

Strategic Partnerships vs. Licensing Understanding the Differences

The Strategic Partnerships Program is designed for museums, universities, libraries, and cultural institutions interested in collaborating on historical, educational, and cultural initiatives tied to the USA 250th Anniversary Mural.

Due to high demand and limited resources, we are accepting only 25 Strategic Partnerships per year for 2025 and 2026. Strategic Partners must be self-sufficient, as we do not provide direct funding, grants, or create custom educational content.

By applying, institutions agree to:

- Independently manage their projects while adhering to mural branding and historical integrity guidelines.
- Develop their own educational materials, research, or exhibits using approved mural assets.
- Secure their own funding and resources—we do not provide financial assistance.
- Apply separately for an Institutional Licensing Agreement if they seek mural usage rights for branding, advertising, or product-based purposes.

If your institution is interested in becoming a Strategic Partner, please review the details below to determine if this program is the right fit for your goals.

Feature Comparison: Strategic Partnerships vs. Licensing

Feature	Strategic Partnerships	Licensing
Primary Purpose	Collaborative partnerships that integrate the mural into educational, historical, and cultural initiatives.	Grants legal rights to use mural imagery for public displays, marketing, or commercial purposes.
Who It's For?	Museums, libraries, schools, universities, historical archives, cultural institutions, and research organizations.	Businesses, retailers, museums, educational institutions, government agencies, and corporate sponsors looking to use mural imagery for branding, products, or public installations.
Key Benefits	<ul style="list-style-type: none"> - Institutional collaboration on exhibits, educational resources, and research projects. - Opportunities for public programming, lectures, and cultural discussions. - Recognition as an official Strategic Partner. - Tier 2 & Tier 3 partners may receive permission for mural reproductions in approved museum, university, or library locations. - Approved mural-related digital materials for educational and cultural settings. - Recognition as an official Strategic Partner in mural-related documentation. 	<ul style="list-style-type: none"> - Legal permission to use mural imagery for branding, advertising, educational displays, or merchandise. - Official mural files, branding guidelines, and licensee recognition. - Tiered access to mural rights based on licensing level.
Usage Rights	<ul style="list-style-type: none"> - Collaboration on mural-based research, exhibits, or educational initiatives. - No commercial branding or product-based usage rights (Institutional Licensing Agreement required for this). 	<ul style="list-style-type: none"> - Yes – Official mural usage rights granted based on tier level. - Licensees may use mural imagery for ads, retail products, museum displays, and civic installations.
Revenue Model	No licensing fees. Institutions are responsible for their own resources, funding, and program execution.	Fee-based model with one-time payments, royalties, or annual renewals depending on use case.
Exclusive Rights?	No – Multiple institutions can participate in mural-related education and research collaborations.	Some tiers allow industry exclusivity (e.g., only one licensed beverage company, one apparel company).
Public Display of the Mural?	Only if the institution applies separately for an Institutional Licensing Agreement. Strategic Partners are recognized on the Digital Sponsor Wall in a column-based format, with uniform tiles placed in a tiered structure. Recognition on the Digital Sponsor Wall does not grant mural usage rights.	Yes – Licensees receive official mural files and can use them based on their licensing tier. Sponsor recognition follows the structured column format on the Digital Sponsor Wall, but only licensees receive mural usage rights.

	- A history museum hosts an exhibit on mural representations in American history.	- A corporate sponsor releases mural-themed apparel for a national campaign.
	-A university integrates the mural into a national research project on historical symbolism.	- A museum licenses the mural for a large-scale historical exhibition.
Example Use Cases	-A public library holds a panel discussion about the mural's themes of unity and progress.	- A government agency displays a mural print in a civic space.
	Step 1: Submit a Strategic Partnership Inquiry Form detailing how your institution will collaborate.	Step 1: Submit the Licensing Application Form and select a license tier.
	Step 2: Our team reviews your proposal and selects up to 25 partners per year.	Step 2: Application is reviewed for compliance with branding guidelines.
How to Apply?	Step 3: If approved, the institution signs a Strategic Partnership Agreement outlining scope and guidelines.	Step 3: If approved, an invoice and contract are sent for payment.
		Step 4: Upon payment, official mural rights are granted.

Cost Overview

Strategic Partnerships

Strategic Partners and Licensees are recognized on the Digital Sponsor Wall using a structured column-based format. Each sponsorship level is displayed in a designated column with a color-coded header that corresponds to its tier. All sponsor recognition tiles within each column are uniform in size, and placement is first-come, first-served within the tier. This ensures clarity, fairness, and an organized, scalable system for sponsor recognition.

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

- Strategic Partners do not pay for mural usage rights, but they are recognized on the Digital Sponsor Wall in a dedicated column corresponding to their sponsorship tier. Their tile is displayed at the appropriate level (Nova, Onyx, Gold, Silver, Bronze), ensuring structured visibility within their tier group.
- Strategic Partners selected for Tier 2 or Tier 3 partnerships may be required to purchase a mural print (\$7,500 for a 4' x 8' reproduction).

For details on Strategic Partnership tiers and responsibilities, see the [Strategic Partnership Tiers & Collaboration Levels document.]

Mural Licensing

Licensing is structured as a fee-based model where licensees pay for specific mural usage rights, such as advertising, branding, or public display. Licensees also receive recognition on the Digital Sponsor Wall using the structured column-based format. However, unlike Strategic Partners, licensees have official mural usage rights in accordance with their license tier.

- Licensing fees start at \$5,000 for small-scale retail usage and go up to \$100,000+ for exclusive branding rights.
- License costs vary based on intended use, distribution size, and term length.

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