

License Categories & Tiers

Table 1: Mural Licensing for Corporate Brands & Advertisers

License Category	Usage Scope	Term Length	Cost Structure	Exclusivity Option?	Approval Needed?
Corporate Brands & Advertisers	Use mural imagery in marketing, commercials, and promotional materials.	1 - 5 Years (Tier-Based)	Tier 1: Print & Digital Ads – \$10,000 (<i>Limited promotional use: magazine ads, digital campaigns</i>).	Yes – Tier 3 allows exclusivity per industry.	Yes – Requires full branding compliance review.
			Tier 2: Large-Scale Campaigns – \$50,000 (<i>Billboards, TV commercials, national advertising</i>).		
			Tier 3: Co-Branded Integration – \$100,000+ (<i>Exclusive product packaging or permanent branding</i>).		



Key Considerations for Licensees Using These Assets

These considerations ensure that all uses of the 250th Anniversary Mural, name, and logo maintain artistic integrity and brand consistency while allowing select licensing opportunities.

1. The 250th Name

"250th Anniversary Mural by Steve & Rosemary Tuthill"

Allowed For:

- Marketing & promotional materials of officially licensed partners.
- Website, print, and digital campaigns where mural sponsorship or licensing is featured.

Restrictions:

- Cannot be altered, abbreviated, or repurposed (e.g., "250 Mural" or "America's 250th Art Project").
- Must always include proper credits to Steve & Rosemary Vasquez Tuthill.
- No political or misleading use that implies co-ownership or endorsement beyond mural licensing.

2. Mural Image & Vignettes from the Mural

Allowed For:

- Full mural use is exclusive to higher licensing tiers (outlined in Table 2-4).
- Vignette-based licensing available for select commercial partners (e.g., product packaging, advertisements).

Restrictions:

- No cropping, color modifications, or artistic alterations unless explicitly pre-approved.
- No isolated use of individual mural elements (e.g., extracting specific historical figures for separate branding).
- Licensees must comply with placement guidelines, ensuring the mural remains intact and contextually relevant.

3. 250th Logo

Attached Image – Official 250th Anniversary Logo

Allowed For:

- Official mural sponsors & licensed partners only.
- Co-branding on promotional materials (ads, sponsorship recognitions, and limited-edition merchandise).
- Visibility on select licensed products (for approved commercial licensees).

Restrictions:

- Cannot be altered, recolored, or repurposed outside of official guidelines.
- Cannot appear on non-licensed products (no third-party merchandise resale without a licensing agreement).
- Requires minimum size, clear space, and placement approval for digital and print materials.

Official 250th Anniversary Logo



Table 2: Retail & Merchandise Licensing

For companies selling products featuring the mural's imagery.

This table outlines **licensing tiers** based on product type, production volume, and required approvals.

License Tier	Product Scope	Term Length	Upfront Fee	Royalty Rate	Max Licenses Available	Approval Needed?
Tier 1: Small-Scale Merchandise	Apparel, mugs, posters, stickers (under 10,000 units)	1-Year	\$5,000	10% on net sales	Open Licensing (No industry exclusivity)	Yes – Must submit sample products
Tier 2: Mid-Tier Licensing	Limited-edition prints, collectibles, specialty goods (10,000 - 50,000 units)	2-Year	\$15,000	7.5% on net sales	10 per category (e.g., 10 apparel, 10 collectibles, etc.)	Yes – Pre-production approval required
Tier 3: Exclusive Licensing	Premium, high-end products & investment-grade memorabilia (Over 50,000 units)	3-Year	Custom Quote (Starts at \$50,000)	5% on net sales	1 per industry category (Exclusive per industry: e.g., only 1 luxury apparel company, 1 fine art print manufacturer, etc.)	Yes – Full legal review & contract required

Additional Notes

Exclusivity Clause:

- **Tier 3 licensees receive category exclusivity** (e.g., only one official jewelry company, one premium art print company, etc.).
- **Tiers 1 & 2 allow multiple vendors**, but approval is still required.

Royalty Collection:

- Quarterly royalty reporting required – Licensees must submit detailed sales reports.
- Royalty rate based on net sales (after discounts, returns, but before taxes & shipping).

Product Approval Process:

- Licensees must submit pre-production samples for brand review.
- Digital mockups required for approval before launch.

Expiration & Renewal:

- Renewal priority is given to current license holders, provided they maintain compliance.
- Failure to meet sales or compliance terms voids renewal rights.

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Official 250th Anniversary Logo



Table 3: Educational & Historical Institutions

License Tier	Usage Scope	Term Length	Cost (Invoiced)	Approval Needed?	Additional Notes
Tier 1: Digital Use	Classroom resources, PowerPoints, research projects	Permanent	\$1,000 (one-time)	Yes – Submitted projects must be reviewed to ensure no biased or agenda-based use	Institutions must submit sample materials for review. Approved resources may be featured on our website with credit.
Tier 2: Institutional Displays	Large-format mural prints in museums, universities, and libraries	5-Year	\$7,500	Yes – Approval on display placement and branding compliance	Mural prints must maintain artistic integrity and be displayed with proper credit. Cannot be altered or cropped.
Tier 3: Exclusive Historical Exhibit Rights	Right to host a full-scale mural exhibit at an institution	3-Year	Custom Quote (Starts at \$25,000)	Yes – Full licensing contract review & exhibit approval required	Requires contract approval to ensure historical accuracy and proper artistic representation. Branding guidelines must be followed.
Bundle: Digital + Institutional Display	Combination of Tier 1 & Tier 2 (Digital access + mural print for display)	Permanent (Digital) + 5-Year (Display)	Special Rate: \$7,950 (Saves \$550)	Yes – Standard approvals for both Tier 1 & 2 apply	Encourages wider educational reach and on-site mural display. Provides cost savings for institutions adopting both digital & physical components.

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Approval Process for Tier 3: Exclusive Historical Exhibit Rights

Step 1: Application & Initial Inquiry

- Institutions submit a request outlining how they intend to use the mural in the exhibit.
- They select from standard vs. customized mural display options (e.g., full mural, curated vignette selection).

Step 2: Exhibit Proposal Submission

The institution submits a brief exhibit outline including:

- Exhibit theme & goals
Where & how the mural will be displayed
Any planned interpretive panels, historical descriptions, or digital enhancements

Step 3: Formal Contract Review & Approval

- A custom licensing contract is drafted, detailing:

The approved usage scope (public display, educational integration, digital content rights, etc.)

Required attribution & branding placement (logos, artist credits, etc.)

Any restrictions (e.g., no political use, no unauthorized reproductions)

Pricing structure (one-time fee or installment payments)

- The institution reviews and signs the contract.

Step 4: Exhibit Installation & Final Approval

- The institution installs the mural print or digital projection.
- A final review ensures the exhibit matches the agreed-upon terms.
- Once approved, the license is fully activated for the agreed term (3 years).

Additional Notes for Table 3: Educational & Historical Institutions Licensing

Public Display Clarifications

- **Tier 2 & Tier 3 require purchasing a physical print** (separate cost based on size).
- The **\$7,500 fee (Tier 2) covers public display rights** for five years.
- **Tier 3 institutions receive full exhibit rights**, which may include **educational panels, guided tours, and digital content**.

Institutions **CANNOT** modify, alter, or commercialize mural imagery without **express written permission**.

- **Approval Process**
Tier 1 → Requires educational material review before approval to ensure historical accuracy and non-biased presentation.
Tier 2 → Requires placement review before installation to maintain artistic integrity and public engagement.
Tier 3 → Requires exhibit contract approval to ensure accuracy, proper artistic representation, and compliance with branding guidelines.

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Official 250th Anniversary Logo



Table 4: Government & Civic Licensing**For public organizations using the mural for official civic displays or awareness campaigns**

License Tier	Usage Scope	Includes Physical Mural Print?	Term Length	Cost (Invoiced)	Approval Needed?
Tier 1: Civic Display Rights	Purchase of at least one 4' x 8' mural print + license to display it inside government buildings, city halls, and official institutions. (No projection rights)	Yes (4' x 8' physical print)	Permanent	\$10,000 (one-time fee)	Yes – Must be pre-approved for civic placement.
Tier 2: Public Awareness & Projection License	Includes Tier 1 benefits + the right to project the mural's image at public heritage events and educational programs (non-commercial use).	Yes (4' x 8' physical print)	2-Year	\$20,000	Yes – No political affiliations allowed.
Tier 3: National Civic Partnership	Includes Tier 2 benefits + permission for large-scale digital projections at national commemorations, state-sponsored cultural programs, and official government events.	Yes (4' x 8' physical print)	3-Year	Custom Quote (Starts at \$50,000)	Yes – Requires strict historical integrity review.

Additional Notes for Table 4

Public Use & Display Clarifications

Tier 1 & 2: Licensees **must purchase a 4' x 8' mural print separately**. The **licensing fee covers public display rights, but not the physical artwork**.

Tier 3: Allows for temporary digital projection displays at government-sponsored events, educational initiatives, and civic ceremonies but **does not permit**:

- Physical mural reproduction (e.g., unauthorized large-scale printing).
- Permanent installations without prior approval.
- Any modifications, cropping, or alterations to the mural.

Government agencies CANNOT use the mural for:

- Political advocacy, election campaigns, legislative lobbying, or candidate endorsements.
 - Fundraising activities for political parties or candidates.
- The mural must be presented in its historical and educational context, preserving its integrity and original artistic vision.

Licensees must submit:

- Usage plans, proposed placement, and intent documentation before approval.

Details on event marketing materials, display format, and intended messaging.