

USA 250th Anniversary Mural Strategic Partnership Agreement

(For Museums, Universities, Libraries, and Cultural Institutions)

1. Parties

This **Strategic Partnership Agreement** (“Agreement”) is made effective as of the date of acceptance, by and between:

- The USA 250th Anniversary Mural Project, owned by Steve Tuthill & Rosemary Vasquez Tuthill, hereinafter referred to as the “Mural Project.”
- **[Institution Name]**, an educational or cultural institution, hereinafter referred to as the “Strategic Partner.”

2. Purpose

The Strategic Partnership Program provides educational institutions, museums, libraries, and cultural organizations with collaborative opportunities to integrate the USA 250th Anniversary Mural into historical research, public engagement initiatives, and educational programming.

This Agreement does not grant commercial mural usage rights, branding rights, or product-based licensing. Institutions seeking mural usage for advertising, retail, or commercial display must apply for a separate Institutional Licensing Agreement.

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. Partnership Tiers & Responsibilities					
Partnership Tier	Usage Scope	Includes Physical Mural Print?	Term Length	Cost Responsibility	Approval Needed?
Tier 1: Digital Mural Access Partnership	Access to approved mural materials for use in educational programming, research projects, and digital learning tools.	No	Permanent	No direct cost. Institutions must submit an outline of how the materials will be used.	Yes – Must submit an educational program outline.
Tier 2: Institutional Mural Display Partnership	Partner institutions may display large-format mural prints in museums, universities, libraries, and civic spaces.	Yes (Physical Print Required)	5 Years	Institutions cover print costs (\$7,500 for a 4' x 8' reproduction) and submit a placement plan for approval.	Yes – Placement review required to maintain mural integrity.
Tier 3: Research & Exhibit	Institutions collaborate on historical research, guided exhibits, and	Custom (Depending on scope)	3 Years	Mural purchase required if hosting a physical exhibit. Institutions	Yes – Requires formal partnership

Collaboration Partnership	cultural programming based on mural themes.	pursuing digital research collaborations may qualify without a mural purchase, subject to approval.	agreement outlining scope and objectives.
Recognition on the Digital Sponsor Wall			

- All approved Strategic Partners are recognized on the Digital Sponsor Wall in a structured column-based format.
- Each partnership level is displayed in a designated column, with a color-coded header tile corresponding to its tier.
- All partner recognition tiles within each column are uniform in size.
- Placement is first-come, first-served within the tier.
- Recognition on the Digital Sponsor Wall does not grant mural imagery usage rights. Institutions seeking public display rights must apply separately for an Institutional Licensing Agreement.

4. Mutual Commitments

The Mural Project Agrees To:

- Provide approved digital mural materials for research, education, and exhibit purposes
- Ensure Strategic Partners are recognized on the Digital Sponsor Wall based on their partnership tier.
- Offer collaboration opportunities where relevant to historical, educational, and cultural initiatives.

The Strategic Partner Agrees To:

- Adhere to all mural integrity and branding guidelines.
- Properly credit the mural as: *"USA 250th Anniversary Mural by Steve & Rosemary Vasquez Tuthill."*
- Submit all exhibit plans, public displays, and research initiatives for pre-approval.
- Ensure that Strategic Partnership recognition is not used for branding, marketing, or commercial purposes.

5. Restrictions & Compliance

The following uses are strictly prohibited:

- No political endorsements, lobbying, or advocacy campaigns using mural materials.
- No cropping, recoloring, or altering mural images unless explicitly approved.
- No unauthorized use of mural imagery for advertising, retail, or commercial branding.

Failure to comply with partnership guidelines may result in:

- Termination of Strategic Partnership status.

- Removal from the Digital Sponsor Wall.
- Legal action for misuse of mural content.

6. Termination & Renewal

Termination Clause:

- The Mural Project reserves the right to revoke Strategic Partnership status if an institution fails to comply with mural integrity guidelines or misuses its recognition.
- The Strategic Partner may terminate this agreement by providing written notice at least 30 days in advance.

Renewal Process:

- **Tier 2 and Tier 3 Partnerships** require formal renewal every year.
- Institutions must submit an updated exhibit/programming proposal for continued recognition.

7. Signature & Agreement

By signing below, both parties acknowledge and agree to the terms of this Strategic Partnership Agreement.

Strategic Partner

Institution Name: _____

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

The USA 250th Anniversary Mural Project

Representative: _____

Title: _____

Signature: _____

Date: _____