

A digital publication marking America's 250th anniversary

SPONSORSHIP · MEDIA KIT

European Roots. American Greatness.

Celebrating 250 years of European innovation that built, powered, and transformed the United States.

PUBLICATION	Digital publication, sponsor-supported, English language
LAUNCH	Spring 2026 · Aligned to July 4, 2026 anniversary
AUDIENCE	C-suite leadership of European corporates with U.S. operations
PARTNERS	European American Chamber of Commerce · AmChams in Europe

01 · THE OPPORTUNITY

The story being overlooked.

As America approaches its 250th anniversary on July 4, 2026, countless celebrations will honor American achievement. But one story is being overlooked.

German science built American pharmaceuticals. Swiss engineering powered the U.S. electrical grid. British capital financed American railroads. Dutch and Nordic technology drives American renewables. European immigrants founded Boeing, Levi Strauss, Carnegie Steel, and Sun Microsystems.

This is not anti-American. It is pro-fact.

European Roots. American Greatness. is the definitive digital publication telling the complete story of European contributions to American business and industry — published in the anniversary year, distributed through the most influential transatlantic business networks, and underwritten by the European corporations whose contributions made it possible.

“For C-suite executives at European corporates with U.S. operations, this is the single most aligned editorial vehicle of the 250th anniversary year.”

— EDITORIAL STATEMENT

02 · BY THE NUMBERS

European impact on America.

2.5M

Americans employed by European-owned companies

\$2.8T

European foreign direct investment in the United States

150+

European companies with 100+ years of continuous U.S. operations

48

States with major European-owned manufacturing facilities

Sources: U.S. Bureau of Economic Analysis · Organization for International Investment · European Commission Trade Statistics. Figures current to 2024 reporting cycle.

03 · THE AUDIENCE

Who is reading.

A precisely targeted readership of decision-makers across the transatlantic corridor.

READER PROFILE

COMPOSITION

Board members and C-suite executives	European corporates with U.S. operations
Heads of government affairs and public policy	EU-US trade and investment portfolios
Investment and M&A leadership	Transatlantic deal flow
Trade association and chamber leadership	EACC, AmChams, BDI, Confindustria, MEDEF, CBI
Diplomatic and consular leadership	U.S. embassies in Europe; European missions in the U.S.
Academic and policy institutions	Transatlantic relations scholars and journalists

04 · DISTRIBUTION

How readers find us.

PRIMARY CHANNELS

- Editorial site at american250-independence.com
- Direct executive email distribution via partner networks
- EACC and AmChams in Europe member channels
- LinkedIn editorial and sponsored amplification
- Search-optimised long-form content (SEO)

ANNIVERSARY-YEAR REACH

- Aligned to July 4, 2026 anniversary cycle
- Co-promotion through partner anniversary calendars
- Press distribution to FT, Bloomberg, Handelsblatt, Les Echos
- Diplomatic distribution via partner embassies
- Permanent archive — sponsor profiles live indefinitely

05 · EDITORIAL

What we are publishing.

Long-form journalism, archival research, and corporate profiles spanning four editorial pillars.

FOUNDATIONAL ERA	1776–1900 European capital, immigration, and engineering in the building of American industry. Carnegie Steel, the transcontinental railroad, the textile mills of New England.
INDUSTRIAL CENTURY	1900–1945 The immigrant founders and European-trained scientists who built American aviation, pharmaceuticals, and chemicals. Boeing, Merck, Levi Strauss, and the émigré physicists of the Manhattan Project.
POSTWAR PARTNERSHIP	1945–2000 European reconstruction and the rise of transatlantic corporate giants. Airbus and the breaking of the aerospace monopoly. The European foundations of American consumer goods, banking, and luxury.
THE MODERN ERA	2000–PRESENT European companies as critical infrastructure of the American economy. Renewables, semiconductors, biotech, and the question of what comes next.

LAUNCH FEATURE STORIES

ABB · 100 Years of Swiss-American Partnership

From Zurich to the Pacific Intertie — how Swiss engineering electrified America.

MERCK KGaA · German Science, American Lives

How a Darmstadt chemist launched American pharmaceutical leadership.

AIRBUS · The European Consortium That Changed Aviation

Four nations, one vision, and a monopoly broken.

BOEING · The Immigrant Who Built Boeing

Wilhelm Böing's son gave America its aerospace crown.

06 · SPONSORSHIP

Tiers and benefits.

Five sponsorship paths, each designed to secure your company's place in the historical record of the 250th anniversary.

PLATINUM

Founding Partner tier

- Featured editorial profile (1,500–2,000 words)
- Video interview with company leadership, professionally produced
- Homepage hero placement throughout the anniversary year
- Co-issued press release to FT, Bloomberg, Reuters, Handelsblatt
- Dedicated sponsor page with permanent URL
- Logo placement on every page of the publication
- Five (5) directory listings for affiliated companies

GOLD

Industry Partner tier

- Full editorial profile (800–1,200 words)
- Logo placement in publication header and footer
- Social media feature across LinkedIn editorial channels
- Dedicated sponsor page with permanent URL
- Two (2) directory listings for affiliated companies

SILVER

Supporting Partner tier

- Condensed editorial profile (400–600 words)
- Logo listing on partners and directory pages
- One (1) directory listing

BRONZE

Contributing Partner tier

- Logo placement in the corporate directory
- One-line company description and link

DIRECTORY LISTING

Annual listing

- Company name, logo, and outbound link in the searchable directory
- Industry and era tagging for discoverability

Investment levels are shared on request, scaled to anniversary-year inventory and partner status. All sponsorships include permanent archive presence — profiles remain published indefinitely beyond the anniversary year.

07 · PRODUCTION STANDARDS

Editorial integrity, by design.

Editorial independence

All editorial content is produced by the publication's editorial team. Sponsors review their own profiles for factual accuracy only. No sponsor controls coverage of any other company or topic.

Disclosure

Every sponsored profile is clearly labeled. Editorial features are labeled separately. Readers will always know what they are reading.

Source quality

Statistics drawn from BEA, Eurostat, OECD, and company filings. Historical claims sourced to academic and archival material. Footnoted where appropriate.

Permanence

The publication is structured for permanent archive. Every URL is designed to remain stable indefinitely. Sponsor profiles do not expire.

08 · TIMELINE

Anniversary year calendar.

PHASE	DATES	MILESTONE
Foundation	Q1 2026	Founding Partner sponsors secured · Editorial team assembled
Editorial build	Q1–Q2 2026	Launch features researched and produced · Directory built
Public launch	July 4, 2026	Publication goes live, aligned to the 250th anniversary
Anniversary year	Q3 2026 – Q2 2027	Ongoing editorial cadence · Sponsor amplification
Archive	Q3 2027 onward	Permanent publication continues; new profiles added

09 · NEXT STEPS

To request a sponsorship conversation.

We respond to qualified inquiries within 24 hours. Sponsorship inventory at the Platinum and Gold tiers is limited and allocated on a first-confirmed basis.

EMAIL info@america250-independence.com

WEB www.american250-independence.com

RESPONSE TIME Within 24 hours, Monday–Friday