

# Flying the Flag

(#FlyingTheFlag)

## (America250 Flags in Color/Honor Guards and Up Flagpoles)

America250 Commissions and others are trying to help people across America become aware of, interested in, and supporting/participating in America250 programs leading up to and including the 250<sup>th</sup> anniversary of the Declaration of Independence on July 4, 2026.

Including ‘Flying the Flag’ in America250 programming is an excellent opportunity to accomplish this.

This program encourages ROTC and JROTC Color/Honor Guard units across the country to include the America250 flag alongside the US flag when presenting the Colors.

Presenting the Colors (displays of the American, State, and other flags) is a long-standing tradition that has roots in the early days of the United States. A Color/Honor Guard is a group who carry and present the flags.

The use of the America250 flag as part of the Color/Honor Guard presentations at sporting events, school programs, parades, and other gatherings are significant occasions to expand America250 awareness and messaging. This is a nationwide program, with opportunities across the country for participation.

There are more than 1,700 ROTC (Reserve Officers’ Training Corps in colleges/universities) and over 3,500 JROTC (Junior Reserve Officers’ Training Corps in high schools) programs across the country.

ROTC and JROTC Color Guards are a common part of the pre-game singing of the national anthem at professional, college, and high school sports events. Do the Math; we have captive audiences, week after week. ‘Flying the Flag’ is a way to reach them, weekly – repeating the awareness and messaging of America250.

ROTC and JROTC Color Guards frequently present the Colors at:

| <u>League</u>    | <u>Average Attendance per Game</u> | <u># of Teams and # of Games per Regular Season</u> |
|------------------|------------------------------------|---|
| NFL (Football)   | 69,500                             | 32 teams, each play 17 games                        |
| NBA (Basketball) | 18,300                             | 30 teams, each play 82 games                        |
| MLB (Baseball)   | 29,000                             | 30 teams, each play 162 games                       |

At the college/university level, recent NCAA/NAIA estimates related to average per game attendance are:

| <u>College Sport</u> | <u>Average Attendance per Game</u> | <u># of Teams and # of Games per Regular Season</u> |
|----------------------|------------------------------------|---|
| Football             | 41,000+                            | 770+ NCAA, NAIA and Independents play ~12 games     |
| Men’s Basketball     | ~4,600                             | 1,400 D1, D2, D3, and NAIA teams play ~30 games     |
| Women’s Basketball   | ~1,600                             | 1,300 D1, D2, D3, and NAIA teams play ~32 games     |
| Men’s Volleyball     | ~3,500                             | 60 NCAA D1 and D2 teams play ~30 games              |
| Women’s Volleyball   | ~5,000                             | 1,290 D1, D2, and D3, NAIA teams play ~30 games     |

Of course, some teams have significantly higher attendance than these averages, depending on the Division, Conference, and respective program. The above are across-the-board averages. In addition, there are also all the post-season tournaments, championships, etc. Additionally, Color Guard units present the Colors at other sports events, as well as graduations, school assemblies/activities, parades, etc.

In addition to displaying the America250 flag at these events, as the Color/Honor Guards enter with the Colors, typically, the announcer will ask the audience to “Please rise ...” (for the approaching Color Guard and subsequent singing of the National Anthem). With the “Please rise ...” we are asking (and we suggest that you include this with your respective events) the announcers to include the following (game after game),

**“This Color Guard proudly includes an additional flag for today’s ceremony - the America250 Flag. It is carried as a heartfelt tribute to our nation’s forthcoming 250<sup>th</sup> Anniversary on July 4, 2026, celebrating our rich history and shared values.”**

The subtle messaging can keep the America250 commemorations timely, relevant, and ongoing. Another opportunity is to fly flags on flagpoles (homes, businesses, government buildings, etc). The opportunities for increasing awareness created through respectful, regular, and repeated exposure to America250 is tremendous.

## **America250 Flag in ROTC/JROTC Color Guards is Consistent with Flag Protocol ...**

We reached out and received confirmation that the addition of the America250 flag in ROTC and JROTC Color/Honor Guards is consistent with flag protocol. As noted, College/University and High School presentations would be at sporting events, school/community programs, graduations, and parades, etc.



*Waipahu High School Army JROTC Color Guard Presentation with America250 Flag at the Hawai'i State Capitol*

## **Easy Ordering, Processing, and Delivery ...**

To simplify the purchase of America250 flags, as well as take advantage of quantity pricing, we worked with Flags Unlimited to make custom double-sided flags, beneficial pricing, easy ordering and processing, and a special on-line ordering link. (Most America250 flags are marketed as single-sided, meaning the 'America 250' on the opposite side of the flag is 'backwards;' double-sided correctly shows the design on both sides.) Individuals may also use the link and buy the America250 flags for your own use – join us in Flying the Flag.

Because this program focuses on adding the America250 flags to Color/Honor Guard presentations and flying them up flagpoles, two flag formats (and two background color choices) are available under this ordering process (in addition to some bulk hand-out stick flags). (All flags are Made in America.)

- 3'x5' Flag, Double Sided, Pole Sleeve, Gold Trim, White Background (\$199.95 + shipping)
- 3'x5' Flag, Double Sided, Pole Sleeve, Gold Trim, Blue Background (\$199.95 + shipping)
- 3'x5' Flag, Double Sided, Grommets, No Trim, Indoor/Outdoor Use, White (\$119.95 + shipping)
- 3'x5' Flag, Double Sided, Grommets, No Trim, Indoor/Outdoor Use, Blue (\$119.95 + shipping)
- 4"x6" Stick Flags, Blue Background, (not double sided) (12 pack \$34.95 + shipping)

Here's the Link to Order Your Flags. (Additional discounts are available when ordering 3+, 6+, and 12+.)

<https://www.usflags.com/products/america-250-flag-double-sided>

Most of us don't have funds budgeted for programs like this. You may order on your own or seek donations. Another viable/recommended alternative is to direct your donors to the online ordering to have them purchase the flags for their respective ROTC/JROTC units. A benefit of this approach is that it assures the donor that their money is going to where it is needed, and it keeps us out of ordering, receiving, storage, and distribution.

For Information: Peter T Young, Chair

Hawai'i America250 Commission

[Contact@HawaiiAmerica250.org](mailto:Contact@HawaiiAmerica250.org)

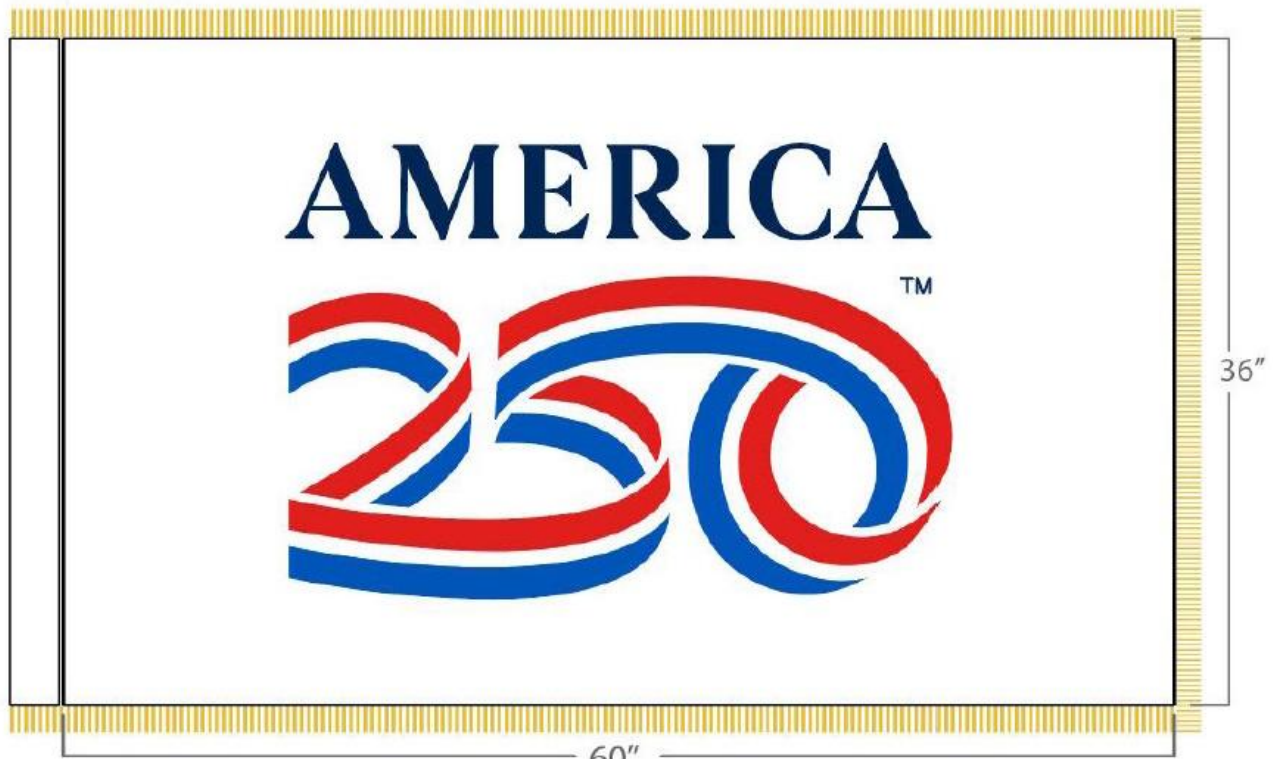
[www.HawaiiAmerica250.org](http://www.HawaiiAmerica250.org)

[www.facebook.com/HawaiiAmerica250](https://www.facebook.com/HawaiiAmerica250)

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**Hawai'i**



Above is 3'x5' Flag, White, Double Sided, with Pole Sleeve and Gold Trim (also available in Blue)



Above is 3'x5' Flag, Blue, Double Sided, with Grommets and no Trim (also available in White)