



THE TOLEDO ZOO

OUR MISSION: Inspiring others to join us in caring for animals and conserving the natural world.

COMMERCIAL VIDEO & PHOTOGRAPHY GUIDELINES

The Toledo Zoo reserves the right to cancel any shoot at any time if it is not in the best interest of the Zoo animals or visitors, or if it defies the Zoo's mission or any of the guidelines outlined below:

Permission: Visitors to The Toledo Zoo are entitled to experience the Zoo with a minimum of distractions. Permission to video or photograph at the Zoo is granted subject to certain conditions. The project:

- must be consistent with the Zoo's mission and image
- may not hinder operations
- must not detract from the visitors' experience

Advanced Notice: Permission must be requested **at least three weeks in advance** from the Zoo's Marketing & Public Relations department.

Scheduling: Commercial filming requests are reviewed on a case by case basis taking into consideration time of year, time of day, days requested, locations requested, needs of request and must be coordinated with other Toledo Zoo events and happenings through the Public Relations Department.

Site Tours: A site tour and review of on-site requirements must be scheduled between the Zoo's Public Relations staff and members of the crew a minimum of five days in advance of the shoot. At this time, all shooting locations, building access and parking arrangements must be addressed and agreed upon. In certain cases, an on-site tour may not be required, and the production company's requirements, as well as the Zoo's requirements, may be reviewed by telephone.

Guidelines:

- For all video and still photography produced on Zoo grounds for commercial purposes, the [attached written agreement](#) must be entered into with The Toledo Zoo and a fee paid per the current fee schedule.
- The safety of Zoo visitors and animals is of the utmost importance. Video and still photography will not be permitted if it disrupts visitors' use and enjoyment of The Toledo Zoo's facilities during posted public hours.
- Video and still photography will not be permitted if it poses a hazard to or disrupts the Zoo animals in any way. Loud noises, certain lights/equipment or sudden movements may disturb the animals. All such things must be approved in advance to ensure animal safety. Film crews will follow all instructions given by Zoo staff to ensure the animals will not be disturbed.
- All filming and photography shoots must be done from public viewing areas. Permission will not be granted for filming or photography of non-public areas.
- Commercial photos taken at The Toledo Zoo cannot depict the Zoo in a negative light, nor should it have any association with organizations that are inconsistent with The Toledo Zoo's mission and image.

No anthropomorphizing of any animal is permitted.

- The Toledo Zoo reserves the right to refuse permission for any video and/or still photography shoot that is determined not to be in the best interests of The Toledo Zoo.
- The size of crew, number of talent and amount of equipment must be agreed upon prior to confirmation and no later than the site tour.

Location Fees: Location fees are set by the Zoo depending on a variety of factors, such as the nature and purpose of the project, its intended market, its potential promotional value to the Zoo, the potential disruption to Zoo animals and visitors, the extent to which the Zoo is required to support the project, the length of the shoot, and the extent to which the rights to the final product are shared with the Zoo.

- Current standard fee schedule:
 - \$1,500 for the first two hours, two-hour minimum
 - \$350 for each additional hour
 - \$5,000 per day (8 hours)
- Fees include coordination of filming and a required on-site escort. Additional fees for setup and cleanup, golf carts, and keeper's assistance will also be applied if applicable.
 - Golf cart - \$75 (*cannot guarantee the availability of a golf cart during public hours*)
 - Zookeeper time – \$100 - \$200/ hr (*Zookeeper may not be available before or after public hours*)
- Payment of all agreed fees **must** be made prior to shooting. Additional costs incurred during the project will be billed and must be paid at the end of the project. Any billing requirements must be discussed and approved prior to commencing filming or photo shoots on-site.
- A **50% deposit is due two weeks prior** to the scheduled shoot. The remaining portion is due within one week of the photography shoot. All checks should be made payable to The Toledo Zoo.
- For complex projects, the maximum daily location fee will be determined on an individual basis.
- Filming at The Toledo Zoo is subject to weather conditions, temporary exhibit and building closures. We will attempt to reschedule, but there will be no refund of the daily fee.
- Photos that are being used for commercial purposes that have not been subjected to the shooting fees are subject to a fee of 15% of all sales or a one-time payment of **TBD** (whichever is greater).

Credit & Use:

- The production company will acknowledge The Toledo Zoo in its production should it use any video or photos shot at The Toledo Zoo.
- Video and photos shot at The Toledo Zoo are only to be used for the purpose stated in the Commercial Film and Photography Application and Agreement. The company may sell its final product as noted in Agreement but is not permitted to sell individual segments or images shot at The Toledo Zoo or provided by The Toledo Zoo.
- The Toledo Zoo's name, logo, Arctic Encounter[®], Hippoquarium[®] and North Star Trading Post[®] are registered trademarks owned by The Toledo Zoological Society. Permission must be obtained from The Toledo Zoo in writing to use any of these names and/or trademarks in promotional or other materials.

- The production company is responsible for obtaining model releases for anyone who appears in its filming/photography while on Toledo Zoo premises. Copies of these releases must be made available for the Zoo. The Toledo Zoo will provide releases for any staff member or volunteer interviewed by the production company.

Ownership: Except as otherwise agreed, all video and photographs shot by the production company shall belong to it. The company shall provide a copy of the final product to the Zoo for archival purposes.

Broadcast Rights: The production company may sell its final product for broadcast by others but may not sell individual images shot at the Zoo or provided by the Zoo separate from its product. In addition, the company may not use images taken at or provided by the Zoo in connection with productions which do not directly involve the Zoo, without its prior written consent. The Zoo reserves the right to review the scripts for all scenes involving the Zoo for factual accuracy and consistency with its mission and image.

Insurance:

- In addition to signing the [Hold Harmless](#) agreement, Insurance requirements for location filming/shooting are:

General Aggregate	\$1,000,000
Personal & Advertising Injury	\$1,000,000
Each Occurrence	\$1,000,000
Umbrella	\$1,000,000
Auto	\$1,000,000
Medical Expenses (any one person)	\$5,000
Copy of Workers Compensation Certificate (covering all participants; received in advance)	

- Production company will be required to obtain additional coverage and name The Toledo Zoo as additional insured. Production company will be required to furnish a certificate of insurance to The Toledo Zoo.
- The production company is fully responsible for all damages occurring at The Toledo Zoo during its use, and agrees to pay for all repairs deemed necessary by The Toledo Zoo.
- Exhibits may not be altered or moved. Nothing may be permanently attached to walls or other structures. No tape may be applied to walls or exhibits.

Electrical and Lighting Needs:

- Power and electrical requirements must be discussed and approved in advance and be included in the written Application. An additional fee may be applied.
- Lighting restrictions may apply to certain areas of The Toledo Zoo. The number of lights and their placement must be monitored by a member of the Marketing and PR Department.
- Exhibit lighting may not be altered without permission from a member of the Exhibits Department and/or the Animal Department.
- Any and all cords/cables/wires must be placed and guarded in such a manner so as not to alter the pathway and must eliminate risk to visitors, animals and staff.

- Flash photography is permitted, unless otherwise indicated at a specific exhibit.
- Tripods and monopods are permitted as long as they do not impede visitor walkways or the view of an exhibit to Zoo visitors.

Other:

- The Toledo Zoo does not endorse the applicant's project or any other products of applicant, and applicant shall make no representation to the contrary.
- Zoo escorts, Animal Department personnel or Zoo administrators may elect to abort any or all filming and related activities at any time if, in their sole judgment, any person, animal, plant, exhibit, property or facilities are interfered with or damaged. The applicant agrees and understands to be bound by such decision made by Toledo Zoo personnel.
- The Toledo Zoo reserves the right to prohibit the release of the product with Toledo Zoo credit for failure to comply with this policy/agreement or other standing Toledo Zoo rules and regulations.
- The Toledo Zoo reserves the right to review the scripts for all scenes involving the Zoo for consistency with its mission and image.
- The Toledo Zoo has the right to approve or deny use of The Toledo Zoo name or image in any context, and has the right to review/approve all scenes involving The Toledo Zoo.
- The company will provide a copy of the final product to The Toledo Zoo.
- Storage of any kind is extremely limited and cannot be guaranteed.
- No outside animals, plants or catered food is permitted on Toledo Zoo property.

Vehicles and Parking:

- Parking near the location of the shoot is not available. Parking needs must be addressed in advance of the shoot and included in the Application.
- No vehicles are permitted on Zoo grounds during posted public hours, unless escorted by a Zoo representative. If a golf cart is requested, one may be used with a Toledo Zoo driver. All equipment and/or people involved in the shoot need to fit on a four-person golf cart or walk to their destination. (As noted above, an additional fee will be applied for golf cart use and golf cart usage is not guaranteed.)

If you comply with these rules and would like to discuss a possible photo shoot or use existing photographs for commercial purposes or publication, follow the procedures outlined below:

NEXT STEPS TO SCHEDULE A SHOOT:

- Submit your **fully completed [application](#)** at least **three weeks in advance of requested shoot date** to the Marketing and Public Relations Department at the contact information on the bottom of the application.
 - Your request will be reviewed and you will be contacted within five business days. If your request is approved, the Commercial Film & Photography Agreement will be drawn up between the two parties and a 50% deposit will be due.
 - Please note that proper photo credit must be given for all existing photos.