



## RevolutionNJ Brand Partnership Program and Guidelines

### Be a Part of New Jersey's Commemoration of the 250th Anniversary of the American Revolution

In 2026, the US will commemorate the 250th Anniversary of the American Revolution through special events and programs. This gives states a once-in-a-generation opportunity to highlight their histories and contributions to our nation.

RevolutionNJ, a collaboration between the New Jersey Historical Commission and the non-profit Crossroads of the American Revolution, is this State's official partnership charged with planning and promoting New Jersey's commemoration of the 250<sup>th</sup> Anniversary of the American Revolution.

Although the commemoration will occur in 2026, events will begin in 2024 and run through 2033. This extends the commemoration period to the 250<sup>th</sup> anniversary of the Treaty of Paris, which marked the official end of the Revolutionary War.

RevolutionNJ is working with partners in state and local government, academia, the business community, historic and destination marketing organizations, and diverse communities to drive research, build content, develop programming and events, and enhance historical assets throughout the State.

We will showcase New Jersey's unique role as The Crossroads of the American Revolution, with a goal of making our state a leading destination for heritage tourism and a model for teaching about American history in all its complexity.

Partners will benefit from a host of opportunities, including expertise, promotion, resources, and co-branding. They will have access to the RevolutionNJ Partner Logo and other brand elements, signifying their official participation in, and support of, New Jersey's commemoration. We have already begun planning and are enlisting partners now.

This document outlines RevolutionNJ Partnership details such as:

- The value of the RevolutionNJ Brand;
- The benefits of being a Partner;
- Who can become a Partner;
- How you can use the RevolutionNJ Brand; and
- How to become a Partner.

## The Value of the RevolutionNJ Brand

The RevolutionNJ Logo is an earned designation that signifies official participation in New Jersey's commemoration of the 250<sup>th</sup> Anniversary of the founding of the United States of America. Partners will strive for accuracy in detailing complex, nuanced history founded on solid and credible sources, engage audiences in the exploration of the history of the American Revolution and the 250 years following it, and make history accessible and inclusive to all audiences. The commemoration is an opportunity to bring together people from all walks of life to explore America's Revolutionary history and New Jersey's important role in it. Our goal is to commemorate the 250<sup>th</sup> in a way that resonates with the tapestry that makes up New Jersey – and our nation.

## The Benefits of Being a RevolutionNJ Partner

- Official endorsement by RevolutionNJ.
- Use of brand elements, including a logo and certificate that indicates official participation.
- Access to a growing network of RevolutionNJ experts and resources, including:
  - RevolutionNJ stakeholders (i.e. historians, educators, community leaders, policy leaders, business leaders);
  - Programs that are underway and available; and
  - One-stop resources for successful participation in the 250<sup>th</sup> Anniversary of the American Revolution and beyond.
- Visibility of the RevolutionNJ brand to local, regional, statewide, and national and international audiences.
- Connecting your audiences to your sites, events, content, and programming.
- Increased networking and volunteer recruitment opportunities.
- Participation in cooperative advertising and marketing opportunities led by RevolutionNJ.
- New revenue streams from RevolutionNJ merchandise.
- Ability to expand your network of supporting companies, sponsors and organizations.

## Who Can Become a RevolutionNJ Partner

- Historic sites (i.e. battlefields, historic homes, markers, monuments, civic structures, and cemeteries);
- Re-enactment Groups;

- Higher Education and K-12 Schools;
- Historical societies;
- Performing arts and cultural groups;
- State, county, and local government entities;
- State, regional, and local Chambers of Commerce;
- Destination Marketing Organizations;
- Philanthropic organizations;
- Corporations;
- Small businesses;
- Non-profits

## How You Can Use the RevolutionNJ Brand

### Website and Social Media Pages

- Official RevolutionNJ Partner Logo
- Links to relevant content available through RevolutionNJ, the New Jersey Historical Commission, Crossroads of the American Revolution, and other resources.

### Signage

- Exterior Signage – The production of co-branded signage that uses the official RevolutionNJ mark is the responsibility of the approved partner. The brand design guidelines must be followed to maintain the integrity and consistency of the mark.
- Window Stickers – RevolutionNJ window stickers can be ordered through the branded partner section of the RevolutionNJ online store.
- Counter Signs – Counter signs that denote official partners of RevolutionNJ can also be ordered through the branded partner section of the RevolutionNJ online store.

### Interior Wall Certificates

- Framed RevolutionNJ Designation Certificate

### Merchandise Sales

- There will be a collection of official RevolutionNJ merchandise to commemorate the 250th anniversary of the American Revolution

- These items will be offered for sale through official RevolutionNJ partners and at key sites across New Jersey
- We are also open to your ideas on branded merchandise to commemorate the 250<sup>th</sup> and invite you to submit your ideas to RevolutionNJ (info@revnj.org)

## How to Become a RevolutionNJ Partner

Any firm, partnership, corporation, or association wishing to become a RevolutionNJ Partner and utilize the RevolutionNJ Logo in marketing certain events and programs shall submit an application to RevolutionNJ at <https://www.surveymonkey.com/r/RevNJPartner>. The application shall be made in writing, upon a form approved by RevolutionNJ for this purpose. The application shall reveal such information as is deemed necessary for the enforcement of the RevolutionNJ Logo.

Every year, on or before February 15, each approved partner organization shall submit an annual report (form provided) to maintain partnership status. This report shall consist of a summary of an organization's work as a RevolutionNJ partner (e.g. provide images of how branding logos utilization; identify some of the programs/ initiatives created, describe audience engagement and broader impact, etc.).

In order to be a RevolutionNJ Partner, all potential partners must meet several criteria.

- 1) The organization must support RevolutionNJ's mission in its programs, communications, and events.
- 2) The organization must show a commitment to supporting diversity, equity, inclusion, and accessibility. Diversity is viewed in broad terms, including, but not limited to, race, gender, sex, religion, ability, age, and economic status.
- 3) Organizations must actively engage with one or more of RevolutionNJ's strategic goals.
- 4) Organizations shall abide by the guidelines for using the RevolutionNJ Partner Logo.
- 5) Organizations shall use RevolutionNJ's marketing and communication platforms to promote its events and activities.
- 6) Organizations must be compliant with relevant state and federal laws and regulations (e.g. IRS filings, NJ Division of Charities Registration, etc.).
- 7) Organizations must exhibit a firm commitment to serving the people of New Jersey.
- 8) Organizations must serve as ambassadors for RevolutionNJ in their respective communities.

The application guidelines may change depending on the type of organization that is applying. History organizations (defined as an organization with history as its primary mission that actively serves the public) must additionally meet five criteria:

1. The organization must present programs that address one or more of the initiative's interpretative themes. Those themes can be found at <https://nj.gov/state/historical/assets/pdf/2021-rnj-interpretative-framework.pdf>
2. The organization must promote relevant programs as determined by RevolutionNJ on RevolutionNJ platforms.
3. An organization must endeavor to present histories that reflect the diversity of New Jersey, especially those related to underrepresented and marginalized communities.
4. The organization shall demonstrate a firm commitment to community engagement and education.
5. The organization must be an active partner with a variety of for-profit and non-profit organizations in promoting the goals of RevolutionNJ.

Any firm, partnership, corporation, or association who is approved to be a RevolutionNJ Partner shall use the RevolutionNJ logo (following partner logo guidelines) in conjunction with any 250<sup>th</sup> related programming, utilize the partner website to collaborate and coordinate with other RevolutionNJ Partners, and actively promote RevolutionNJ initiatives when possible.

Any violations of the above-stated guidelines or disclaimer below may result in the rescission of partnership status.

#### *Disclaimer*

*A RevolutionNJ partner must agree to adhere to the following community policy and will not develop, promote, or take part in any:*

- *hate speech, profanity, obscenity, vulgarity, or any language deemed incendiary*
- *comments or programs that could be considered prejudicial, racist, inflammatory, pornographic, misleading, deceptive, false, defamatory, or libelous*
- *any call for discrimination and anti-democratic action*
- *nudity or offensive imagery*
- *defamation to a person or people, including false representation of another individual, organization, government, or entity*
- *name calling and/or personal attacks*
- *creating content that infringe on copyright or another person's intellectual property*
- *affiliation, association, authorization, endorsement, or connection to a political party*