

Sponsorship Instructions for the USA 250th Anniversary Mural

Key Considerations for Sponsors

The USA 250th Anniversary Mural Sponsorship Program provides sponsors with brand visibility and recognition opportunities while ensuring the mural's integrity and historical accuracy are maintained. These instructions outline the approved use of sponsorship branding, sponsorship benefits, and the application process.

Proper Use of the USA 250th Anniversary Mural Name

Official Name:

USA 250th Anniversary Mural by Steve & Rosemary Vasquez Tuthill

Allowed for:

- Public acknowledgment in marketing and promotional materials as an official sponsor
- Website, print, and digital campaigns featuring sponsorship recognition

Restrictions:

- The name cannot be altered, abbreviated, or repurposed (e.g., *"250 Mural"* or *"America's 250th Art Project"*).
- Sponsors must always provide credit to Steve & Rosemary Vasquez Tuthill.
- No political, misleading, or co-ownership claims are allowed beyond approved sponsorship branding.

Sponsorship Recognition & Branding Guidelines

Official Sponsor Wall & Digital Recognition

- Sponsor names and logos will be featured on the Official Sponsor Wall and across various mural-related platforms.
- Higher-tier sponsors will receive premium placement and larger logo displays based on contribution level.
- Sponsorship recognition applies to web listings, press releases, and social media acknowledgments (*varies by tier*).

Official Sponsorship Branding

Allowed for:

- Sponsors may use an approved "Official Sponsor of the USA 250th Anniversary Mural" badge in marketing materials.

- The following official statement may be used in sponsor branding:
“An Official Sponsor of the USA 250th Anniversary Mural by Steve & Rosemary Vasquez Tuthill.”

Restrictions:

- Sponsorship does not grant mural usage rights for advertisements, products, or branding.
- The official sponsorship badge must be used as provided and cannot be altered or modified.
- No sponsor may imply an exclusive association with the mural unless explicitly stated in their sponsorship tier.

Sponsorship Categories & Tiers		
Sponsorship Tier	Contribution Level	Brand Exposure & Perks
Mural Partner (Entry-Level Tier)	\$2,000 – \$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”</i> – Restrictions apply: no resale, no product branding, no implied endorsement) - 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
Cultural Partner	\$10,000 – \$45,000	<ul style="list-style-type: none"> - 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
Legacy Partner (Elite Tier)	\$50,000 – \$100,000	<ul style="list-style-type: none"> - Premier logo placement on the Digital Sponsor Wall (largest size, top placement)

**Founding Sponsor
(Highest Tier –
Exclusive)** Custom Quote
(Starts at
\$100,000)

- Custom Vignette (24" x 24") designed in the mural's signature style, tailored to the sponsor's industry or mission
- 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 (*Only one per industry – e.g., one airline, one financial institution*)
- 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

Sponsorship Payment & Approval Process

Why Is an Invoice Required?

Sponsorship contributions help fund the USA 250th Anniversary Mural project and ensure that all recognition is properly documented.

Sponsors can choose between:

- **Direct online payment** (for standard sponsorship tiers).
- **Manual invoice processing** (for custom sponsorship arrangements).

How to Apply?

1. **Submit a Sponsorship Application Form** and select a sponsorship tier.
2. **Our team reviews the application** and confirms sponsorship tier selection.
3. **Sponsorship payment is processed** via invoice or online transaction.
4. **Sponsorship benefits are activated**, and the sponsor's name/logo is displayed in all applicable recognition materials.

Sponsors will receive confirmation and activation details within 5 business days.

Sponsorship Branding Enforcement

Failure to follow sponsorship branding guidelines may result in:

- Removal of sponsorship recognition from public materials.
- Restriction on future sponsorship opportunities.
- Legal action if unauthorized mural usage occurs.

All sponsorship branding materials must be submitted for pre-approval before public use

Next Steps

If you're ready to become a sponsor, submit your Sponsorship Application Form today. For additional questions, reach out to us at:

Email: USA250thAnniversaryMural@gmail.com

Subject Line: *Sponsorship Inquiry – [Your Organization Name]*