


## **Strategic Partnership Tiers & Collaboration Levels**

The USA 250th Anniversary Mural Strategic Partnership Program is designed for museums, universities, libraries, and cultural institutions seeking to integrate the mural into educational exhibits, historical research, and public programming.

These partnerships do not grant commercial branding, advertising, or product-based usage rights. Institutions seeking mural imagery for these purposes must apply separately for an Institutional Licensing Agreement.

Strategic Partnership Tiers & Collaboration Levels					
Partnership Tier	Usage Scope	Includes Physical Mural Print?	Term Length	Cost Responsibility	Approval Needed?
Tier 1: Digital Mural Access Partnership	Access to approved digital mural materials for educational and historical programming. Institutions can integrate these materials into lesson plans, lectures, and research projects.	No	Permanent	No direct cost. Institutions must submit a description of how they plan to use the materials.	Yes – Must submit an educational program outline.
Tier 2: Institutional Mural Display Partnership	Partner institutions can display large-format mural prints in museums, universities, libraries, and civic spaces, with historical interpretation panels.	Yes (Physical Print Required)	5 Years	Institutions cover print costs (\$7,500 for a 4' x 8' mural reproduction) and submit a placement plan for approval.	Yes – Placement review required to maintain mural integrity.
Tier 3: Research & Exhibit Collaboration Partnership	Institutions engage in historical research, exhibit development, or educational programming, integrating the mural into institutional archives or public events. Seeking mural imagery for branding, marketing, advertising, or merchandise requires a separate Institutional Licensing Agreement.	Custom (Depending on scope)	3 Years	Mural purchase required if the institution is hosting an exhibit or public display. Institutions pursuing research collaborations or digital educational programming may qualify without a mural purchase, subject to approval.	Yes – Requires formal partnership agreement outlining scope and objectives.
 Recognition on the Digital Sponsor Wall	All approved Strategic Partners will be 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.	N/A	N/A	No additional cost for recognition; included with approved partnership.	Yes – Placement follows a first-come, first-served basis within each partnership tier.

# Guidelines & Compliance for Strategic Partners

All institutions must:

- Maintain the historical and artistic integrity of the mural in all uses.
- Ensure proper attribution: *“USA 250th Anniversary Mural by Steve & Rosemary Vasquez Tuthill.”*
- Receive pre-approval for all public displays, research collaborations, and exhibitions before implementation.
- Follow all placement and display guidelines to ensure mural visibility and historical context remain intact.
- Strategic Partners are recognized on the Digital Sponsor Wall, and failure to comply with mural branding and partnership guidelines may result in removal from the Digital Sponsor Wall and revocation of Strategic Partnership status.

## What Strategic Partnerships Do Not Include:

- No commercial branding, advertising, or product-based mural usage (requires a separate Institutional License).
- No financial grants or funding from the mural program—institutions manage their own resources.
- No exclusivity—multiple institutions can participate in mural-related education and research collaborations.

**For institutions seeking mural usage rights outside of education and research, please apply for an Institutional Licensing Agreement.**

## Next Steps to Apply

**Step 1:** Select your partnership tier and review the requirements.

**Step 2:** Submit your Strategic Partnership Inquiry Form with a description of how your institution will integrate the mural.

**Step 3:** Our team will review and follow up regarding approval and next steps.

**Step 4:** If approved, sign the Strategic Partnership Agreement and begin collaboration.