

COMMERCIAL PHOTOGRAPHY AND FILMING POLICY NORTH CAROLINA MUSEUM OF ART

1.0 Introduction

The North Carolina Museum of Art receives photography and filming requests from individuals and commercial entities desiring to use the property of the Museum for such activities. This policy defines the process for evaluating such requests.

2.0 Personal Photography and Filming

Photography for personal use is allowed. (Exceptions apply for certain works of art. These exceptions are noted on-site.) Tripods, lights, tracks, and other types of equipment are prohibited.

Bridal or wedding party photography is permitted only if the party is renting space at the Museum as a special events venue. All other bridal or wedding photography and filming are governed by Section 3.0, "Commercial Photography and Filming."

3.0 Commercial Photography and Filming

Any party seeking to photograph or film at the North Carolina Museum of Art for commercial use must submit a formal request. Commercial use is defined as:

- 1) any non-personal use that promotes a product, firm, or organization (either profit or nonprofit), or,
- 2) any use undertaken for a business purpose rather than for hobby, recreational, educational, or other similar purposes.

Any commercial photography involving political, religious, social, or other subject matter deemed counter to the Museum's mission is prohibited. All commercial photography requests will be reviewed and approved at the discretion of the Director of Marketing whose decision will be final. All legal rights of artists and owners of art objects must be respected.

4.0 Filing a Request for Photography or Filming

Requests must be submitted in writing to the Director of Marketing at least 7 working days before the photography or filming is scheduled:

Karlie Marlowe

kmarlowe@ncartmuseum.org

Requests must include the following: a detailed description of the proposed event; the number of people involved in the event; the proposed location(s) on the Museum property or galleries where the event is intended; and, the type of camera equipment planned for use during the event. The request should also indicate if special parking or access is needed.

Upon approval of the initial request, the Director of Marketing will submit the approval to the Special Events Coordinator for contract discussions and completion.

5.0 Commercial Requirements for Filming

It shall be the sole responsibility of the requesting party to cover all costs and present documentation that all copyrights, royalty rights, and moral rights of artists and artisans whose works may be involved in the photography or filming have been protected.

Requests for commercial filming at the North Carolina Museum of Art may also require the following prior to final approval, if granted:

- a. A commercial general liability insurance certificate with limits of \$1 million per occurrence, naming the North Carolina Museum of Art and its employees and agents as additional insureds. This may be waived, depending on the scope and size of the proposed event.
- b. A damage deposit prior to the arrival of any production vehicles on the campus. This damage deposit will be returned in full when filming locations are inspected by Museum officials and found to be in satisfactory condition.
- c. A signed contract approved by the Special Events Coordinator.

6.0 Fees

If a commercial photography or filming event is approved, a fee of \$150 per hour, with a two-hour minimum, will be charged if event occurs during regular Museum operating hours. If photography occurs outside of regular operating hours, a fee of \$250 per hour (two-hour minimum) will be charged.

In addition to these fees, additional facility or catering fees may also be involved in the final contract. Such fees will be determined by the Special Events Coordinator based on the approved fee structure in place at the time the request is submitted.

7.0 Exceptions

Exceptions to this policy may be granted on a case-by-case basis when such photography or filming clearly promotes the Museum as a cultural institution or special events venue and properly protects the

legal rights of artists and owners of art objects included in the photography or filming (copyrights, royalty rights, and moral rights).