



Commercial Photography, Filmography, and Artistic Renderings Policies and Fees

The Santa Barbara Zoo offers the opportunity to use Zoo facilities and images of its animals for advertising, film and video productions, artistic renderings, books, consumer products, and stock photography. As a non-profit organization, the Santa Barbara Zoo relies on funds from efforts such as these to continue its mission of wildlife conservation and education, animal enrichment, and exhibit improvements.

With its wide range of rare and endangered animals and beautiful gardens, the Santa Barbara Zoo provides an ideal backdrop for video productions, still photography, and artistic renderings.

Fee Structure

Option #1 – Usage/promotional rights for Zoo

Category	1/2 Day Fee	Full Day Fee
Still Photography / Visual Art	\$1,000	\$2,000
Film and Video	\$3,000	\$5,000
Film and Video with animal handling/keeper interaction	\$4,000	\$7,000
Non-profit / Student Still Photography*		\$75/hour
Non-profit / Student Film and Video*		\$100/hour

*Must provide proof of non-profit affiliation or valid student ID

1/2 Day = 4 hours, Full Day = 4+ to 8 hours. Additional time may be negotiated for an additional fee.

To qualify for Option #1 pricing, client must permit the Zoo to use all imagery for internal promotional materials (credited) or explicitly state that image/video was captured at Santa Barbara Zoo



Option #2 – No usage/promotional rights for Zoo

Category	1/2 Day Fee	Full Day Fee
Still Photography / Visual Art	\$1,500	\$2,500
Film and Video	\$3,500	\$5,500
Film and Video with animal handling/keeper interaction	\$4,500	\$7,500
Non-profit / Student Still Photography*		\$100/hour
Non-profit / Student Film and Video*		\$125/hour

*Must provide proof of non-profit affiliation or valid student ID

½ Day = 4 hours, Full Day = 4+ to 8 hours. Additional time may be negotiated for an additional fee.

Under Option #2, there are no requirements to share imagery with the Zoo or state where the image/video was taken

Checklist of Needed Items for Proposal:

- Date and length of shoot
- Number of crew members and vehicles
- Request for Zoo transportation (golf cart, wagon, etc.)
- Overview of equipment to be used
- Request for exclusive access to any areas
- Request for enhancements involving Zoo staff (animal encounters, train rides, etc.)
- Catering needs (must be booked through the Zoo, no outside caterers allowed)
- Signed Film Permit and Liability Waiver
- Certificate of Insurance – minimum coverage of \$1 million with Zoo added under general liability*

*larger commercial shoots only

All above items must be submitted to the Marketing Department in writing a minimum of two weeks in advance. Upon receipt, Zoo management will review and approve, reject, or request changes to the proposal.



Amateur Photographers and Artists

All photographs and other forms of artistic renderings made for personal use for recreational purposes and/or in contests, and not for commercial (profit-making) use are always permitted without any fee or special permission required. We do ask that amateur photographers and artists not obstruct or interfere with the public's use and enjoyment of the facilities. However, if a photo or other form of artistic rendering originally taken for personal use is later used for commercial purposes, the commercial fees above will apply as appropriate. Please notify the Zoo immediately if you are considering using a personal photo or other artistic rendering for commercial use; otherwise the rendering will be considered unlicensed and subject to legal action on the part of the Santa Barbara Zoo. If unauthorized commercial use of photographs or other artistic renderings is discovered by the Santa Barbara Zoo, legal action will be taken to collect the appropriate fees.