

# Sponsorship Categories & Tiers

**Table 1: Mural Sponsorship Tiers for Corporate & Philanthropic Sponsors**

Sponsorship Tier	Sponsorship Benefits	Term Length	Cost Structure	Exclusive Recognition?	Approval Needed?
<b>Mural Partner</b>	Recognition on the Digital Sponsor Wall, business listed on the Official Sponsorship Page, social media appreciation post, sponsor appreciation certificate	1 Year	\$2,000 – \$4,000 (One-time donation)	No – Open to multiple sponsors per category	Yes – All branding must align with mural integrity
<b>Mural Advocate</b>	All Mural Partner benefits + Logo featured on website, press acknowledgment, enhanced social media visibility, written Q&A with the artist team	1 Year	\$5,000 – \$8,000 (One-time donation)	No – Open to multiple sponsors per category	Yes – All branding must align with mural integrity
<b>Cultural Partner</b>	All Mural Advocate benefits + Sponsorship Spotlight on social media, framed mural print, Invitation to Q&A session with the artist team, recognition in select mural marketing & museum exhibits	2 Years	\$10,000 – \$45,000 (One-time donation)	No – Open to multiple sponsors per category	Yes – Must follow sponsor branding guidelines
<b>Legacy Partner (Elite Tier)</b>	All Cultural Partner benefits + Premier Logo Placement on the Digital Sponsor Wall, Custom Vignette (24" x 24") designed in the mural's signature style, 3' x 6' Fine Art Canvas Print, Brand Recognition on all mural-related materials	3 Years	\$50,000 – \$100,000 (One-time donation or structured over 2 years)	Yes – Limited to 5 sponsors per major industry category	Yes – Requires contractual agreement
<b>Founding Sponsor (Exclusive Highest Tier)</b>	All Legacy Partner benefits + Exclusive industry representation (only one per industry), dedicated PR campaign, VIP Access to Mural Launch Events & Artist Engagements, top placement on all press materials	5 Years	Custom Quote (Starts at \$100,000)	Yes – One per major industry (e.g., one airline, one financial institution)	Yes – Requires full contract approval

**Table 2: Institutional Sponsorships - Universities, Museums, & Cultural Institutions**

<b>Institutional Sponsorship Tier</b>	<b>Sponsorship Benefits</b>	<b>Term Length</b>	<b>Cost Structure</b>	<b>Approval Needed?</b>	<b>Additional Notes</b>
<b>Academic Supporter</b>	Name/logo recognition on the Education & Learning section of the website, digital mentions in mural-related learning materials	Permanent	\$2,500 (One-time contribution)	Yes – Must submit an educational mission alignment statement	Encourages broader educational engagement
<b>Cultural Patron</b>	All Academic Supporter benefits + Feature in academic publications, digital archives, and lecture materials	3 Years	\$10,000 (One-time donation)	Yes – Approval required for logo placement on learning content	Institutions may use sponsorship for educational outreach
<b>Exclusive Educational Sponsor</b>	All Cultural Patron benefits + Institutional exhibit rights, name placement on digital Sponsor Wall, inclusion in museum or university mural displays	5 Years	Custom Quote (Starts at \$25,000)	Yes – Requires signed institutional partnership agreement	Limited to one major sponsor per academic category (e.g., one university, one museum)

**Table 3: Recognition Sponsorships**

<b>Recognition Sponsorship Tier</b>	<b>Sponsorship Benefits</b>	<b>Cost Structure</b>	<b>Exclusivity?</b>	<b>Approval Needed?</b>
<b>Community Recognition Sponsor</b>	Acknowledgment on the Digital Sponsor Wall, featured mention in a blog article, and a social media appreciation post	\$3,500	No – Open to multiple sponsors	Yes – Must align with mural integrity guidelines
<b>National Recognition Sponsor</b>	All Community Recognition benefits + Press Release Mention, dedicated sponsor acknowledgment in a historical mural blog or feature story	\$25,000	Yes – Limited to 3 sponsors per recognition release	Yes – Must align with mural theme and mission
<b>Exclusive Recognition Partner</b>	All National Recognition benefits + Featured Brand Recognition in a Digital Campaign or Historical Spotlight Series, additional dedicated press feature	Starts at \$50,000 (Custom Quote)	Yes – Exclusive per industry category	Yes – Requires signed recognition agreement



## Key Sponsorship Guidelines & Restrictions

### 1. Sponsorship Branding & Recognition

- Sponsors **cannot use mural imagery** for advertising, branding, or promotional materials.
- Sponsors can use the **statement:**  
**“An Official Sponsor of the USA 250th Anniversary Mural by Steve and Rosemary Vasquez Tuthill.”**
- All branding, logo placements, and promotional materials must be **pre-approved** to maintain artistic and historical integrity.

### 2. Event & Exhibit Participation

- **Tier 3 and Tier 4 sponsors** receive priority invitations to exclusive mural launch events, museum installations, and community exhibits.
- **Tier 4 sponsors** are recognized in documentary content, public events, and VIP receptions.

### 3. Sponsorship Approval & Compliance

- All sponsorship contributions are **subject to review** for alignment with mural values (e.g., no political endorsements, misleading use, or exclusivity violations).
- **Tier 3 & Tier 4** sponsorships require signed agreements outlining recognition, branding placement, and event participation.

## Approval Process for Sponsorships

### 1. Step 1: Application Submission

- Sponsors submit an online form detailing sponsorship level, organization details, and intended branding use.

### 2. Step 2: Review & Confirmation

- Our team reviews sponsorship applications for compliance with mural branding guidelines.
- Approval is granted based on sponsorship tier, industry exclusivity availability, and alignment with mural themes.

### 3. Step 3: Payment & Branding Approval

- Once approved, sponsors submit payment (or receive an invoice if applicable).
- Branding materials are reviewed before logo placement on sponsorship pages, press materials, and events.

### 4. Step 4: Sponsor Recognition Implementation

- Once payment is processed, sponsors receive branding recognition according to their tier.
- Tier 3 & Tier 4 sponsors receive custom recognition placements, including priority event inclusion.

## Final Considerations

- **Sponsorships DO NOT grant mural usage rights**—for that, a licensing agreement is required.
- **Tier 3 & Tier 4 sponsorships** may involve contractual agreements to ensure compliance with mural branding and recognition standards.
- **Event-based sponsorships** provide targeted recognition at high-profile mural celebrations but do not offer long-term brand visibility.