



PHOTOGRAPHY & VIDEOGRAPHY GUIDELINES

Photographs are a wonderful way to remember a visit to Overture Center, Madison's premier venue for the performing and visual arts.

GENERAL GUIDELINES

- 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 is 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.
- Do not block access to or use of any entrances, corridors, stairways, thoroughfares or public areas.
- Photography or images 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 arrangement.
- Smoking or vaping is not allowed anywhere in the building.
- Carry-ins of food and/or beverage, including alcohol, are only allowed with express written permission from Catering a Fresco, the exclusive caterer for Overture Center.
- Overture staff members reserve the right to stop photo and video sessions that contravene the mission and values of Overture Center.

CASUAL PHOTOGRAPHY

For casual, informal, non-professional picture-taking as part of tours or by general visitors and program and event guests, please follow the general guidelines.

FORMAL PHOTOGRAPHY

For formal, posed photography for weddings, proms, events, parties, etc., please follow the general guidelines and these instructions:

- To avoid conflicts with other events in the building, all formal photography sessions must be scheduled at least five business days in advance. Email events@overture.org.

- If photos are taken in spaces accessible to the general public and require no additional assistance, the above casual photography guidelines apply. No fee will be assessed, but sessions still must be scheduled in advance.
- If a private rental client books professional photo or video services to take place in their rented space during the 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 space not generally open during business hours and not already rented by the client for an event, arrangements must be made a minimum of five business days in advance. A fee will be assessed, and the session must begin and end within the allotted time. If a photo shoot takes longer than two hours, the parties involved must rent the room. Normal room rental rates apply, and rentals are subject to availability. For information, email events@overture.org or call 608.258.4177.

PROMOTIONAL PHOTOGRAPHY

Promotional photography and/or videography used to promote Overture Center for the Arts in print publications and broadcast media are subject to the general guidelines.

- Promotional photographers should contact Overture Center's Communications Director in advance to discuss the photo/video needs. The Overture Events Team will then assist with scheduling the shoot.

COMMERCIAL AND STOCK PHOTOGRAPHY

Commercial photography and/or videography includes photography and videography for catalogs, advertisements, commercial films and videos, images intended for reproduction or sale, or images intended for any commercial or retail use. The general guidelines apply.

- The taking of photos intended for commercial use must be approved by the Executive Leadership Team or their designee. We reserve the right to refuse any project.
- "Commercial use" includes but is not limited to:
 1. Catalogs
 2. Print Advertisements
 3. Television Advertisements
 4. Online Advertisements
 5. Movies and Films
 6. Postcards
 7. Stock Images
 8. Framed Photos for Sale
- Commercial photographers/videographers and creators of stock photography are required to enter into a license agreement with Overture Center Foundation for the use, reproduction and sale of any images produced.
- Normal room rental rates apply, and rentals are subject to availability. For information, email events@overture.org or call 608.258.4177.
- Commercial and stock photographers should contact Overture Center's Communications Director. The Overture Events Team will then assist with scheduling the shoot.