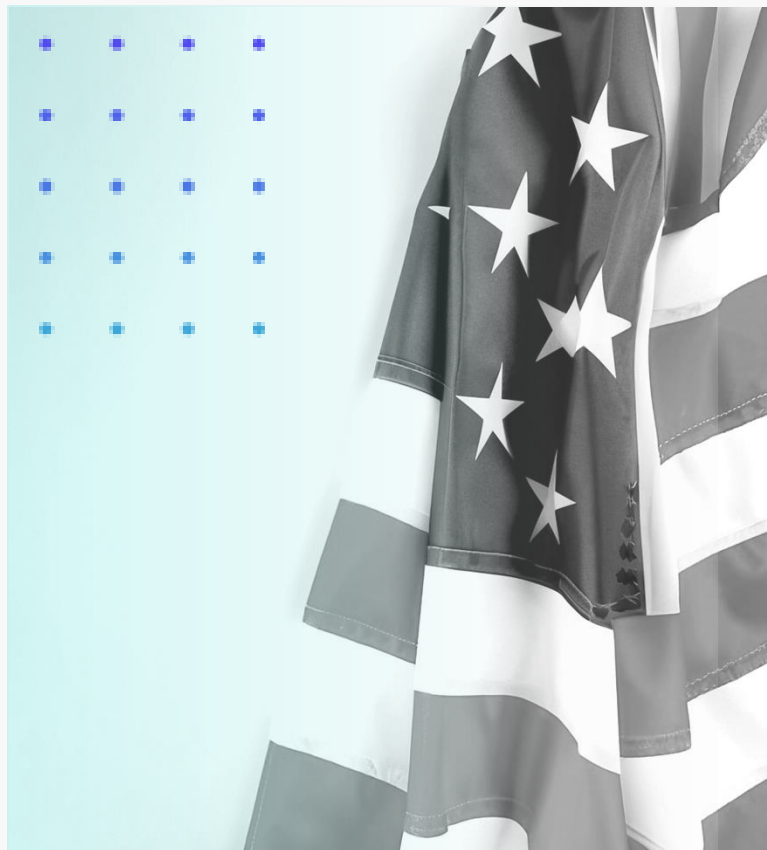
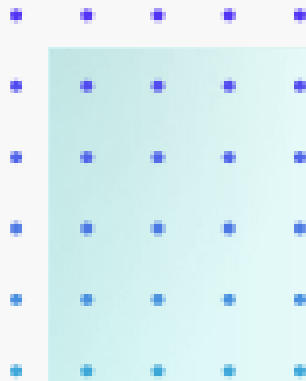


 MORNING CONSULT®

# America 250

## Corporate Sponsorship Report



## Key Takeaways

**The bottom line:** America 250 is a low-risk, moderate-upside opportunity for corporate sponsors. The public support is broad, the downside is narrow, and most consumers read corporate involvement as patriotic rather than political. The catch: attention is tepid, and the most activated audience skews Republican.

### 01 Most Americans aren't yet paying close attention

Just 18% are following A250 news very closely. More than half the country is not yet tuned in, which caps both upside and downside risk heading into the anniversary year.

### 02 There is broad public support for corporate participation

69% of Americans say companies should participate in A250 — including 65% of Democrats, 58% of Independents, and 85% of Republicans.

### 03 Corporate involvement is read as patriotic more than political

Only 16% view corporate A250 involvement as a political statement; 31% see it as patriotic and 31% see it as both.

### 04 Purchase lift is net positive

37% are more likely to buy from companies that publicly participate; only 16% are less likely— a net +21 points. Among Republicans the lift is +38; among Democrats it's still +17.

### 05 The most activated audience skews Republican, male and wealthy

Republicans outpace Democrats on every engagement metric. Independents, particularly Independent women, are the least engaged group.

### 06 Ties to Trump-related events pose concentrated risks and upsides

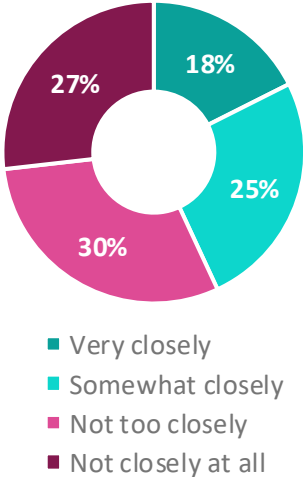
A related analysis of corporate sponsorship of Trump's second inauguration shows partisan reactions were notable, particularly for certain high-profile brands.

# Gauging participation and attention

55% of U.S. adults say they're likely to participate in an America 250 event this year — compared to 43% currently following America 250 news very or somewhat closely.

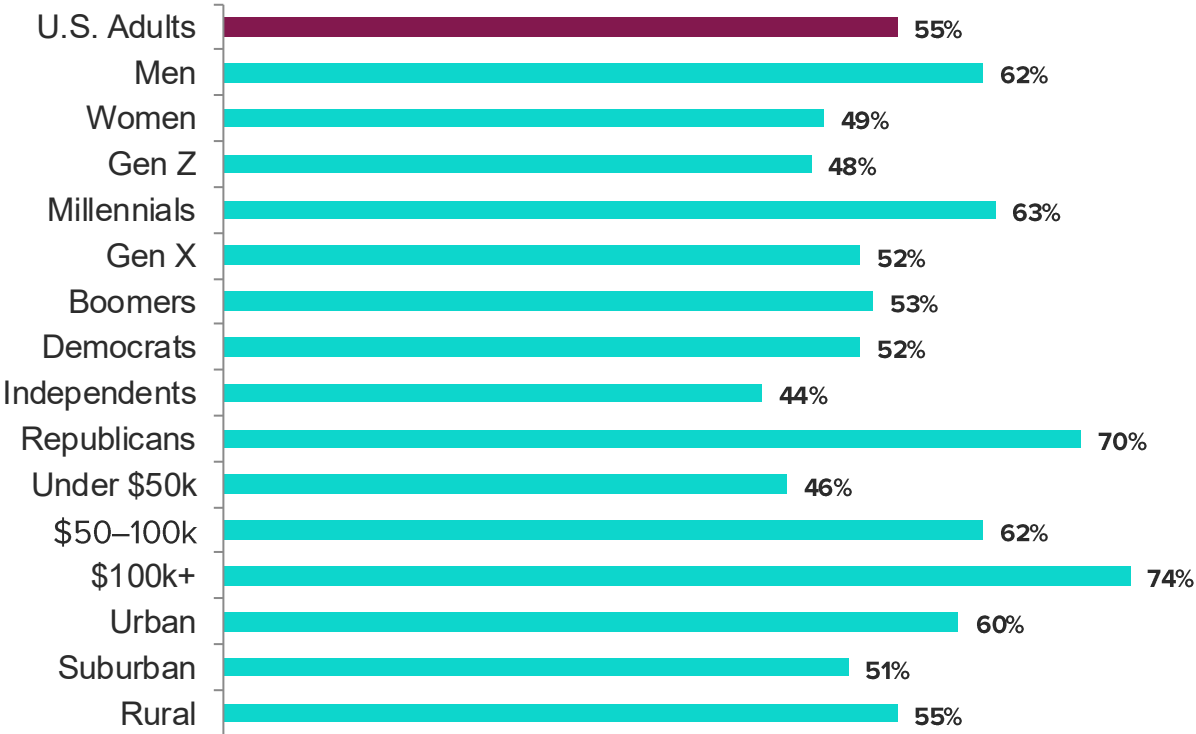
Income is the sharpest demographic cleavage. 74% of adults earning \$100k+ plan to participate, versus 46% of those under \$50k — a 28-point gap. For sponsors targeting premium audiences, nearly three in four are already inclined to show up. Millennials lead the generational breakdown at 63%, well ahead of Gen Z (48%).

% following news of America 250:



## Intent to participate in an America 250 celebration, by audience

% saying they are “very” or “somewhat” likely to participate.



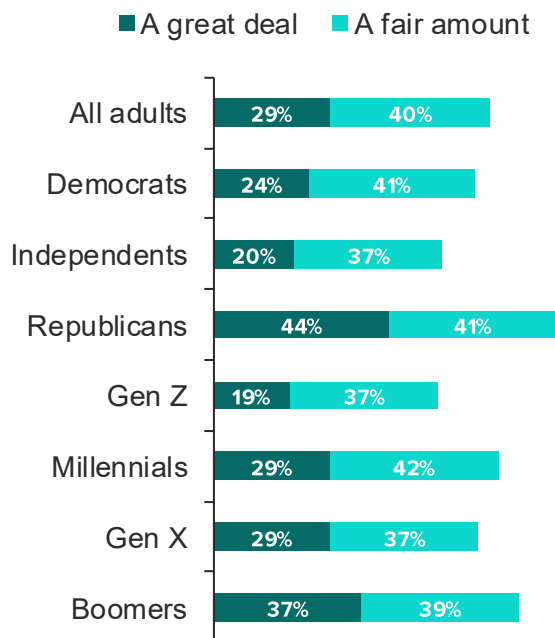
# The public broadly supports corporate involvement — and reads it as patriotism

More than two-thirds of Americans say U.S. companies should participate in America 250, including a majority of each generation and political party. Gen Z is the least support of corporate involvement, with just 19% saying companies should participate a great deal.

Furthermore, just 16% see corporate activity related to A250 as primarily a political statement, while nearly double (31%) see it as primarily a patriotic gesture. Overall, 62% see it as at least partially patriotic.

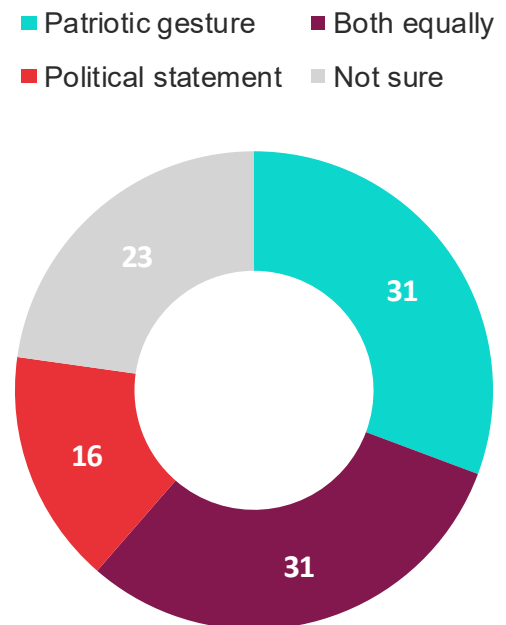
## Support for corporate participation

% saying companies should participate, split by intensity.



## How Americans frame involvement

Do you think of corporate A250 activity as political, patriotic, or both? (percent)

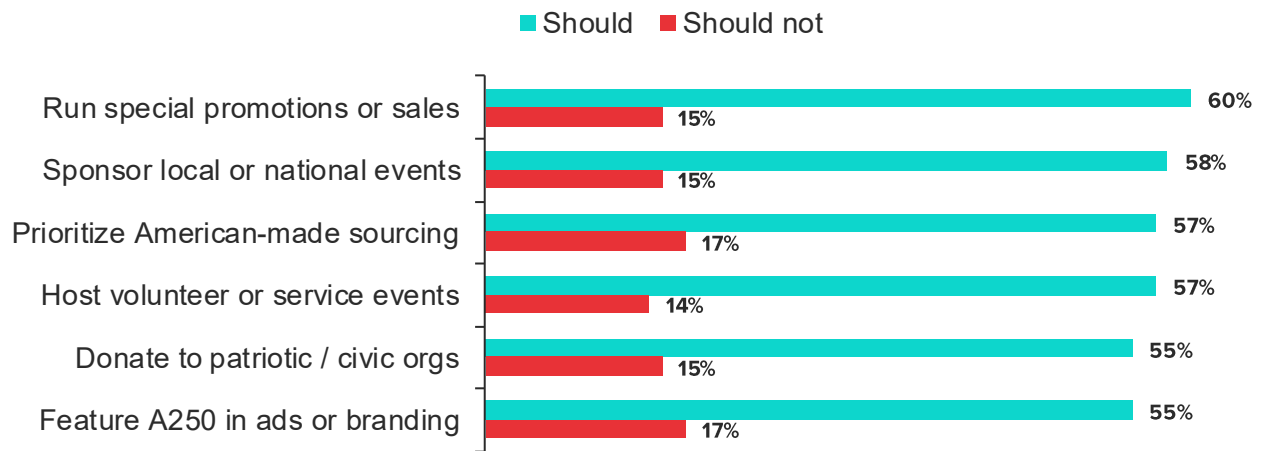


# What to do, and who rewards you for it

All six tested activities clear majority approval — but the commercial upside concentrates among specific audiences. Republican men, higher-income households, and Millennials are the consumers most likely to buy from a company that joins in.

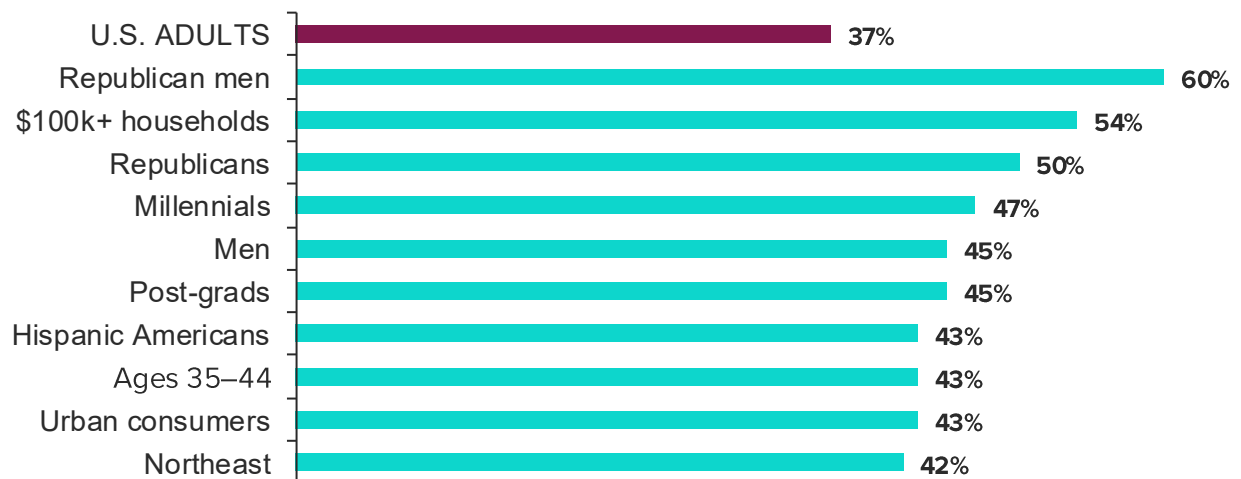
## What companies should do as part of America 250

% “should” vs. “should not”. Remaining share is “not sure.”



## The audiences most likely to buy from A250-aligned companies

% “much” or “somewhat” more likely to buy. Ranked top audiences vs. national benchmark.

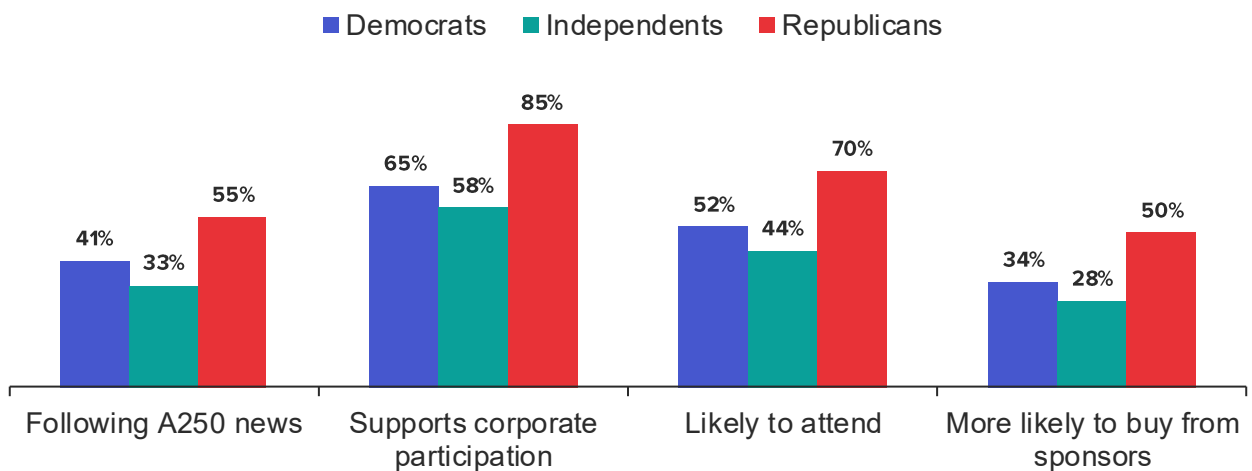


# Activation runs through the right — but the left isn't opposed

The America 250 audience is asymmetrically Republican-leaning, but the partisan gap is one of enthusiasm, not opposition. The sharper cleavage inside the partisan picture is gender: men lift purchase intent roughly 20-30 points above women of their own party.

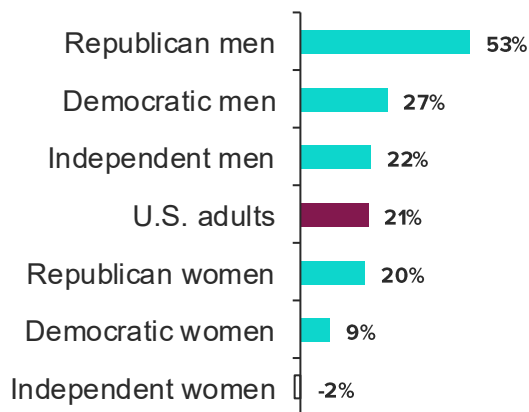
## The partisan engagement gap, across every measure

Share of each party agreeing with each statement.



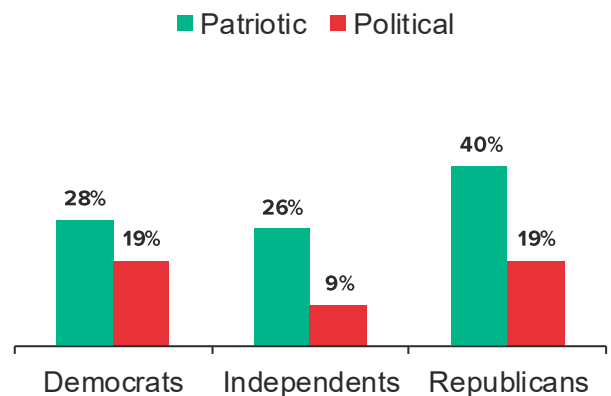
## Net purchase intent by party × gender

% more likely minus % less likely to buy.



## How each party frames involvement

Share calling A250 activity political vs. patriotic.



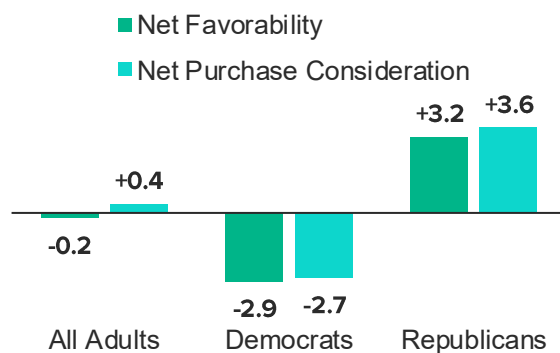
# Could ties to Trump-related events impact brand perceptions?

**An evaluation of corporate sponsorships of President Trump’s second term inauguration provides a signal.** Leveraging Morning Consult Intelligence’s daily brand tracking, we analyzed how favorability and purchasing consideration for 22 of the largest corporate sponsors of Trump’s inauguration shifted across two 8-week windows — before and after the ceremony.

A250 sponsorship carries a different risk profile, but this data illustrates how partisan sorting can occur when corporate involvement reads as politically aligned rather than civically motivated.

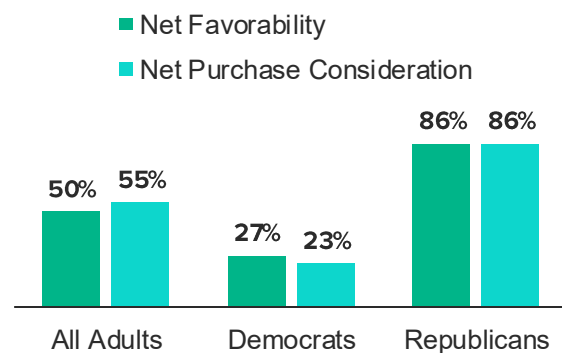
## Average shift in brand perception

Avg shift (post – pre) in pts across 22 sponsors



## Share of brands with positive shift

% of 22 sponsors that saw net positive movement



## Findings

- 1. The clear partisan divergence demonstrates sponsorship didn’t go unnoticed:** While the overall impact on brand perceptions was not significant, the consistency of shifts (especially the near-universal uplift among Republicans) signals that engaged partisans did take note.
- 2. Topline movement was minimal as partisan movement offset.** The average shift in favorability was near zero as Democrats largely soured on and Republicans largely warmed to the brands involved.
- 3. Not all brands will be treated equally.** While most brands evaluated had relatively subdued movement, certain high-profile sponsors saw more dramatic shifts. For example, Meta saw a 13-point decrease in net favorability among Democrats and 6-point increase among Republicans.

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