



CAPE FEAR BOTANICAL GARDEN

POST OFFICE BOX 53485 • FAYETTEVILLE, NORTH CAROLINA 28305  
(910) 486-0221 • WWW.CAPEFEARBG.ORG

## Cape Fear Botanical Garden Photography Policy

We are delighted that you are considering Cape Fear Botanical Garden (CFBG) as the location for your photos. The guidelines outlined below are intended for all guests, but a reservation is necessary for those who wish to use CFBG as a backdrop for posed or directed photography. We ask all photographers to please help us to maintain the integrity of the Garden by honoring these policies. They are intended to ensure that the Garden can fulfill its mission of transforming people's relationship with plants and the natural world.

Cape Fear Botanical Garden defines photography in three different ways:

### **Guest Photography**

Photographs are a wonderful way to remember your visit. For your own enjoyment, visitors and members are welcome to take snapshot photographs of plants, individuals and subjects that capture the events of your visit. CFBG defines a **snapshot** as an informal photograph that is shot spontaneously and quickly without artistic intent. Guests should still observe our policy under General Photography Policies. You may share your photos of the Garden on social media outlets, including Facebook, Twitter and Instagram.

### **Portrait Photography**

CFBG defines portrait photography as: wedding, engagement, quinceanera, family, maternity, portfolio, prom, graduation, and any other posed portraiture of individuals by professional or amateur photographers, whether PAID or UNPAID. CFBG reserves the right to further define Portrait Photography on a case-by-case basis. All photoshoots must be scheduled in advance with the Events Department.

### **Commercial Photography**

CFBG defines commercial photography as fashion shoots, advertisements and promotions. Please contact the Events Department for further information

### **Photography Membership**

The Garden requires all photographers, professional or amateur, shooting portrait or commercial photos to be a photography member or pay the one-day fee as described below:

**\$350** – Photography Membership: Includes the member, staff and clients accompanying them for the photoshoot.

**\$500** – Photography Studio Membership: Includes the member, staff and clients accompanying them for the photoshoot. All studio photographers may schedule and hold shoots without the primary member present.

The Garden reserves the right to waive the photography fee at its discretion.

### **Photography Membership Includes:**

- One (1) year unlimited scheduled photoshoots (during regular Garden hours)
- Placement on a preferred vendor list which is provided to clients booking events with the Garden
- Free admission to the Garden for assistants and clients (max 15 per shoot)
- Six (6) one time use guest passes
- Household membership benefits for business owner

### **One-day Non-member Photoshoot Includes:**

- Admission for the photographer, staff and clients accompanying them for the photoshoot. The required fee is **\$150:** 1-14 people; or **\$250:** 15 or more people

### **Portrait Photo Policy**

All portrait and commercial photography must be approved and scheduled in advance with the Event Department staff. Photographers who do not pre-schedule may be approached by staff members during their photo session regarding scheduling and payment. Photography members and non-members are allowed a maximum of two 2-hour sessions per day. **Any exceptions to this must be agreed upon and set by Events Department.** The Events Department can be reached at: 910-486-0221 Ext. 30 or Ext. 39

### **Reservations**

Reservations and payments for members or non-members are approved and accepted 4 weeks to 48 hours prior to your photoshoot. **Both members and non-members must check-in with Visitor Services prior to beginning their shoot.**

### **Artists and Nature Photographer**

When visiting on their own, artists and nature photographers do not need to schedule their shoots with the Events Department. But they must adhere to the policies listed below, avoiding damage to plants and disruption of other visitors or the Garden. **Photos taken in this capacity are not to be used for commercial gain (i.e.: profit, income, etc.)**

Any photographers seeking to bring a class for a field trip to the Garden, or photo clubs planning to visit, must register their groups in advance and may incur a fee.

### **CFBG Brand**

The image logo and name of CFBG can only be used by outside parties with permission from our Marketing Department. Please call to make those arrangements in advance.

### **Cancellation Policy**

Cape Fear Botanical Garden and its facilities are subject to weather variations and temporary closures. The Garden will attempt to reschedule should a session need to be canceled. Shooting dates may be adjusted in the event of inclement weather; any changes must be agreed upon by our Special Events department.

### **General Photography Policies**

- All clients must arrive camera-ready, as there are no dressing room facilities.
- Balloons, kites and flying lanterns are prohibited. Contact the Events Department for the full list of props that are prohibited.
- Drone photography is not permitted, in order to ensure Gardens visitor's safety and privacy.
- Moving or removing plants (inside or out) or structures that are part of the Gardens – such as benches, containers, displays, plant signs, fences, etc. are not permitted.

- No models and crew members may step in flower beds, fountains or places other than on designated paths. Climbing or mounting equipment in trees or on buildings is not permitted.
- All models and crew members must be fully and appropriately clothed.
- Any use of electrical equipment, including additional lighting, must be approved in advance of the shoot. All cords or wires must be placed and guarded in a way that doesn't alter the pathways and put Garden visitors at risk.
- Photographers will be held accountable for their actions and those of clients, crew members and models if they damage Garden facilities and property. Photographers will be held liable and be responsible for the cost of repair or replacement.
- All appointments must be completed 30 minutes before closing, unless prior arrangements have been made with Events Department.

By signing below, I acknowledge that I understand the policies as contained herein.

\_\_\_\_\_  
Photography Member

\_\_\_\_\_  
Date

**With your Photography Membership at Cape Fear Botanical Garden you will receive the benefits listed below.**

**Photography Membership \$350**

New member \_\_\_\_\_

**Photography Studio Membership \$500**

Renewing member \_\_\_\_\_

Member # \_\_\_\_\_

Title:  Mr.  Mr.  Mrs.  Ms.  Other \_\_\_\_\_

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Method of Payment:

Visa  MasterCard  Check payable to CFBG

Credit Card # \_\_\_\_\_

Exp. date \_\_\_\_\_ Code# \_\_\_\_\_

Signature \_\_\_\_\_

- Free admission for a full year during regular operating hours
- Free or reduced admissions rates to over 300 botanical gardens
- 10% off on Garden Gift Shop purchases and private outside facility rental
- Preferred pricing on special events like Holiday Lights, education workshops and classes
- Invitation to participate in member-only activities
- Free one year subscription to *Better Homes and Gardens* or *Martha Stewart's Living* magazine
- Discounted subscription to *Carolina Gardener* magazine