

### **General Photography Guidelines Effective July 1, 2013**

Our photography guidelines are intended for all guests, but a permit is necessary for those who wish to use the Garden as the background for “posed sessions”, portraits or other posed photography. Santa Fe Botanical Garden considers a “posed session” to include wedding, engagement, family, graduation, prom photos, as well as senior photos or those for a modeling portfolio. It also includes any photographs for commercial use, such as fashion, advertisement and promotion, even if the photographer is not a professional. We appreciate your cooperation.

- A professional photographer or event host must clear arrangements in advance for appropriate sites for picture-taking with the Garden’s facility rental staff.
- Photographers and their equipment are restricted from Garden’s beds and planting areas, and may not block or interfere with normal pedestrian or vehicular traffic. Please avoid damage to plants and disruption of other activities.
- The Garden assumes no responsibility for loss, theft or damage to photography equipment.
- Any use of electrical equipment, including additional lighting, must be approved in advance of shoot.

### **Visitor Photography**

- All guests are permitted to take photographs and shoot videos for private, non-commercial use, except in specific exhibits or areas where photography may not be permitted.

### **Portrait/Commercial Photo Policy**

- We ask that all photographers honor these policies when using Santa Fe Botanical Garden as a backdrop for any photography, taping or filming.
- All requests for portrait/commercial photography must be made online, at least 2 weeks in advance of a shoot, at [www.santafebotanicalgarden.org](http://www.santafebotanicalgarden.org). All requests will be reviewed and responded to in a timely fashion. When a request has been approved, SFBG will issue an invoice or request for payment. When payment has been received, a photo permit will be issued. (see pricing levels)
- No portrait/commercial photography will be permitted without a photo permit and payment in advance.
- All portrait/commercial photographers must provide a certificate of limited liability naming Santa Fe Botanical Garden as additional insured with coverage of not less than \$500,000.
- Please note that during wedding season (May-October) time slots for photography may be severely limited.

### **Check In/Sign In**

- On the day of the photo session all participants must be present and enter the Garden as a group with the photographer; we cannot accommodate late or individual arrivals. To avoid congestion the photographer is required to meet their party outside the front entrance of the Garden. Photographers must sign and show permit at the Garden’s Admission Kiosk.

### Portrait/Commercial Photography Pricing Levels

- A photography permit is required regardless of the size of the group or the purpose of the photography. Our fee includes admission for the number of participants specified.

### Garden Membership Discount

Valid Garden membership entitles the party to a 10% discount.

### Number of People

Off Season for up to 2 hours (November-April) 1-6 people, including photographer	\$75
Peak Season for up to 2 hours (May-October) 1-6 people, including photographer	\$100
Groups of 7-14 people for up to 2 hours (in any season) including photographer	\$200

Pro-rating does not apply.

Groups of 15 to 40 or more, including photographer are considered a facility rental. That fee is \$400.

Groups of 40 or more must contact facility rental staff for rental fees. A Facility Rental Policy is available on our website.

### Student Photography

Individual student (high school, college or university) photographers/videographers are subject to the same guidelines that apply to portrait/commercial projects.

### Number of People

Off Season for up to 2 hours (November-April) 1-6 people, including photographer	student admission fee
Peak Season for up to 2 hours (May-October) 1-6 people, including photographer	\$50
Groups of 7-14 people for up to 2 hours (in any season), including photographer	\$100

Pro-rating does not apply.

When making your request to shoot in the Garden, please include a detailed synopsis of the intended nature of the shoot, all parties and equipment involved, length of stay, and how/when the photos or video will be distributed or shown. Students wishing to cover Santa Fe Botanical Garden news for a student-run media outlet or for a media or journalism class should refer to the Media section of this policy.

### Media

Media organizations must contact the public relations department before photographing or filming of any kind at the Garden, including, but not limited to, magazine shoots, catalog shoots and model shoots. No fees will be charged to photographers with appropriate news credentials for promotion of the Garden. Contact Fran Cole, Public Affairs Director, at 505-471-9103 or [fran@santafebotanicalgarden.org](mailto:fran@santafebotanicalgarden.org).

### Related Issues

- Absolutely no wedding ceremonies may be performed at the Garden without advance reservations. Parties not in compliance will be asked to leave immediately.
- There are no refunds for the cancellation of a photography session at Santa Fe Botanical Garden. In the event of weather variations, you may reschedule your session within the same calendar year.
- Garden staff may approach you to ask you to display your permit. You may also be asked for your name to check against the sign-in list.
- Santa Fe Botanical Garden grounds staff may approach you to discuss alternatives for your shoot if Garden maintenance is in progress.
- We encourage you to visit the Garden in advance to scout locations for a photography session.
- Santa Fe Botanical Garden hosts a number of free days throughout the year. These activity-filled days draw exceptionally large crowds. We welcome any and all guest photography but do not permit any commercial photo shoots or filming during free days.

### Please -

- Come dressed and prepared for your photo session. There are no changing areas available.
- Pay for your time prior to using the Gardens for the photo or video shoot.
- Display permit prominently on your person or equipment.
- Stay on walkways.
- Set up your shoot in a manner that does not disrupt events and maintenance.

### Please do not -

- Disturb or remove plants, plant labels or containers.
- Smoke.
- Bring any alcoholic beverages.
- Block access to the entrance, walkways or garden areas for use by others.
- Hang backpacks or props on trees or plants.
- Throw rice, bird seed, confetti, potpourri, fresh flower petals, or similar materials.
- Use candles, fireworks or sparklers.

SFBG maintains the right to adjust these policies to serve the best interests of the Garden and the general public. The photography policy was created to protect the grounds and plant collections. Additionally, the policy allows the Santa Fe Botanical Garden to control the number of photography shoots on the grounds at one time to lessen the disruptions of scheduled events. Fees directly support the Garden's mission of connecting people with plants and nature.

### Facility Rental Staff Contact:

Fran Cole  
Public Affairs Director  
505-471-9103 office  
505-670-7376 cell  
[fran@santafebotanicalgarden.org](mailto:fran@santafebotanicalgarden.org)