

Utica Zoo Photo Policy

If you would like to arrange a photography shoot involving zoo staff or need an image for a publication, please contact our Visitor Experience and Marketing Manager Mark Simon at 315.738.0472 ext. 49. Utica Zoo recognizes the desire by photographers of different skill levels to use the zoo environment and its inhabitants for commercial purposes. This policy is designed to fairly address the need for all levels of photographers. If you have taken an image at Utica Zoo while visiting that you would like to use commercially, you may do so only upon meeting the following requirements:

Request for Permission:

Fax 315.738.0475 or mail a copy of this signed agreement to Utica Zoo, Photo Permission, 1 Utica Zoo Way, Utica, NY 13501. Submit your high resolution, non-watermarked digital image to Utica Zoo via e-mail to info@uticazoo.com (Subject line: Photo Permission) or on CD/flash drive to Utica Zoo, Photo Permission, 1 Utica Zoo Way, Utica, NY 13501. Images must be at least 300 dpi at 4" x 6" minimum. Highest quality JPG via e-mail (not to exceed 10 megabytes per e-mail) or TIFF, PSD, or RAW formats via CD/flash drive for larger files. If, in Utica Zoo's sole discretion, the image is in support of Utica Zoo and its mission "to create unique experiences and promote public appreciation of wildlife through education, conservation and recreation," Utica Zoo will countersign and return a copy of the agreement to you at the fax number, email, or mailing address provided. Upon receipt of this signed agreement, you may market and sell the image as defined herein. Utica Zoo reserves the right to refuse permission for images that are not determined to be in the best interests of Utica Zoo. You agree that Utica Zoo is granted unlimited use of submitted and approved photos for advertising, education, and/or promotion without compensation to photographer, in perpetuity. Although photo credit will not appear in advertising, it will be applied elsewhere when practical. Utica Zoo's license to use submitted photos is nonexclusive. The photographer retains the rights to the original negatives or files. If a photographer is found in non-compliance, Utica Zoo has the right to pursue legal recourse. Utica Zoo reserves the right to amend this agreement at any time, without notice.

Images for Publications:

If personal images taken at Utica Zoo are to be sold (or printed without fee) for use in a publication, a document stating the intended use must be signed and received by the Utica Zoo at least four weeks prior to printing. Images cannot be sold or used in publications that do not support Utica Zoo and its mission. Captions for all photos must be e-mailed or faxed for approval and proper photo credit should be applied. This does not apply to members of the media in cooperation with Utica Zoo staff.

Prohibited under any circumstance:

Sale of images or merchandise/promotions in conjunction with photographs cannot use Utica Zoo's brand, logo, or name in images or as a promotional selling device. (For example, a beautiful image of a monkey on a t-shirt or poster with any reference to Utica Zoo – even a caption reading "I Love Utica Zoo" - would not be permitted.)

Fees:

If sale of the submitted image generates \$50 or more to the photographer in any calendar year, 20% of the fee received by the photographer is to be donated to the Utica Zoo Conservation Fund. This fee received by Utica Zoo is not to exceed \$500 for any one image per calendar year.

We appreciate your compliance with these basic guidelines and thank you for your support of Utica Zoo and conservation. The non-profit Utica Zoo expends significant funds caring for animals both in and outside the wild as well as creates the circumstances which allow photographers to take images of these animals and plants. In addition, the sale of images taken at our institution is a source of funding for our own wildlife programs.

I, the undersigned, am the photographer of the submitted image(s). I support the Utica Zoo and its mission. I will market and sell this image in ways that are beneficial to Utica Zoo and its stated goals and will only release digital images to third parties that agree to the same. (Royalty free images would be prohibited as usage cannot be guaranteed.) I will not use these images in ways that associate Utica Zoo or its animals/plants with organizations that are inconsistent with the goals of Utica Zoo.

_____/_____/_____
Photographer Signature Date

Printed Name Website (if applicable)

Social Media Sites / Usernames (if applicable)

Description of Image: _____

Address: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

_____/_____/_____
Utica Zoo Representative Date