

Washington County Visitors Association (WCVA) Visual Media Lending Policy



WASHINGTON COUNTY
OREGON
VISITORS ASSOCIATION

In order to maintain the contractual obligation the WCVA has with its photographers, you must agree to comply with the following policy for image use. The Washington County Visitors Association (WCVA) is a not-for-profit, 501(c) (6) organization. There are some restrictions as to how our photographic images may be used.

Please read the policy below, and if you believe your use of our image(s) would comply, complete the attached *Visual Media Request Form* and return it to us for consideration.

Requests to use any of the WCVA's visual media assets, including photographic images, illustrations, and video, must be submitted for approval on this form, either by email, fax, standard mail, or in person.

GENERAL USAGE GUIDELINES

1. The photographic images in WCVA's photo library are used to establish Washington County's brand image at home and abroad. To protect the integrity of this image, WCVA reserves the right to reject any request for photographic images. (See approved uses and restrictions to follow.)
2. Loaned images may not be redistributed, loaned, sold, or altered.
3. For any photographic images loaned by WCVA and used for publication or broadcast, **credit must be given to the photographer** and/or the Washington County Visitors Association, as indicated. It is requested, but not required, that the WCVA website, www.VisitWashingtonCountyOregon.com, be listed where appropriate.

APPROVED IMAGE USES

State and local government agencies and industry partners who promote tourism to Washington County, Oregon (including media, tour operators and meeting planners) are entitled to use WCVA photographic images only within these established guidelines, unless specifically approved in writing.

MEDIA

- Newspaper/magazine travel articles on Washington County, Oregon
- Broadcast television series and news reports featuring Washington County, Oregon, as a travel destination.
- Travel websites with Washington County, Oregon, as a travel destination
- Guidebooks and WCVA publications and tourism advertisements, and travel trade articles

MEETING PLANNERS

Images may be used:

- To market booked and future meetings to be held in Washington County, Oregon, including PowerPoint presentations, convention newsletters, attendance-building collateral pieces and magazine articles highlighting Washington County as their group's meeting destination
- For bids being developed in partnership with the WCVA

TOUR OPERATORS

Images may be used:

- To support a group tour or incentive trip to Washington County, Oregon
- In tour operator or receptive operator brochures published to promote packages to Washington County, Oregon

SPECIFIC RESTRICTIONS

Photographic images will not be loaned to commercial entities to promote a business, group of businesses, or an individual unless that business or individual can prove a quantifiable, positive economic impact on the overall Washington County, Oregon tourism industry as a direct result of the loan.

DISCLAIMER: The non-approved use of WCVA images may leave both the borrower and WCVA exposed to potential litigation by photographers. For this reason, no images will be loaned without the completed and signed usage request form. This policy is firm and enforced.

Washington County Visitors Association (WCVA) VISUAL MEDIA LOAN REQUEST FORM



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By signing the Visual Media Loan Request Form, the requestor acknowledges having read this policy and agrees to comply fully with the terms of the WCVA Visual Media Lending Policy. Your request will be reviewed for compliance with this policy; and a decision will be determined as soon as possible.

Requested by: _____

Title: _____

Company: _____

Usage (where/how image(s) will be used): _____

SIGNED:

(Requestor Name)

Date: _____

For WCVA Use only:

- The WCVA does not accept the request to use visual image(s) for the following reason(s):

- The WCVA hereby grants usage of the attached image on from (date) _____ until (expiration date) _____, with the following restrictions:
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

Signed:

(Authorized representative of the WCVA)

Date: _____