



CAPE FEAR BOTANICAL GARDEN

Photography Policy

FEES

Professional Photographers/Videographers - Non-members:

Any photo shoot taking place at the Garden with a professional photographer is subject to a \$150 fee per hour. In order to perform a photo shoot, a professional photographer or their client must make an appointment with the Garden for a scheduled day and time. All appointments must be within the Garden's operating business hours: Mon-Sat 10 a.m.-5 p.m., Sunday noon-5 p.m. An additional \$50 hourly fee may be added if a photo shoot is scheduled before or after Garden hours.

Professional Photographer/Videographer Members:

If the professional photographer chooses to become a corporate member at the Bronze Photographer Level or higher (\$250 +), scheduled photo shoots are included in their membership. This includes the photographer, their staff, and those clients participating in the photo shoot. All appointments must be within the Garden's operating business hours: Mon-Sat 10 a.m.-5 p.m., Sunday noon-5 p.m. An additional \$50 hourly fee may be added if a photo shoot is scheduled before or after Garden hours.

Motion Pictures:

Full Day: \$10,000 minimum. All location shoots must have at least one Garden employee assigned to project with an additional fee of \$50/hour. Security Staff, if deemed necessary by the Garden, are an additional \$25/hour/person.

Media/Press Photography:

Media organizations must contact the Marketing Department before filming of any kind at the Garden. No fees will be charged to photographers with appropriate news credentials. Marketing Office: 910-486-0221 x21

1. Before approval for a shoot can be given, full details on the nature of the project intended use of the photos, film or videotape, the proposed dates, times, number of people involved, and any other pertinent information must be submitted prior to day of shoot.
2. For commercial use, a copy of the script/text/storyboard also must be submitted for approval. Once approval has been granted, a Certificate of Insurance indicating liability coverage in the amount of \$1,000,000 against damages to persons, grounds, buildings, or plant life, and naming the Garden as an additional insured, must be presented before photography/filming is to take place.
3. Appropriate attire is required at all times. Public Restrooms must be used for changes. When available, facilities other than public restrooms may be used for an additional \$50/hour.

4. Photographers are not allowed to block pathways or visitor access to any area of the Garden.
5. Flowerbeds or other plant displays may not be entered or disturbed. Plant labels and other signs may not be changed or removed.
6. Photos and videos depicting recognizable images such as buildings, structures, landscapes, display beds, water features, benches, statuary, artwork or any other element that is recognizable as the Cape Fear Botanical Garden are NOT to be sold or used for any commercial purposes without advance review and authorization by Cape Fear Botanical Garden. Projects will be approved on a case by case basis. Wedding and bridal photo shoots are not subject to this guideline if they have paid appropriate fees as described on page one of the photography policy.
7. You must arrive prior to 3 p.m. to begin your shoot. Photo sessions must be complete by 4:30 p.m., no exceptions.
8. Crews must be able to complete the shoot with their own equipment (e.g., extension cords, lights, generators); Garden electric power may not be used without prior permission.
9. Vehicles may not be driven on the grounds. Crews must be prepared to hand carry equipment in and out. For a fee of \$25/hour a Garden vehicle and driver may be hired subject to availability.
10. The Garden may, at its discretion, require the following credit line: "Photographed (Filmed/Videotaped) on location at Cape Fear Botanical Garden, Fayetteville, NC." Add U.S.A. if distributed outside the United States.
11. The Garden reserves the right to cancel permission at any time without penalty or refund.
12. If cancellation occurs due to poor weather, rescheduling is contingent upon availability of the grounds.
13. Any and all damages or losses to the property will be the responsibility of the outside organization requesting access to the Garden.
14. The Garden is a smoke-free campus; smoking is not allowed inside the Garden grounds or in the parking lots.

Student and Non-profit Photography:

Student photographers and nonprofit organizations are subject to the same guidelines that apply to commercial projects. Some fees may be reduced or waived. Formal requests for reduced or waived fees must be made on organizational letterhead 10 days prior to any photo session.

To schedule a photo session or for additional questions, please call the Director of Events at (910) 486-0221 Ext. 31.

The Garden reserves the right to refuse admittance for wedding or bridal photography and/or change the Photo Policy without advance notice.