



## Brooklyn Botanic Garden Photography and Filming Policy and Procedures

### I. GENERAL POLICIES FOR ALL PHOTOGRAPHERS

We ask all photographers to honor these policies when using Brooklyn Botanic Garden (BBG) as a backdrop for any photography or filming. The Garden maintains the right to adjust these policies, in specific instances, in the best interests of the Garden and the general public.

- Personal use, noncommercial photography—including portrait and student photography—may be conducted during hours that the Garden is open to the public.
- Noncommercial professional photographers, videographers, and student photographers must preregister with BBG's Registration Office.
- Noncommercial photography and videography using more than one camera, using a tripod or any lighting, reflectors, props, or other equipment, and/or groups of five or more must register and receive written approval at least seven (7) business days in advance of the shoot. Fees commensurate with the demands placed on the Garden by the shoot will incur.
- Commercial and editorial photography and filming and student photography can be conducted Tuesday through Friday. All commercial and editorial photography and filming must receive written preapproval from BBG's Communications Office. Fees commensurate with the demands placed on the Garden by the shoot will incur.
- Follow instructions given by Garden personnel. Photographers may be asked to restrict their activities to certain places or times, depending on the Garden's schedule and the size of the group.
- Avoid damage to collections and disruption of visitors and Garden activities. Photographers, models, and equipment are restricted from Garden collections and planting areas and may not block or interfere with normal pedestrian or vehicular traffic. The Garden and photo location will be open to the public during session.
- Clients/models must arrive camera ready as there are no dressing room facilities. Clients/models are not permitted to change in BBG restrooms or public spaces. Exceptions are for large, prearranged commercial/editorial shoots upon payment of applicable fees.
- All photographers, videographers, and their parties must follow all rules of the Garden, including but not limited to the following:
  - Do not climb trees.
  - Do not touch or move plant life.

Do not step on the plants or plant beds.  
Do not hang any objects, including props or lighting, from trees, other plants, or BBG property.  
No smoking.  
No food or drink allowed except in designated areas.  
Animals (except service animals) and plants are not allowed in the Garden.  
No amplified sound or sound from musical instruments.  
No entry permitted in areas designated as restricted by the Garden.

- The Garden assumes no responsibility for loss, theft, or damage to equipment or other property.

## **II. NONCOMMERCIAL PHOTOGRAPHERS**

Photographers are welcome to take photographs of the Garden for their own use and enjoyment, but please observe the rules in BBG's general Photography Policy. Photographers intending to sell their images, now or in the future, must pay all applicable fees and follow the rules regarding commercial or editorial photography and filming. Photographers not intending to sell their images do not need to register, but must follow all rules of conduct in the Garden, including avoiding damage to collections and disruption of visitors and garden activities.

Noncommercial professional photographers, videographers, and student photographers must preregister with BBG's Communications Office. Groups of five or more, or photographers using more than one camera, a tripod or any lighting, reflectors, props, or other equipment, are required to pay a fee commensurate with the demands placed on the Garden by the shoot. Noncommercial photographers and videographers may be asked by any BBG staff to restrict their activities to certain places or times, depending on the Garden's schedule and the size of the group.

## **III. COMMERCIAL AND EDITORIAL PHOTOGRAPHY**

Any photographer, videographer, or artist who intends to use images of the Garden for commercial, professional, editorial, advertising, or promotional purposes not related to BBG must complete a Commercial and Editorial Photography and Filming Application (see below), including the Photography Property Release provided by the Garden, and submit the applicable fee payment. Without payment of the applicable fees, application approval, and execution of a Photography Property Release, it is strictly forbidden to sell or use images taken of the Garden for commercial, professional, advertising, promotional, or editorial activities, including but not limited to film or television, advertising, product and retail merchandising, marketing, portfolio, educational or published material, or any purpose for which the photographer is paid for the use of the image.

**Large Commercial Shoots (including television and movie filming):** Please contact [communications@bbg.org](mailto:communications@bbg.org) regarding availability and policies, as the following general commercial photography policies may not be applicable. Please provide a brief description of the shoot and hours of access needed so that BBG can determine whether it can accommodate your shoot.

**Hours of Availability:** Weekdays: Tuesday through Friday, 8 a.m. - 6 p.m. (ET). Evenings and weekends: by request and upon approval.

**Inquiries:** Inquiries for use of the Garden grounds and facilities for professional or commercial photography or video can be made by email to [communications@bbg.org](mailto:communications@bbg.org).

**Applications:** Commercial or additional requests can be submitted in person or via email to [communications@bbg.org](mailto:communications@bbg.org) by submitting a signed Commercial and Editorial Photography and Filming Application. All requests should be made at least seven (7) business days in advance to guarantee priority consideration of the request. The Garden reviews requests for commercial filming and photography on a case-by-case basis. Because work in the Garden by the gardening staff is a year-round necessity and because the Garden hosts many events,

dates available for commercial shooting may be limited. The Garden reserves the right to deny any commercial shoot requests at any time. Applicants will be advised of the status of their application within a reasonable amount of time.

**Fees:** The following fees, which are used to support the care and preservation of the Garden grounds, apply to all professional or commercial photography or video taken at the Garden:

- All applicable admission fees (included in the overall fee);
- A security fee commensurate with the size of the shoot and demands placed on the Garden (At least one security guard from the Garden staff will have the responsibility of protecting Garden property and ensuring public safety. The Garden may determine that additional security is needed for a particular shoot.);
- An administrative support fee commensurate with the size of the shoot and demands placed on the Garden;
- A location fee based on use as determined by BBG;
- Additional shoot-specific fees as applicable, based on the type and length of the shoot, number of people involved, equipment used, and demands placed on the Garden.

**Payment:** Reservations and fee payment should be made in advance of shoot, including the day of the shoot. A nonrefundable deposit of fifty percent (50%) of the total fees due to the Garden may be required at the time the reservation is made. Make checks payable to Brooklyn Botanic Garden.

**Photo Credit:** The Garden requires the location credit “Shot on location at Brooklyn Botanic Garden” in all uses of Garden photos in print, on the web, in broadcast, and in any other public medium.

**Use of BBG Trademarks and Logos:** The use of the Garden’s trademarks and/or logos is expressly prohibited without the Garden’s prior written consent. Additional fees may apply.

**Shooting Location(s):** Locations must be preapproved with written consent.

**Equipment:** The Garden does not provide any equipment. For commercial or editorial photography, no vehicle over nine feet high is allowed into the Garden. Vehicle access will be determined on an individual basis. Vehicles may be used only on Garden paths. If transportation is needed within the Garden, the Garden’s tram, driven by Garden personnel, may be available to rent.

**Accessibility:** Please call ahead for information regarding accessibility. All photographers/clients/models must arrive at the 1000 Washington Avenue entrance on the day of the photo shoot.

**Liability:** The Garden disclaims any responsibility for any personal or property damage or loss during the photographer’s visit to the Garden. Photographer and/or user group shall be responsible for any damage to the Garden’s indoor facilities or outdoor premises caused by the photographer or user group, as applicable.

**Insurance:** A Certificate of Insurance indicating general liability coverage with specific limits as follows must be submitted prior to commencement of photography operations: \$2,000,000 general aggregate, \$2,000,000 products-comp/op. aggregate, \$1,000,000 personal and advertising injury, \$1,000,000 each occurrence, and \$100,000 fire damage.