

Apply for a License - Guide

Applying for a Mural License: What to Expect

The USA 250th Anniversary Mural Licensing Program allows businesses, institutions, and government organizations to integrate this historic mural into advertising, retail products, educational exhibits, and civic initiatives.

To ensure proper authorization, brand consistency, and compliance, every applicant must go through a structured licensing process before receiving approval. Follow the steps below to secure your licensing rights.

Step-by-Step Licensing Process

Why is an Invoice Required?

Licensing agreements require legal review, customization, and compliance checks before approval.

Step 1: Submit a Licensing Inquiry

- Choose your license category and tier.
- Complete the Licensing Inquiry Form.

Step 2: Our Team Reviews & Discusses Terms

- Licensing specialists assess your application.
- A custom licensing agreement is prepared.

Step 3: Invoice is Sent Upon Approval

- An invoice is generated based on the selected tier.
- Payment processing secures your exclusive licensing rights.

Step 4: Receive Your Official Licensing Materials

- Upon payment, you will receive:
 - Official mural files for your approved use
 - Usage guidelines for maintaining brand consistency
 - Recognition as an official mural licensee

No automated checkout – all licenses are manually reviewed to prevent unauthorized use.

1. Applicant Navigation & Selection

Applicant arrives at Section 2 of the Licensing & Brand Partnerships Page.

- **Corporate Brands & Advertisers**
- **Retail & Merchandise**
- **Educational & Historical Institutions**
- **Government & Civic Licensing**

Applicant clicks on their chosen category, and the corresponding table of licensing options dynamically appears.

2. License Tier Selection & Inquiry Submission

Applicant selects a licensing tier from the table, which triggers the Licensing Inquiry Form (pop-up or a separate page).

Applicant fills out & submits the Licensing Inquiry Form, which is automatically sent to our email.

3. Automated Confirmation & Next Steps

Applicant receives an automated confirmation email stating:

- Their inquiry has been received & is under review.
- Expected response time from our team.
- Contact details in case they need further assistance.

Internal Processing & License Approval

1. Review & Initial Response

- We review the licensing inquiry (assessing eligibility, tier selection, and requested usage).
We reply within [X] business days to confirm interest & discuss any additional details.

2. Invoice & Agreement Finalization

If approved, we **send an invoice for payment** along with:

- Licensing Terms Summary
- Any additional requirements (if needed)

Once payment is received, we finalize the licensing agreement.

3. Asset Delivery & Compliance Tracking

- Applicant receives access to mural files & official licensing documentation (including usage guidelines).
For certain tiers) Licensees may be required to submit proof of correct usage for final approval before launch.

General Approval Process

All Tiers → Must comply with non-partisan and educational display guidelines (See Licensing Agreement).

Tier 3 → Requires strict approval for event-specific projection displays to prevent unauthorized modifications, distortions, or altered narratives.

Licensees must submit:

- Usage plans, proposed placement, and intent documentation before approval.
- Details on event marketing materials, display format, and intended messaging.

Annual Compliance Check-In:

- Civic licensees should submit an annual report confirming proper use.
- Helps ensure that no unauthorized use has occurred and allows for licensing renewals if needed.