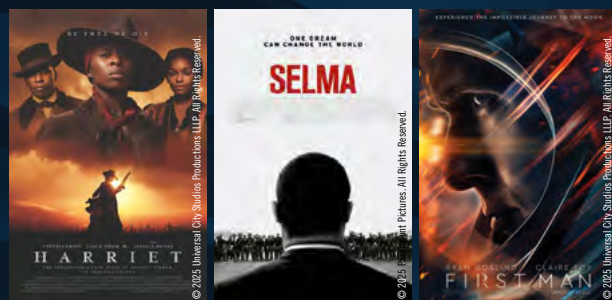
Build excitement – and keep crowds coming back – with a themed series leading up to the main celebration on July 4, 2026.

MOVIE SERIES IDEAS

★★ Founding Era Films ★★



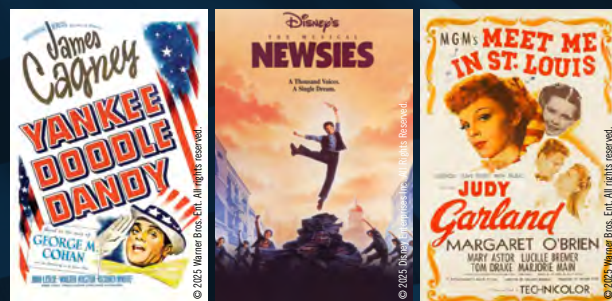
★★ Heroes & Legends ★★



★★ American Dreams & Stories ★★



★★ Stars & Songs ★★



*With a public performance license from Swank,
planning movie events is easy.*

- Legal access to top studio content
- Customizable promotional tools
- Turn-key support with film selection
- A dedicated Account Executive

READY TO PLAN YOUR AMERICA250 CELEBRATION?

Reach out to your Account Executive or [visit our website](https://www.swank.com/movie-events/america250) to get started.