

USA 250th Anniversary Mural Sponsorship Agreement

(For Business & Organization Sponsors – NOT Licensing Holders)

1. Parties

Organizer: The USA 250th Anniversary Mural Project (Steve Tuthill & Rosemary Vasquez Tuthill), hereinafter referred to as the **“Organizer.”**

Sponsor: The entity or organization providing financial sponsorship, hereinafter referred to as the **“Sponsor.”**

Sponsorship Tier	Contribution Level	Brand Exposure & Perks
Mural Partner (Entry-Level Tier)	\$1,000 – \$4,000	<ul style="list-style-type: none"> - Recognition on the Digital Sponsor Wall - Business listed on the Official Sponsorship Page - Social media appreciation post - Sponsor Appreciation Certificate - Non-Exclusive Sponsorship Branding Rights (<i>Sponsors may state: “An Official Sponsor of the USA 250th Anniversary Mural by Steve and Rosemary Vasquez Tuthill” – Restrictions apply: no resale, no product branding, no implied endorsement.</i>) - All Mural Partner benefits - Business Name & Logo featured on the website sponsorship page - Enhanced visibility in social media posts & sponsor acknowledgments
Mural Advocate	\$5,000 – \$8,000	<ul style="list-style-type: none"> - Recognition in mural-related press releases - Written Q&A with the artist team - Discounted access to mural-themed digital artwork for internal use - All Mural Advocate benefits - Sponsorship Spotlight Feature on social media - Invitation to an exclusive Q&A session with the artist team - Framed mural print as a sponsorship gift - Recognition in select mural marketing materials & museum exhibits - All Cultural Partner benefits - Premier logo placement on the Digital Sponsor Wall (<i>largest size, top placement</i>) - Custom Vignette (24” x 24”) designed in the mural’s signature style, tailored to the sponsor's industry or mission
Cultural Partner	\$10,000 – \$45,000	<ul style="list-style-type: none"> - 3' x 6' Fine Art Canvas Print of the mural - Brand Recognition on all mural-related marketing materials (website, social media, press, official campaign materials) - Signed Artist Appreciation Certificate from Steve & Rosemary Vasquez Tuthill - Personalized Press Feature & Social Media Recognition - Priority Access to Future Licensing Collaborations - All Legacy Partner benefits - Exclusive industry representation (<i>Only one per industry – e.g., one airline, one financial institution</i>)
Legacy Partner (Elite Tier)	\$50,000 – \$100,000	<ul style="list-style-type: none"> - Dedicated PR campaign & press feature for your brand - Co-branded media opportunities & enhanced sponsorship branding rights - Top placement on the Digital Sponsor Wall & all press materials
Founding Sponsor (Highest Tier – Exclusive)	Custom Quote (Starts at \$100,000)	

2. Sponsorship Contribution & Tiers

The Sponsor agrees to contribute a one-time, non-refundable sponsorship payment at a designated tier level:

3. Sponsor Benefits & Brand Use

- **Logo Placement** – Sponsor logo displayed on the Digital Sponsor Wall in a structured column-based format, with uniform tiles placed in a tiered structure.
- **Social Media & Website Features** – Sponsors receive automated social posts & website placement based on tier.
- **Press Features** – High-tier sponsors receive personalized press features, PR campaigns, and dedicated recognition in mural-related publications.

4. Sponsorship Restrictions & Compliance

- Sponsorship does NOT imply mural ownership or exclusive branding rights.
- Sponsors may NOT use mural imagery for product branding, advertisements, or resale unless they also hold a separate Institutional Licensing Agreement.
- The Organizer reserves the right to approve or deny any sponsorship application to ensure brand alignment with the mural's integrity.

5. Payment Terms & Installments (If Applicable for High-Tier Sponsors)

- Full payment is required upon execution of the Agreement unless otherwise approved in writing for installment payments.
- Installments for amounts exceeding \$50,000 are available to institutional and corporate sponsors, subject to a signed Installment Payment Agreement.
- Failure to comply with installment deadlines will result in immediate termination of sponsorship recognition, and all benefits will be revoked.
- Payment Methods Accepted:
 - Credit and debit cards (processed through Stripe via WP Simple Pay/WooCommerce).
 - ACH transfers and bank wires for large-scale sponsors (details provided upon request).
 - PayPal, subject to additional processing fees for international transactions.
 - Bitcoin (BTC) via Strike, converted at the time of payment, with the Sponsor responsible for all transaction fees.

6. Sponsorship Term & Termination

- Sponsorship remains in effect until December 31, 2026, unless otherwise stated in a separate agreement.

- Termination by the Organizer will only occur in cases of sponsorship misuse, failure to meet installment payments, or breach of agreement terms.
- Sponsors may not transfer or sell their sponsorship benefits to another entity.

7. Public Recognition & Sponsor Wall Placement

- All sponsors will be recognized on the Digital Sponsor Wall, displayed in a structured column-based format.
- Higher-tier sponsors receive larger logo placements and more prominent visibility.
- Recognition placement is determined on a first-come, first-served basis within each sponsorship level.

Signatures

By signing below, the Sponsor acknowledges that they have read, understood, and agreed to the terms outlined in this Sponsorship Agreement, including all incorporated documents referenced herein.

Organizer

USA 250th Anniversary Mural Project
Steve Tuthill & Rosemary Vasquez Tuthill

Authorized Representative: _____
Title: _____
Signature: _____
Date: _____

Sponsor

[Legal Name of Sponsor Organization]

Authorized Representative: _____
Title: _____
Signature: _____
Date: _____