

## Licensing vs. Sponsorship – Which Option is Right for You?

Feature	Mural Licensing	Mural Sponsorship
<b>Primary Benefit</b>	Grants legal permission to use approved mural images for advertising, branding, products, exhibits, and public displays.	Provides brand visibility and public recognition but does not grant mural usage rights for commercial products or advertisements.
<b>Who It's For?</b>	Businesses, retailers, educational institutions, and government agencies using the mural in ads, marketing, or public installations.	Companies, organizations, philanthropists, and individuals looking for brand exposure and cultural recognition. <ul style="list-style-type: none"> <li>• Sponsors <b>cannot</b> use the mural imagery for advertising, products, or branding unless they also hold a licensing agreement.</li> <li>• Sponsors <b>can</b> use an officially approved sponsorship logo or the statement:  <i>“An Official Sponsor of the USA 250th Anniversary Mural by Steve and Rosemary Vasquez Tuthill.”</i></li> <li>• Sponsorship branding materials must be pre-approved before public use to ensure consistency.</li> </ul>
<b>Usage Rights</b>	Yes – Allows mural use for advertising, product branding, museum displays, and civic installations.	<ul style="list-style-type: none"> <li>• Sponsors <b>can</b> use an officially approved sponsorship logo or the statement:  <i>“An Official Sponsor of the USA 250th Anniversary Mural by Steve and Rosemary Vasquez Tuthill.”</i></li> <li>• Sponsorship branding materials must be pre-approved before public use to ensure consistency.</li> </ul>
<b>Recognition</b>	Name/logo featured on the Digital Sponsor Wall (structured column-based format) in the appropriate license tier. Licensee recognition does not include marketing or promotional use unless specified in the licensing agreement.	Name/logo displayed on the Digital Sponsor Wall (structured column-based format), in press materials, and on the Sponsorship Page. Sponsorship recognition does not grant mural usage rights for advertising, branding, or commercial products.
<b>Brand Visibility</b>	Your brand can feature the mural in marketing campaigns, product branding, museum displays, or government installations (varies by licensing tier).	Your brand appears in sponsor listings, event recognition, and official sponsor materials, but cannot incorporate mural imagery into ads or retail products.
<b>Rights to Use Mural?</b>	Yes – Licensees receive official mural files for approved use in branding, commercial marketing, exhibits, and public display (as per licensing tier).	Limited – Sponsors can only state: 'An Official Sponsor of the USA 250th Anniversary Mural by Steve and Rosemary Vasquez Tuthill.' Recognition on the Digital Sponsor Wall does not include mural usage rights.

<b>Exclusive Rights?</b>	Some tiers offer industry exclusivity (e.g., <i>one exclusive beverage brand, one exclusive airline, etc.</i> ).	Higher-tier sponsors receive premium placement(e.g., <i>top-tier sponsor wall placement, larger logo recognition, and exclusive event mentions</i> ).
<b>Example Use Cases</b>	<ul style="list-style-type: none"> <li>- Retail brand releases mural-themed apparel.</li> <li>- Corporation features mural in a national ad campaign.</li> <li>- Museum integrates mural imagery into a historical exhibit.</li> <li>- City government displays a large mural print in a civic space.</li> </ul>	<ul style="list-style-type: none"> <li>- A major airline sponsors the mural and receives national media recognition but cannot use the mural in advertisements.</li> <li>- A financial firm receives VIP recognition as a sponsor but cannot brand products with mural imagery.</li> <li>- A community foundation gains exclusive sponsor acknowledgment at mural-related events.</li> </ul>
<b>How to Apply?</b>	<p>Step 1: Submit the Licensing Application Form and select your desired license tier.</p> <p>Step 2: Our team reviews your application and approves based on category and compliance.</p> <p>Step 3: Upon approval, an invoice and contract are sent for payment.</p> <p>Step 4: Once payment is processed, official mural rights are granted.</p>	<p>Step 1: Submit the Sponsorship Application Form and choose a sponsorship tier.</p> <p>Step 2: Our team reviews the application and confirms sponsorship level.</p> <p>Step 3: Sponsors submit payment (or receive an invoice if applicable).</p> <p>Step 4: Once processed, the sponsor’s brand/logo is added to the Sponsor Wall, marketing materials, and official press announcements.</p>
<b>Cost Structure</b>	Tiered pricing – Based on use case ( <i>advertising, retail, education, civic use</i> ).	One-time sponsorship contribution – Tiers based on level of recognition.
<b>Approval Process</b>	Legal review required before mural use – Ensures brand compliance, appropriate display, and authorized marketing usage.	Simple approval process – Once sponsorship payment is made, branding recognition is granted.

## Cost Overview

### Mural Licensing

Pricing is tiered based on intended use—whether for advertising, retail, education, or civic projects. Licensees pay for specific mural usage rights, with costs determined by factors such as distribution size, exclusivity, and term length.

- Licensing fees start at \$5,000 for small-scale retail usage and go up to \$100,000+ for exclusive branding rights.
- Exact costs are determined by license tier and use case.
- Licensees are also recognized on the Digital Sponsor Wall using a structured column-based format. However, unlike sponsors, licensees receive mural usage rights in accordance with their license tier.

For full details on licensing costs, see the [License Categories & Tiers document.]

## **Mural Sponsorship**

Sponsorships are structured as one-time contributions, with tiers based on the level of brand recognition received.

- Sponsorship fees start at \$2,000 for Mural Partner sponsors and go up to \$100,000 for Founding Sponsors, who receive top placement on the Digital Sponsor Wall, website, and press materials.
- All sponsors are displayed in a structured column-based format, ensuring fair recognition by tier.

For full details on sponsorship costs, see the [Sponsorship Categories & Tiers document.]

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