

Photography, Image, Video, Film and Picture-Taking Policy and Guidelines (2016)

Photographs are a wonderful way to remember a visit to Overture Center for the Arts. We encourage visitors to take casual photographs for their own personal use except as prohibited by signage or program content.

General Guidelines

Overture Center for the Arts is Madison's premier venue for the performing and visual arts. Your adherence to these guidelines for photography, video and picture taking is greatly appreciated.

- Casual photographs, videos, etc. may only be taken in spaces accessible to the general public except by prior special arrangement.
- No picture-taking is allowed in The Audubon Room or any technical and production areas except by prior special arrangement.
- No flash-photography or filming with enhanced lighting is permitted in The Audubon Room or Galleries.
- Picture-taking, filming or recording of artists, performers, performances, programs or artwork on exhibit anywhere in Overture Center are strictly prohibited without express written permission and within parameters defined by the artists and their representatives.
- Visitors must call ahead to schedule filming or photography sessions to prevent scheduling conflicts.
- Smoking is prohibited in the building, and alcoholic beverages are not permitted.
- Do not block access to or use any entrances, corridors, stairways, thoroughfares or public areas for photo shoots.
- Photography or images of any sort of Overture Center cannot be used, in any way, to represent or imply endorsement by Overture Center for the Arts of any business, company, product, goods or services except by prior written arrangement.
- Overture staff reserve the right to stop photo and video sessions that contravene the mission and values of Overture Center.

Categories of Picture Taking

- **Casual, informal, non-professional picture-taking as part of tours or by general visitors and program and event guests**
 - The General Guidelines above apply.
- **Formal, Posed Photography for weddings, events, parties, receptions, etc.**
 - In order to avoid conflicts with other events in the building, all formal photography sessions must be scheduled five business days in advance. Call 608.258.4177.

- If photos are taken in spaces accessible to the general public and require no additional assistance, the above guidelines apply. No fee will be assessed, but sessions still must be scheduled in advance.
- If photos of an event are taken in the space rented for that event, the above guidelines apply and no additional fee is required. Photos may be taken in other spaces as available with approval from the onsite event manager.
- If photos are to be taken in a room not generally open during business hours and not already rented for the event being photographed, arrangements must be made a minimum of one week in advance. A fee of \$50 will be assessed and the session must begin and end within the allotted time. If such a photo shoot takes longer than one hour, the parties involved must rent the room. Normal room rental rates apply, and rentals are subject to availability. For information, call 608.258.4177.
- If a member of Overture staff is required to oversee and/or assist with a photo shoot, a fee of \$125 will be assessed for up to three hours, whether or not a room rental fee is assessed. Overture staff will determine whether oversight is necessary. The need for Overture Staff is at the sole discretion of Overture Management.

➤ **Promotional, Stock and Commercial Photography, Images and/or Video**

- **Promotional Photography:** Images for books, journals, newspapers, print publications and broadcast media which will be used to promote Overture Center for the Arts. Examples include photos in travel, professional and trade publications.
- **Stock Photography:** Pictures and/or images of Overture Center intended for reproduction or use in publications, greeting cards, calendars or in conjunction with any commercial or retail product or service.
- **Commercial Photography:** Professional photography and/or filming for catalogs, print advertisements, television advertisements, postcards, framed photos for sale, commercial films and videos, stock images, images intended for reproduction for sale, or images intended for any commercial or retail use.

Creators of photography or images in the above three categories are **required to enter into a license agreement** with Overture Center Foundation for the use, reproduction, and sale of said images produced. General guidelines apply. Please submit project details to: VP, Marketing and Sales, Overture Center for the Arts, 201 State Street, Madison, WI 53703.

The President or his/her designee reserves the right to refuse any project. Room rental fees and staffing fees will apply and customer will pay all overhead.