Auburn University
Photography, Videography and Artwork Permit Policy

I. POLICY STATEMENT
All professional photographers, videographers and artists must obtain a permit to shoot or compose on the Auburn University campus in order to preserve the condition of the campus and maintain the university’s public image.

II. POLICY PRINCIPLES
- This permit allows commercial photography, videography, and artwork of Samford Hall, Samford Park, or other buildings and venues on Auburn University’s campus.
- This permit does not include Auburn University athletic events. Photography, videography and artwork of university athletic events must be approved by the Athletics Department.
- The permittee, its contractors, agents and employees shall abide by all local, state, and federal laws, rules and regulations.
- No structures or sets will be built, no signs or other facilities will be removed or otherwise interfered with and no vegetation cut, trimmed, or in any way injured, without permission from Auburn University. Interference with normal use of Auburn University grounds is not permitted.
- Access to photo, video or rendering locations may be restricted at Auburn University's discretion.
- Until further notice, photography, videography and art composition will not be authorized from either of the Samford Hall towers.

Auburn University licensing policy requires that campus photos, videos or Auburn University-related art created for the purpose of commercial sale to the general public must be licensed through the university's licensing agent, the Collegiate Licensing Company. Only those hired to take photos, videos or create art of individuals for a wedding, graduation, or family gathering will not be expected to be licensed. Photos, videos and art requiring licensing are those that include all campus landmarks, particularly those structures that bear the university's federally registered trademarks such as Jordan-Hare Stadium and Samford Hall. For information about collegiate licensing, visit www.clc.com.

Auburn University reserves the right to revoke a permit at any time.

An annual permit is valid for one year must be renewed yearly. This fee is non-refundable. Prior to a session on Auburn University’s campus, all photographers, videographers and artists must notify the Office of Communications and Marketing of the time and location for each session.

- Office hours are Monday-Friday, 7:45 a.m. – 4:45 p.m. Notification must be given at least 24 hours prior to the session by calling 334-844-9999 or by emailing auevent@auburn.edu.
- A one-time use permit is valid for 90 minutes to capture an event on Auburn University property. This fee is non-refundable.
• Permit fees for the next year are determined by December 1\textsuperscript{st}. New fee amounts, if applicable, will be sent to current permit holders and advertised through university media sources.

As consideration for the Permittee being allowed to be on campus, the Permittee their successors, administrators, heirs and assigns, hereby:

1. Acknowledge that they have inspected the area where the session will take place and that they assume any and all risk associated with engaging in the activity at that location.

2. \textbf{RELEASE, ACQUIT, FOREVER DISCHARGE AND INDEMNIFY AND HOLD HARMLESS} Auburn University; and all its past, present and future trustees officers, employees, students, insurers, and agents, (collectively referred to herein as the “Released Parties”) from all past, present and future claims arising out of and accruing to anyone, including but not limited to the Permittee and his or her guests before, during or after, or as a result of, or in any way connected with, the use of university property, including actual or punitive damages for personal injury, dismemberment or death sustained and all results thereof, past, present and future, known and to become known, accrued and to accrue.

\textbf{III. APPLICABILITY}
This policy applies to all commercial photographers, videographers and artists, regardless of their business location.

\textbf{IV. POLICY MANAGEMENT}
\textbf{Responsible Office:} Office of Communications and Marketing  
\textbf{Responsible Executive:} Camille Barkley  
\textbf{Responsible Officer:} Teresa Whitman-McCall

\textbf{VI. DEFINITIONS}
Commercial photography, videography and art means photography, videography or art for financial gain, including the sale of a photographic image, video footage, artwork (painting, drawing, etc.) or the archiving of an image, video footage or art by a person who uses photographic, videographic, or artistic skills, equipment or resources to provide a photographic, videographic or artwork product for sale.

- This permit does not authorize the right to film or use photos/videos/art in advertising.
- An annual permit is valid for one year. It must be renewed yearly.
- A one-time use permit is valid for 90 minutes to capture an event on Auburn University property.

\textbf{VII. POLICY PROCEDURES}
The Office of Communications and Marketing will oversee the handling of permits and notifications. This \textbf{AU Photo Video Permit Request Form} must be downloaded and submitted via email or printed and mailed to OCM. Once the annual or one-time fee is processed, the permittee will receive a permit and receipt. Each permittee is required to keep the permit with him/her when shooting on campus.
OCM will notify all local photographers/videographers/artists of the new permit policy. OMC plans to monitor Samford Park and the Auburn University campus for commercial photographers, videographers and artists. OCM will also work with permitted photographers, videographers and artists to assist in monitoring others who may not be aware of the new policy.

**PROCEDURAL RESPONSIBILITIES**

1. OCM will work with Auburn University’s colleges, schools and departments to market the new policy as well as post the policy on the university’s website.

2. OCM will advertise the new policy through university media sources.

3. OCM will monitor commercial photographer’s, videographer’s and artist’s websites to look for those trying to sell products featuring Auburn University’s image.

4. Permittees are required to notify OCM on shooting or composition dates and locations at least 24 hours in advance.

**VIII. SANCTIONS**

1. Violators will be asked to leave university property unless they are willing to pay for a permit.

2. For those violators that are found on the web, they will be mailed this policy AU Photo Video Permit Request Form. If they do not comply with university policy, they will be banned from campus property.

**IX. EXCLUSIONS**

Amateur photography, videography or artwork not used for financial gain or used in portfolios.

AU Photo Video Permit Request Form