

— SARATOGA 250 —

*Honoring America's
Turning Point*



Educating, Promoting,
and Preserving Saratoga's
Revolutionary Legacy.

2024 HIGHLIGHTS & 2025 VISION

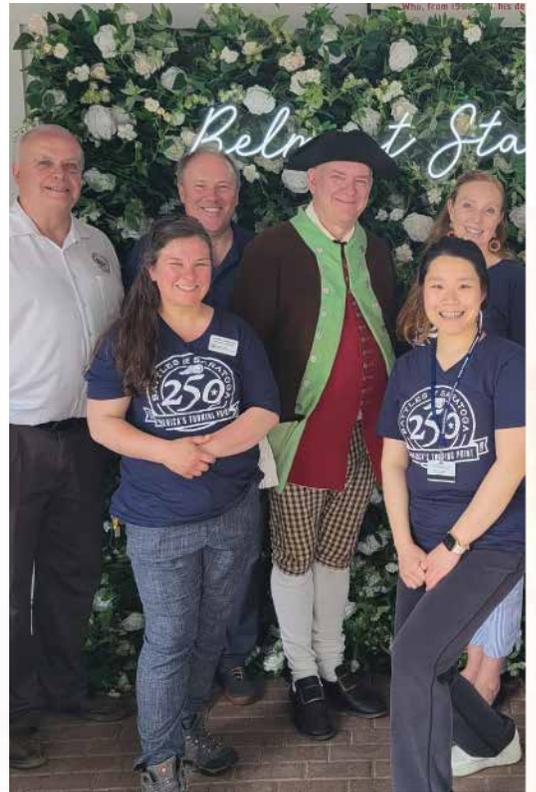


Table of Contents

- 1) A Year of Impact
- 2) Our Mission & Key Achievements
- 3) Educating New Generations
- 4) Promoting Saratoga's Pride
- 5) Promotion Analytics
- 6) Preserving a Global Legacy
- 7) Funding Our Future
- 8) Partnerships Powering Progress
- 9) 2025: A Preview of What's Ahead
- 10) Join Us in Shaping History
- 11) Thank You
- 12) Board of Directors



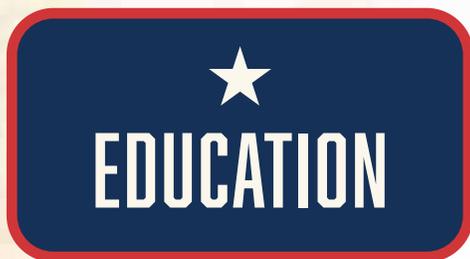
In 2024, Saratoga 250 turned history into action. We brought the Battles of Saratoga—America’s Revolutionary turning point—to life for new audiences, fueled by your support. From immersive events to digital innovation, we’re ensuring this legacy inspires families, veterans, and heritage enthusiasts alike. Together, we’re building a bridge from 1777 to the 250th anniversary and beyond.



Our mission is to revive awareness, educate, promote, and preserve the Battles of Saratoga victory and its lasting, world-changing impact. Our goal is to reach local, national, and international audiences and remind them of the historical significance of Saratoga, which marked America's Turning Point in the Revolutionary War and contributed to centuries of freedom and prosperity.

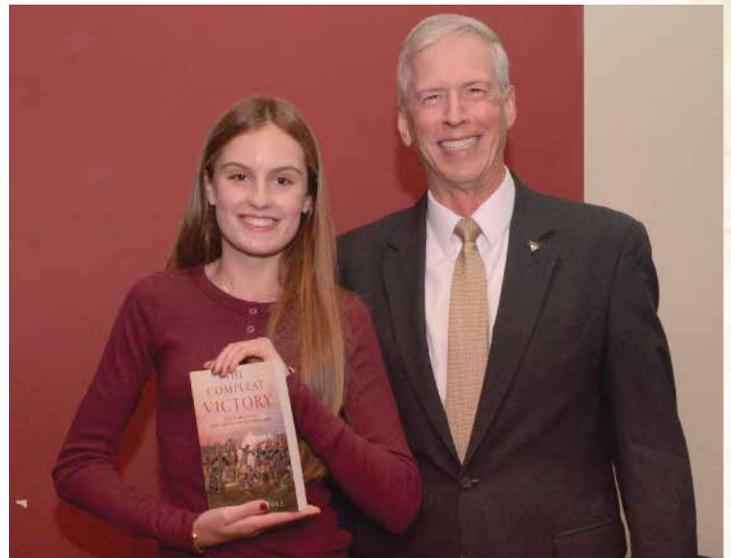


KEY ACHIEVEMENTS



EDUCATING NEW GENERATIONS

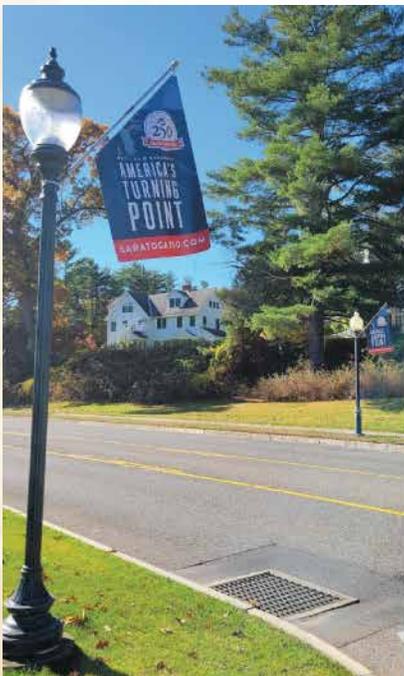
We ignited curiosity with the Women in War symposium and a slate of Surrender Day events, including our first “Surrender Day Benefit” on October 17th, co-hosted with Saratoga Performing Arts Center (SPAC), Friends of Saratoga Springs Library, and Saratoga Veterans Service Agency. Featuring award-winning author Dr. Kevin Weddle (US Army Col, Ret.) of *The Compleat Victory*, this event drew students, locals, and veterans into Saratoga’s story. Our signature live events attracted over 3,000 people, with the Saratoga Siege Weekend—co-hosted with Saratoga National Historical Park—doubling to more than 2,400 attendees. These engaging “edutainment” moments connected history to today’s learners.



PROMOTING SARATOGA'S PRIDE

Our reach soared with Travels with Darley's Revolutionary Road Trip: Saratoga, premiering to over 260 people at Universal Preservation Hall. It aired in the top 10 U.S. media markets repeatedly, reached over 90% of PBS nationwide, and streams on major platforms—generating millions of impressions with repeat airings planned for years ahead.

Adirondack Trust Company and Stewart's Shops provided vital marketing support, amplifying seasonal event and overall brand visibility. Saratoga Casino Hotel, Holiday Inn Saratoga Springs, and Hampton Inn Saratoga Springs promotional getaways and gift certificates supercharged our email subscribers, growing from less than 500 to over 3,000. Social media fans jumped from 1,200 to over 7,000, fueled by engaging content. AR-enhanced narratives—like our pop-up experiences – were accessed over 1,300 times at the Saratoga Springs Visitors Center, hotels, Olde Bryan Inn's and Prime at Saratoga National AR coasters, and a sold-out limited-edition bourbon release with First Fill Spirits. This cause-based Battles of Saratoga bourbon moved over 230 bottles in two months, netting \$4,700 for our mission. The new "Victory Season at Saratoga" (Sept-Oct) rallied communities instilling pride of place with visible signage and cross-promotion.



TRAVELS WITH DARLEY "REVOLUTIONARY ROAD TRIP SARATOGA"

★ THE SUCCESS OF THE EPISODE ★



EXTENSIVE BROADCAST REACH:

The episode aired a total of **881** times on PBS stations, with **182** of these broadcasts occurring during **primetime slots**



MASSIVE VIEWER IMPRESSIONS:

577 million impressions across both PBS and streaming platforms, reaching audiences in the USA, Canada, Australia, and beyond.

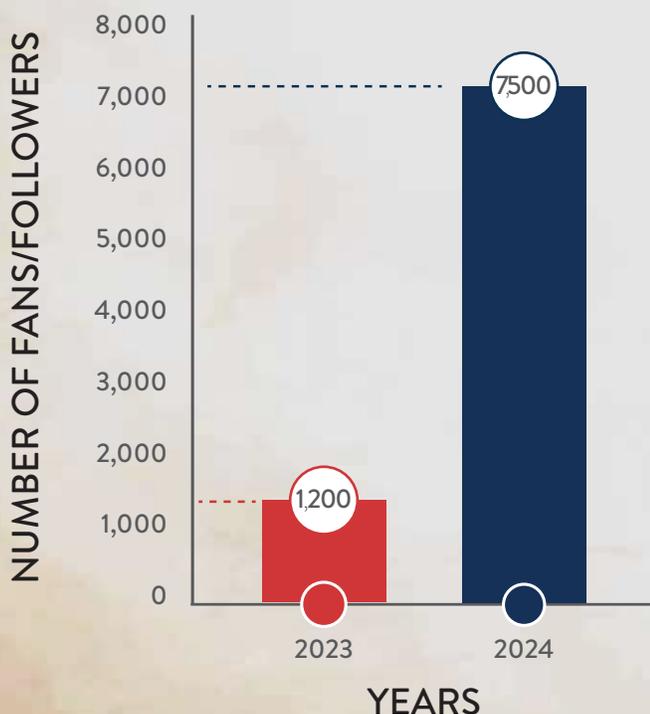


SARATOGA VISIBILITY:

With placements at the beginning and end of each of Travels with Darley season episode, SATP received an **additional 120 million** impressions.

★ SARATOGA 250 SOCIAL MEDIA GROWTH ★

2023 - 2024



GREW FROM JUST OVER 1,200 TO NEARLY 7,500 FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS AND EMAIL!

PRESERVING A GLOBAL LEGACY

Through exhibits, living history, and partnerships, we kept Saratoga's tales alive. Our AR demo apps—live on Apple Store and Google Play—bring four Revolutionary figures to smartphones in 3D. These are previewing future experiences. Standby for a full app to guide travelers to historic sites, like the forthcoming America's Turning Point Heritage Center. Founding Donors like Stewart's Shops and Adirondack Trust, Saratoga Casino Hotel, and Olde Bryan Inn, plus hospitality partners like, Saratoga Arms, the Gideon Putnam, and Prime at Saratoga National, amplified this with in-kind support and giveaways.



FUNDING OUR FUTURE

Saratoga County’s \$1M+ investment in its Saratoga 250 efforts has laid a strong foundation with inspiring objectives and strong leadership. The County leasing of the Schuylerville based Champlain Canal Region Gateway Visitor Center as a future hub for the America’s Turning Point Heritage Center will enhance the heritage infrastructure. As partners, we’ve matched this with multiyear “Founding Donor” pledges, growing our \$250 Militia and \$1777 Club, and securing Americana Corner grants for AR displays. In 2024, we prioritized audience growth, events, and piloted cause-based commercial promotions —highlighted by the First Fill Spirits bourbon netting \$4,700. Now, we’re eyeing strategic grants and family foundations to sustain education, promotion, and preservation through 2026’s America 250 and the 2027 Battles of Saratoga 250th milestones. Your support is key—connect us to funding champions!

★ 2024 FUNDING BREAKDOWN ★

Tourism Promotion Authority

11%

hospitality partnerships

Founding Donors

30%

multiyear pledges

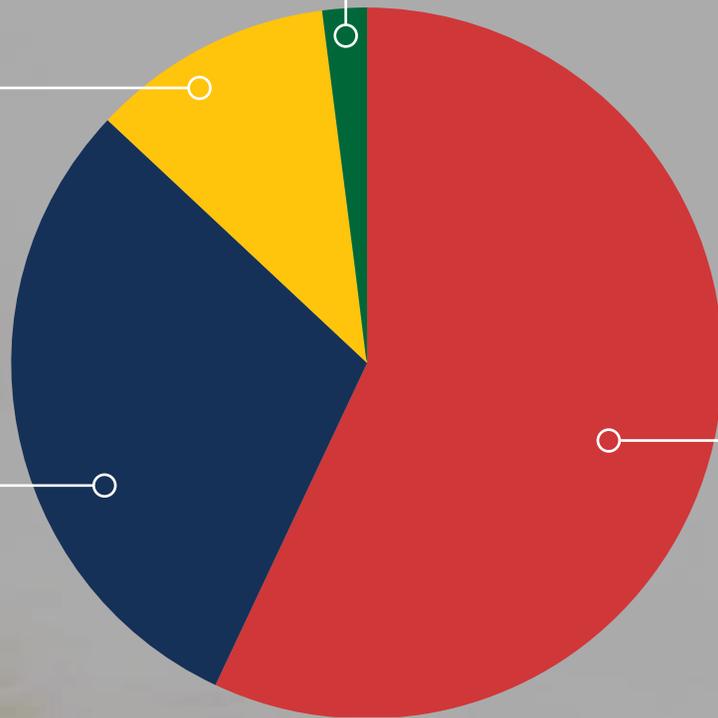
Small Donors/
Event Tickets

2%

small donors,
events, sales

County

57%



PARTNERSHIPS POWERING PROGRESS

Our strength lies in collaboration. Ties with County's Saratoga 250 Commission, Saratoga National Historical Park, SPAC, NYRA, Discover Saratoga, Friends of Saratoga Springs Library, Saratoga Veterans Service Agency, Saratoga Arms, and Olde Bryan Inn (displaying AR coasters) magnified our impact. The Surrender Day Benefit with SPAC, the Friends of Saratoga Springs Library, and Veterans Service Agency showcased this synergy. Adirondack Trust Company and Stewart's Shops boosted marketing, Saratoga Casino Hotel grew our email reach with getaways and certificates, and First Fill Spirits fueled a cause-based sales fundraiser. From event signage to co-branded AR at the Saratoga City Center, Saratoga Springs Heritage Area Visitors Center, Hampton Inn Saratoga, Holiday Inn Downtown Saratoga, Embassy Suites Saratoga, and at Prime at Saratoga National, these partnerships turned history into a shared mission.



2025 - A PREVIEW OF WHAT'S AHEAD

Get ready for the America's Turning Point Heritage Center at Schuylerville's Gateway Visitor Center, backed by County funds and a \$200k federal grant. Our AR pop-ups—accessed 1,300+ times in 2024—preview a 2025 app linking travelers to historic sites. Partners in cause-based commercial merchandise are stepping forward to enhance Saratoga's Revolutionary connection and consumer experiences. Notably, Impressions of Saratoga is underway offering sales of Saratoga Revolutionary themed merchandise with proceeds to support our promotional efforts. We're seeking matches for AR exhibits and panels at Fort Hardy Park and beyond. Victory Season will expand, and December's Henry Knox Noble Artillery Train 250th commemoration will cap a year of momentum.



UPCOMING EVENTS IN 2025 TO ATTEND



APR
26

Volunteer Park Day
at Saratoga NHP

OCT
11

Victory Season at
Saratoga: Siege Living
History Weekend with
Saratoga NHP

MAY
3

4th Annual Turning
Point Symposium &
Bus Tour

OCT
17

Victory Season at
Saratoga:
Surrender Day

MAY
30

Northshire & Saratoga,
ATP Present: Rick
Atkinson on "The Fate
of the Day"

DEC
13

Historic Knox Artillery
Trail 250th
Commemoration

TO LEARN MORE, VISIT SARATOGA250.COM/NEWS-EVENTS

JOIN US IN SHAPING HISTORY

Saratoga's 1777 victory wasn't just a battle—it saved America's Revolution helping to birth a nation and inspired the world. Today, your investment keeps that spirit alive. Patriots fought here for liberty; generations honored them with ships, monuments, and stewardship of historic places. Now, it's our turn to reach families and tell relatable stories in bold, modern ways—like expanded digital video, AR experiences, and live events featuring living re-enactors. Together, we'll make Saratoga's legacy thrive for another 50 years.



Thank You to our Trusted Partners



VICTORY CIRCLE:



PATRIOTS BRIGADE:



LIBERTY CORPS:



THE 1777 CLUB:

- Bob Wilcox
- Mike and Tricia Billok
- Nancy Castillo

THE 250th MILITIA:

- Larry Arnold
- Mark O'Rourke
- Steve Bulger
- Charles J Wilcox
- Glenn Pearsall
- Angela Veeck
- William Nay
- Bob Farley
- Thomas Ruffing
- Brad Cranston

Board of Directors

OFFICERS:

Bob Wilcox, President
Robert Farley, Vice President
Jay Rifenbary, Treasurer
Vinnie Asaro, Secretary

MEMBERS:

Steve Bulger
Corinne Scirocco
Jared Rifenbary
Phil Klein
Michael Billok
Joan Dash
Tom Mazza

PLEASE FOLLOW OUR SOCIAL CHANNELS AND CHECK
SARATOGA250.COM TO STAY ENGAGED AND FOR UPDATES!



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THANK YOU FOR FUELING THIS MISSION.