

Fairfield Museum Marketing Overview for the Commemoration of the 250th Anniversary of the Declaration of Independence.

The Fairfield Museum has developed an extensive 15-month marketing plan to commemorate the 250th anniversary of the Declaration of Independence in 2026 and to promote our business sponsors. Launching in Fall 2025, the campaign will use digital, print, radio, and billboard advertising to engage new and diverse regional audiences from across southwestern CT.

Print advertising will include feature stories and ads promoting our sponsors in *Fairfield Lifestyle Magazine* (75K monthly readers in 06824 and 06890 zip codes) *Hello Neighbors Fairfield Coastal*, and *Hello Neighbors Greenfield Hill* (mailed to 4K Fairfield households). Ads in *Hello Neighbors* will run October 2025–September 2026, and ads in *Fairfield Lifestyle* will run June–November 2026. A cover and feature story in the November 2025 issue of *Hello Neighbors* will help launch our 250th efforts.

Billboard signage at the Westport-Fairfield border will run for four weeks in June 2026 leading up to Fairfield Museum's July 4 celebration. Banners in downtown Fairfield and on the Museum's exterior will be displayed beginning November 2025 and remain in place throughout 2026.

Quarterly press releases will promote Museum programs and our sponsors, and will also be featured on the 250th hubs at *ExperienceFairfieldCT.org* and *CT250.org*. A strong social media campaign will reinforce 250th branding and share historical stories and facts every other month starting October 2025. Fairfield Museum's social channels continue to grow organically; currently 5,200 Facebook followers and 3,345 Instagram followers. We are projecting growth to 6,240 Facebook followers and over 4,000 Instagram followers.

Sponsors will be displayed on the Fairfield Museum welcome video screen at our front desk, and will be promoted in exhibition credit panels. All Fairfield Museum exhibits and programs, and their sponsors, will also be featured in at least 60 weekly e-newsletters (10,500+ subscribers), and on the Museum's new 250th landing page at *fairfieldhistory.org* (163K+ annual page views). Cross promotions with more than 20 cultural partners throughout Fairfield County will further amplify that digital outreach. Finally, in partnership with WSHU, Fairfield Museum will run radio ads throughout 2026 to further amplify awareness of our programs and exhibitions.