

2024

Stakeholder Co-op Photoshoot

Outline

Tourism Golden is pleased to offer all stakeholders the opportunity to co-op on a professional photoshoot with local photographer [Dave Best](#) (herein call the photographer). The purpose of the photoshoot is to give stakeholders the opportunity to get high-quality visuals of their business that can be used to better market their product while also giving Tourism Golden access to high-quality images for their website, social media accounts, and use for 3rd party publications.

Details and Cost

Tourism Golden will support the 2024 stakeholder co-op photography program from January 1 until December 31, 2024, at a cost of \$790 plus taxes per shoot; 50% to be covered by the stakeholder and 50% to be covered by Tourism Golden (\$395 per entity). Photography co-ops will be available to qualified stakeholders until all slots have been filled and will consist of the following elements:

- **30-minute consultation in advance of the photoshoot:** This will give the photographer an idea of what the stakeholder would like to capture in advance of their arrival and manage expectations of what is achievable during the time allotted. The shot list must be approved by Tourism Golden before the shoot takes place.
- **3.5 hours at the location:** Please have your business ready to go when the photographer arrives, additional time will not be granted to organize the space once the photographer has arrived.
- **Post-production work:** A maximum of 1.5 hours of post-production includes color correction, small touch-ups, and image optimization but does not include extensive photo editing which is at the discretion of the photographer and additional cost to the stakeholder.
- **30 minutes of project management time:** This time will be spent by the photographer organizing the date and time of your photoshoot as well as discussing the best approach to achieve the best images for each location.
- **Travel time and expenses:** Travel times of 20 minutes each way from the Town of Golden is covered for the consultation and photoshoot**, any additional travel time and expenses will be at the cost of the stakeholder.

**If the stakeholders would like a longer photoshoot all additional costs will be invoiced by the photographer and incurred by the stakeholder.*

*** Travel time only includes vehicle travel any air travel is at the cost of the stakeholder.*

Eligibility & Approval

Only Tourism Golden stakeholders who are currently actively advertising or engaged in another co-op marketing project with Tourism Golden are eligible to participate in this co-op opportunity. If you do not currently meet these criteria, Tourism Golden's [website listing signup form](#) can be found online.

Upon approval of a stakeholder's eligibility to participate in the stakeholder co-op photography program, the stakeholder will have their consultation with the photographer where they will discuss the scope of the project. In order to receive final approval, the majority of images captured must be of value and of use to Tourism Golden in their own marketing.

Project Management

Once an application has been approved by Tourism Golden, the stakeholder will be connected with the photographer to begin the project. Appointments for the initial consultation will then be made by the two

2024

Stakeholder Co-op Photoshoot

parties. The photoshoot date will be agreed upon at the consultation to align with both parties' availability throughout 2024. Once agreed, this date will not be subject to variations due to weather, conditions or guests, except for extreme circumstances, or with prior approval from the photographer. Applications will be open throughout 2024 on a first come first serve basis. Stakeholders are only able to sign up for one (1) co-op photography session between January 1, 2024, and June 30, 2024, which can be for any season throughout the calendar year. Between July 1, 2024, and August 31, 2024 stakeholders will be eligible to apply for a second co-op photography session. During this time should the program be oversubscribed priority will be given to stakeholders who have not previously applied to the co-op photography program in 2024. Stakeholders are not able to apply for more than two (2) co-op photography shoots within a calendar year. Stakeholders are eligible to participate in the Co-op Photography program every other year unless otherwise approved by Tourism Golden. For example, if a stakeholder participates in 2024 then they would next be eligible to participate in 2026.

Payment Process & Asset Delivery

The stakeholder will be invoiced by the photographer following the completion of the project. Payment terms are 14 days from the date of receiving the invoice.

Upon completion of the photo shoot, the photographer will deliver the edited assets through a cloud-sharing app no sooner than 3 business days and no later than 7 business days after completing the photo shoot. The stakeholder will have access to download images for a 12-month period following the delivery of the assets.

Image Rights, Usage, and Models

1. The stakeholder and Tourism Golden will have shared international copyright rights across all mediums for a period of two years from the date of the invoice.
2. After the two-year period, rights transfer to international non-exclusive rights, i.e. the image(s) can be licensed by the photographer to other clients with the exception of direct competitors both in the form of another destination or stakeholder competitor.
3. If the stakeholder or Tourism Golden wishes to extend the exclusive license (so that the photographer cannot license the image to other clients) for a specific image or group of images past the two-year period, additional licensing costs will apply.
4. Licensing is across all markets, but is limited to advertising and promotional use for the stakeholder and Tourism Golden and cannot be distributed to 3rd parties for use that is not directly associated with the "Promotion of the stakeholder's business and/or Tourism in Golden, BC".
5. Photos produced by the photographer may not be sold by the stakeholder or Tourism Golden to third parties for commercial use.
6. Within the above terms of use, images can be used across any and all media.
7. The stakeholder and Tourism Golden agree to allow the photographer to use the photos produced for their personal portfolio.
8. The Stakeholder and photographer will ensure that all subjects appearing in the photos have agreed to and signed a "Model Release Form". The stakeholder and photographer assume all risk and responsibility that may arise from a breach of this practice.

Application Process

2024

Stakeholder Co-op Photoshoot

To start the application process follow the link and complete the survey below. Once the survey has been completed you will be contacted by Tourism Golden to confirm your businesses eligibility and finalize participation in the co-op photoshoot.

<https://tourismgolden.survey.fm/2024-stakeholder-photography-video-coop-signup>