

## Strategic Partnerships with Cultural Institutions & Organizations

The USA 250th Anniversary Mural Strategic Partnership Program is designed for museums, universities, libraries, and cultural organizations seeking to integrate the mural’s powerful storytelling into historical exhibits, academic programming, and public engagement initiatives. These partnerships ensure that the mural’s themes of Unity, Freedom, and Progress are shared with wider audiences in meaningful ways.

Unlike corporate sponsorships, which focus on brand alignment, strategic partnerships are institutional collaborations that prioritize education, preservation, and research. Institutions can license the mural for historical exhibits, large-scale public displays, and specialized research initiatives.

### Who Should Partner?

- History Museums & Archives – Licensing for historical exhibits & national archives.
- Universities & Schools – Integration in history, civics, and fine arts curricula.
- Libraries & Government Buildings – Large-format mural prints for public engagement.
- Cultural & Art Organizations – Collaborations on exhibitions, research, and national campaigns.

### Institutional Licensing Tiers

For public displays, educational programming, and historical exhibits, the following institutional licensing tiers are available:

License Tier	Usage Scope	Includes Physical Mural Print?	Term Length	Cost (Invoiced)	Approval Needed?
Tier 1: Digital Use	Classroom resources, research projects	No	Permanent	\$1,000 (one-time)	Yes – Requires educational material review
Tier 2: Institutional Displays	Large-format mural prints in museums, universities, libraries	Yes	5-Year	\$7,500	Yes – Approval on display placement
Tier 3: Exclusive Exhibit Rights	Host full-scale mural exhibit with guided materials	Yes	3-Year	Custom Quote (Starts at \$25,000)	Yes – Exhibit contract approval

Public Display Clarifications:

- Tiers 2 & 3 require purchasing a physical print (separate cost based on size).
- The \$7,500 fee (Tier 2) licenses public display rights for five years.
- Tier 3 includes exhibit rights, which may incorporate educational panels, guided tours, and digital content.
- Institutions cannot modify, alter, or commercialize mural imagery without express written permission.

## **Institutional Mural Display Bundle Offer**

Institutions looking to combine multiple licensing options can take advantage of a bundled pricing structure, ensuring a comprehensive mural integration experience.

Special Bundle Offer:

- Tier 1 + Tier 2 Combined: Digital Use for Classroom/Educational Integration & Public Display Rights for Physical Mural Prints.
- Special Bundle Price: \$7,950 (Save \$550 off separate purchases!).

CTA: Apply for the Institutional Bundle Offer

## **Custom Cultural Partnerships**

For institutions seeking long-term collaborations, customized educational resources, or research partnerships, we offer tailored agreements.

Opportunities include:

- Exclusive archival research collaborations.
- AI-enhanced historical education tools.
- Custom historical programming, guest speakers, and educational panels.

CTA: Inquire About Custom Institutional Partnerships

## **Approval Process**

- Tier 1 → Requires educational material review before approval.
- Tier 2 → Requires placement review before installation.
- Tier 3 → Requires exhibit contract approval to ensure accuracy and proper artistic representation.

## **Potential Additions**

For Tier 3 institutions, we offer direct consultation with Steve & Rosemary to refine exhibit planning.

Custom digital educational tools or AI-assisted historical overlays can also be developed as part of a specialized package for long-term institutional partners.

For further inquiries, please reach out to our partnership team.

## **Refined Strategic Partnerships Categories and Tiers**

The USA 250th Anniversary Mural Strategic Partnership Program is designed for museums, universities, libraries, and cultural organizations that seek to integrate the mural into historical exhibits, academic programming, and public engagement initiatives. These partnerships ensure that the mural's themes of Unity, Freedom, and Progress reach a wide audience in meaningful ways.

Unlike corporate sponsorships, which focus on brand alignment, strategic partnerships prioritize education, preservation, and research. Institutions can license the mural for historical exhibits, large-scale public displays, and specialized research initiatives.

## Who Should Partner?

- History Museums & Archives – Licensing for historical exhibits & national archives.
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## Institutional Partnership Tiers & Benefits

Strategic partnerships offer institutions the opportunity to engage with the mural through licensing, exhibitions, and customized collaborations. Below are the different tiers and their associated benefits.

Tier	Usage Scope	Includes Physical Mural Print?	Benefits	Cost (Invoiced)
Tier 1: Digital Educational Access	Classroom materials, historical research, and educational tools	No	Access to digital mural content, educational resources, and institution branding as a mural partner	\$1,000 (one-time fee)
Tier 2: Institutional Display Licensing	Large-format mural prints in museums, universities, and libraries	Yes	Includes a mural print for public display, institutional branding, and inclusion in cultural exhibitions	\$7,500 (5-Year License)
Tier 3: Exclusive Historical Exhibit Rights	Right to host a full-scale mural exhibit with guided materials	Yes	Includes a physical mural print, exhibit consultation, digital AI-assisted research tools, and customized educational programming	Custom Quote (Starts at \$25,000)

### Public Display Clarifications:

- Tiers 2 & 3 require purchasing a physical print (separate cost based on size).
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## **Custom Cultural Partnerships**

For institutions seeking long-term collaborations, customized educational resources, or research partnerships, we offer tailored agreements.

Opportunities include:

- Exclusive archival research collaborations.
- AI-enhanced historical education tools.
- Custom historical programming, guest speakers, and educational panels.
- Collaboration on curated exhibitions highlighting key mural vignettes.

CTA: Inquire About Custom Institutional Partnerships

## **Approval Process**

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## **Additional Benefits for Long-Term Partners**

For institutions engaging in multi-year partnerships, additional benefits may include:

- Access to exclusive artist Q&A sessions and academic discussions.
- Priority in hosting traveling mural exhibits.
- Co-branding opportunities on museum guides and cultural outreach materials.

For further inquiries, please reach out to our partnership team.