



894 West Belmont Avenue, Fresno, California 93728

COMMERCIAL / NON-PROFIT PHOTOGRAPHY & VIDEOGRAPHY POLICIES

Thank you for your interest in Fresno Chaffee Zoo! We are pleased to consider your request to use the Zoo for your photography or videography project. Please review the following guidelines and fill out the accompanying application. If your application is approved, it will be subject to the terms and conditions outlined here.

If you are a part of a non-profit organization and applying to photograph or film at the Zoo for that non-profit organization, the following rates may not apply, but we ask that your organization still submit an application for approval.

Application Procedure:

Send the application via email to Fresno Chaffee Zoo's Marketing Department at marketing@fresnochaffeezoo.org with the subject line: "[Organization Name] - Commercial/Non-Profit Project Application." Applications must be submitted **at least two (2) weeks** in advance. No project will be approved without a completed application.

This application does not constitute an agreement between you and Fresno Chaffee Zoo unless the Marketing Department has signed and approved your application.

IMPORTANT COMMERCIAL/NON-PROFIT PHOTOGRAPHY & VIDEOGRAPHY GUIDELINES:

- Photoshoots and video productions cannot disrupt Zoo guests, animals, or staff in any way. Projects cannot affect visitors' access to pathways and exhibit viewing areas. No animals may be handled, and participants must not cross any exhibit barriers. The health and safety of our guests and animals are our primary concern.
- Participants must stay on designated pathways and visitor-approved areas. Entering non-public areas, exhibits, or animal care areas without the explicit permission of the Zoo is strictly prohibited.
- Do not disturb the Zoo's landscape, which includes not climbing on trees, climbing on/moving rocks, or stepping into garden areas, etc.
- Feeding or disturbing the animals, including throwing objects, tapping or banging on exhibit glass, and playing music in the Zoo is strictly prohibited.
- Equipment deemed to disturb the animals or guests will not be allowed. Unmanned Aircraft Systems (drones) or any similar remote-controlled vehicles/flying devices are not allowed for photographing/filming without prior approval. Approval will depend on flight areas and species affected. Animal care staff may be required to be on hand to monitor animal wellbeing during flight. The Zoo still reserves the right to revoke permission at any time due to animal safety.
- Other prohibited items include: Balloons, glitter, confetti, glass containers, straws, rice, bird seed, flower petals, frisbees, wheeled shoes / scooters / bikes / hoverboards /skateboards / segways, weapons of any nature or other related items that are deemed dangerous, suspicious or inappropriate, flammable liquids and gases/explosive devices or related materials, paint and related marking materials, including spray cans and other aerosols.



894 West Belmont Avenue, Fresno, California 93728

COMMERCIAL / NON-PROFIT PHOTOGRAPHY & VIDEOGRAPHY POLICIES

Terms and Conditions:

1. **Standard Fees:** Approval for photoshoots and video productions are set by Fresno Chaffee Zoo and are based on a variety of factors, such as the nature or purpose of the project, its potential promotional value to the Zoo, the potential disruption to the Zoo, and the extent to which Fresno Chaffee Zoo staff is required to support the project.

- **For commercial photography:** \$500 minimum for two (2) hours, with a \$250 charge per hour thereafter for a crew of up to four (4). (Additional fees will apply to larger crews.)
- **For commercial videography:** \$1,500 minimum for two (2) hours, with a \$750 charge per hour thereafter for a crew of up to four (4). (Additional fees will apply to larger crews.)
- **Location fee:** The Zoo reserves a right to **add a location fee** if the project is deemed to take place in a high-traffic area and requires changes to operations or guest experience.
- **Escort:** All members of your crew must be accompanied by a member of Fresno Chaffee Zoo's Marketing Department staff while on Zoo grounds. **The fee is \$60 per hour per staff member.** Fresno Chaffee Zoo reserves the right to determine if additional staff is needed if the production is deemed too large. If your crew requires an escort from the Animal Care, Education, or Safety and Security Staff, or a member of the Executive Team, **the fee is \$80 per hour per staff member.** Your crew must stay with your escort at all times.
- **Interviews:** If your crew wishes to include interviews with Zoo staff, interview requests must be submitted within this application (in the Description of Project section) to the Marketing Department. **Additional fees may apply.**

2. **Scheduling:** All applications must be submitted **at least two (2) weeks in advance.** Photoshoots and filming productions must take place during regular daytime Zoo admission hours. Hours can vary for special events or holidays. Additional rates and approval apply for projects conducted outside of Zoo's operational hours. Site location and time of photoshoot or production must be approved by the Marketing Department. Fresno Chaffee Zoo and its facilities are subject to weather variations, temporary closing of buildings, and other adjustments. In these instances, Fresno Chaffee Zoo will make every reasonable attempt to re-schedule, although there will be no refund of the fees for reasons beyond the Zoo's reasonable control.

3. **Payment:** Planned production must be paid in full at the time of booking. No refunds will be issued for cancelled bookings. Dates may be rescheduled, however, any changes must be agreed upon by the Marketing Department in advance. Requests to reschedule must be submitted **no later than one (1) week in advance** of the agreed-upon date.



894 West Belmont Avenue, Fresno, California 93728

COMMERCIAL / NON-PROFIT PHOTOGRAPHY & VIDEOGRAPHY POLICIES

4. **Access:** During regular Zoo hours, photoshoots and filming must be conducted from public access areas in such a way as not to interfere with Zoo animals, guests, or staff. At no time will access or viewing by the guests be obstructed. Access to or photographing and filming in animal care areas is not permitted without prior approval which may be granted or withheld at Fresno Chaffee Zoo's discretion. **You, and your crew, understand and agree that any activities conducted from locations other than public access areas involve potential contact with wild and dangerous animals and that such activities could result in injury, including death, and destruction of your property. You, and your crew, hereby release Fresno Chaffee Zoo from any and all damages arising out of or related to your photoshoot or video production on Zoo grounds.**

5. **Props & Equipment:** All props must be pre-approved by the Marketing Department. Please refer to page one (1) for a list of prohibited items. Any use of electrical equipment or additional lighting must be approved in advance of the project. All cords or wires must be placed in such a manner as not to alter any pathway and cannot pose a risk to guests, animals, staff, or volunteers. The Zoo has limited power and electrical access, so guest will supply their own.

6. **Limitations:** The Zoo's permission is limited to the activities stated within this application. Fresno Chaffee Zoo grants you (and your crew) permission to enter onto the specified locations at the specified times for the agreed-upon activities only. Applicant agrees not to:

- Use the name "Fresno Chaffee Zoo" or any of Fresno Chaffee Zoo's trademarks, service marks, logos, or other proprietary marks without prior consent from the Zoo.
- Use the photographs, film, or any other work created from this agreed-upon activity other than those proposed and expressed within the application.
- Photograph and/or film, distribute, or otherwise commercialize the likeness of any Fresno Chaffee Zoo guests, patrons, volunteers, or staff without each person's separate, written consent. The applicant would be responsible for securing all written permissions.

7. **Zoo Image:** The guest agrees that photography and/or videography taken at Fresno Chaffee Zoo will not portray Fresno Chaffee Zoo, exhibits, animals, volunteers, staff, or guests in any way inconsistent with our mission or values.

8. **Insurance:** You are accountable for your actions, the actions of your crew, and any damage to Fresno Chaffee Zoo facilities and property. No later than **three (3) days before the scheduled project, you must provide Fresno Chaffee Zoo with a valid certificate of insurance covering all participants and naming Fresno Chaffee Zoo as additionally insured. If proof of insurance is not supplied, the project will be cancelled. No refunds will be given.**



894 West Belmont Avenue, Fresno, California 93728

COMMERCIAL / NON-PROFIT PHOTOGRAPHY & VIDEOGRAPHY POLICIES

9. **Damages:** Participants will not damage, destroy, or remove any plants, animals, or property, nor will participants interfere with the public's use and enjoyment of the Zoo. Any damage or loss to plants, property, or animals that occurs during photographing or filming will be assessed and charged back to you. The Zoo is not responsible for any lost, stolen, or damaged equipment while on Zoo property. Flash photography is not permitted due to animal welfare-related circumstances unless permission is otherwise granted by the Zoo.

10. **Indemnification:** You agree to hold Fresno Chaffee Zoo, including its staff, volunteers, board, and guests harmless and indemnify them against any and all liability and loss which any such person may incur by reason of, arising out of, or related to the activity covered in this application, including without limitation, the injury or death of any person or damage or destruction to any property caused by you or any party entering Fresno Chaffee Zoo with your authorization.

11. **Credit:** Fresno Chaffee Zoo will be acknowledged in the production, publication, website, and other promotional materials when requested by the Marketing Department. Conversely, if the Fresno Chaffee Zoo Marketing Department sends a written notice to cease any acknowledgment or use of the Zoo's name, the applicant will do so immediately. The Zoo also reserves the right to receive a copy of all photographs/film and any accompanying text for archival purposes.

12. **Agreement:** The Zoo reserves the right to refuse permission for any photoshoot or production that is determined to not be in the best interest of the Zoo or does not align with the Zoo's mission and values. **The health and safety of our animals, staff, and guests is our primary concern.** Fresno Chaffee Zoo may elect to end your project at any time if, in the Zoo's sole discretion, any person, animal, property, facility, or facility operation is interfered with or endangered. You understand to be bound by all decisions made by the Marketing Department or Zoo staff.



894 West Belmont Avenue, Fresno, California 93728

Commercial/Non-Profit Photography & Videography Application:

Organization: _____

Contact: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Office Phone: _____ Cell Phone: _____

Email: _____

Requested Day of Production: _____

Time (including set up and break down): _____

Number in crew: _____

Exact Locations Requested in Zoo (including estimated time at each site):

Type of Project:

- | | |
|--|---|
| <input type="checkbox"/> Television/online commercial | <input type="checkbox"/> Educational photography/film |
| <input type="checkbox"/> Print advertisement | <input type="checkbox"/> Stock photos/footage |
| <input type="checkbox"/> Editorial photography | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Television/online programming | |

Are you a part of a non-profit organization?

- Yes: _____
- No



894 West Belmont Avenue, Fresno, California 93728

Description of Project:

Equipment and Props to Be Used:

Signatures:

Applicant: _____ Date: _____

Fresno Chaffee Zoo: _____ Date: _____

To be completed by Fresno Chaffee Zoo:

First 2 hours for photography (\$500) or film (\$1,500) production	\$ _____
_____ additional hours at \$250 (photography) or \$750 (film) per hour	\$ _____
_____ Marketing Department staff escort(s) at \$60/hour	\$ _____
_____ additional staff escort(s) at \$80/hour	\$ _____
Location fee	\$ _____
Additional fees	\$ _____
TOTAL FEES DUE	\$ _____