



MISSOURI BOTANICAL GARDEN 2012 PHOTOGRAPHY AND VIDEOGRAPHY POLICY

PHOTOGRAPHY AND VIDEOGRAPHY

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PHOTOGRAPHY AND VIDEOGRAPHY

I: NON-COMMERCIAL SHOOTS

A. Visitor, Individual or Family Photography

The Missouri Botanical Garden is a beautiful location for photography. We welcome visitor snapshots; individual, family, engagement and senior class portraits; and other photography or portraiture intended for **personal use only** (i.e., not for commercial use). Regular Garden admission applies for all individuals. (Please note: Wedding and bridal photo shoots are subject to additional guidelines; see Section II: Wedding or Bridal Photography.) Photography classes or instructors, see also Section IV: Photography Classes.

We highly value our visitors and want to ensure a pleasant experience for them. Please review and abide by our [etiquette guidelines](#). Visitors are welcome in all public areas. Photographers are not allowed to block pathways or visitor access to any area of the Garden. Those violating this restriction will be asked to cease or leave the premises. Please contact the Security officer on duty at (314) 577-0212 or in person at the front desk with any issues regarding blocked access due to photography. Flowerbeds of other plant displays may not be entered or disturbed. Plant labels and other signs may not be changed or removed.

Visitor, individual or family photographs may be taken in any of our public areas, both indoors and outdoors (except in specific exhibits where photography is not permitted). However, we **highly encourage all shoots to be done outdoors**; it is extremely difficult to work inside our conservatories and buildings without blocking pathways or access for our other visitors (see above). **Tripod and monopod use is not permitted inside any buildings or conservatories** (including, but not limited to, the Ridgway Visitor Center, Tower Grove House, Climatron[®], Shoenberg Temperate House and Linnean House); tripods, monopods and hand-held reflectors only are allowed for outdoor use, permitting they are not blocking access for other visitors. No props, stands, luggage or clothing changes. Photographers are liable for any damage to Garden property. The Garden and its employees are not responsible for any loss or damages that may occur.

Photography with a handheld camera only (no flash) is permitted inside Tower Grove House. Portraiture, videography and flash are not permitted as their use may disturb others or cause damage to the collections.

If a visitor is asked by another person not to take pictures of that person or others accompanying that person, the request must be honored to protect personal rights of privacy. If a picture has already been taken, it must be deleted upon request.

Please refer to our [Image Usage Policy](#) for additional information regarding non-commercial and commercial usage of photographs taken at the Missouri Botanical Garden. Photos and videos are not to be sold or used for any commercial purposes without **advance** project review and authorization; projects will be approved on a case-by-case basis and will occasion fees.

B. Wedding and Bridal Photography

For those considering the Missouri Botanical Garden as the location for wedding or bridal photography, please review the following rules and guidelines in advance of your photo shoot. We regret that the volume of requests for photography is such that this policy must be enforced.

Membership and Admission Fees

The bride, groom, or his/her parent(s) or guardian(s) must be a **Family Level member** or above to have your wedding or bridal photography session held at the Missouri Botanical Garden. It is an exclusive benefit of membership at the Family Level and higher. A Family Level membership is \$150 per year. Visit www.mobot.org/membership for a complete list of benefits. Purchase in person at the Garden's Membership Desk, [online](#) or by calling (314) 577-5118.

The required Family Level membership **allows up to 10 individuals** to enter the Garden for free; all other individuals entering the Garden **must pay applicable admission rates** for that day. Visit www.mobot.org/visit for admission information.

Photographers and photography studios *cannot* extend their membership benefit to a client, no exceptions. If you are in the wedding party, but are not the bride, groom or his/her parent or guardian, you cannot extend your membership benefit to others for the photo session.

There is a limit of one wedding or bridal photo session per your 12-month membership term. After this member benefit has been used, Family Level members and above hold an additional wedding or bridal photo session at the cost of \$100 each; Visa, MasterCard and cash are accepted at the ticket counter.

The membership must be current as of the date of the session; expired or lapsed memberships are not valid.

Hours and Availability

You must **arrive between the hours of 9 a.m. and 3 p.m.** to be admitted to shoot wedding or bridal photography. We cannot accommodate any arrivals after 3 p.m. Photo sessions must be completed and wedding/bridal groups departed by 4 p.m., no exceptions. We do not take reservations.

The Missouri Botanical Garden hosts a number of signature events and exhibitions throughout the year. These activity-filled events draw exceptionally large crowds, and for your satisfaction, **we do not permit wedding and bridal photography during these events**: Chinese Culture Days (**third weekend of May, beginning 2013**); Lantern Festival Grand Opening Weekend (**Memorial Day weekend 2012**); Japanese Festival (**Labor Day weekend**); and the Best of Missouri Market (**first weekend of October**). Wedding and bridal photography is not allowed during evening public events, including the Whitaker Music Festival and Lantern Festival evenings; see entry and departure times above.

Check-in and Entry

The Family Level member or above must present their valid Garden membership card, along with a photo I.D., upon arrival. All session participants must be present and enter as a group; we cannot accommodate late or individual arrivals. To avoid congestion in the lobby, please meet your group or photographer outside the

Ridgway Visitor Center (main entrance building) prior to entry; please do not congregate in front of the inside ticket counter. **Photographers must sign in** and register the photo session in the Garden's ledger.

Locations

Wedding and bridal photography is permitted only in the **outdoor**, public areas of the Garden. **Wedding and bridal photography is not permitted inside any buildings or conservatories** (including the Climatron®, Linnean House, Shoenberg Temperate House, Ridgway Visitor Center or Tower Grove House). Photography is not permitted on any of the islands in the Japanese Garden. Please do not block pathways or visitor access to any area of the Garden. Flowerbeds of other plant displays may not be entered or disturbed. Plant labels and other signs may not be changed or removed.

Parking

Free, on-site parking may be available; additional free parking is located two blocks west at the intersection of Shaw and Vandeventer. Vehicles should load and unload passengers in the upper west parking lot, immediately adjacent to the entrance. Vehicles may load and unload senior citizens and guests who require special assistance in front of the Ridgway Visitor Center, but vehicles may not park here or be left unattended. Absolutely no idling of vehicles is permitted on the Garden's campus. Drivers will be asked to turn off their engines or leave the premises.

Restrictions

The Garden is a tobacco-free campus; smoking and tobacco products and devices are not allowed inside the Garden grounds or in the parking lots. Alcoholic beverages and coolers are not permitted. Please review the Garden's [etiquette guidelines](#) in advance.

Transportation

We do not offer a shuttle service or carts for rent. Tram service is available on our regular narrated public tram tour route on a first come, first served basis for \$4 per person during regular [tram operating hours](#).

Advance Scouting

We encourage you to visit the Garden in advance at your leisure to scout locations for your photography session. View our [hours and admission rates](#).

Weddings and Private Events

Wedding ceremonies, receptions or other private events at the Missouri Botanical Garden must be booked in advance through Catering St. Louis, (314) 577-0200 or www.cateringstlouis.com. **Absolutely no wedding ceremonies may be performed at the Garden without advance reservation.** Parties not in compliance will be asked to leave immediately. Please remember that any party who has booked a private event in a particular location of the Garden has exclusive right to that area.

If you are photographing a wedding or reception booked at the Garden, please have the bride or groom contact their Catering St. Louis representative directly for photography guidelines.

Questions

For questions related wedding and bridal photography, call (314) 577-5101. Individuals, groups and photographers not abiding by any portion of this policy will be asked to leave the Garden's campus. The Garden reserves the right to refuse admittance for wedding or bridal photography and/or to change the photo policy without advance notice.

C. Media

Media organizations must contact the Public Relations Department before photographing or filming of any kind at the Garden. Crews will be escorted. No fees will be charged to photographers with appropriate news credentials. View the online [Media Room](#) for contact information and other helpful information. Media displaying the

appropriate credentials are permitted to use monopods and tripods both inside and outdoors when covering Garden news and events.

II: COMMERCIAL SHOOTS

The Missouri Botanical Garden considers photography or video “commercial” in nature when the project utilizes the Garden as a visual backdrop to bring awareness to any business, service, campaign or subject matter (including the Missouri Botanical Garden), whether the resulting photos or video are for profit or available free of charge. The Missouri Botanical Garden will not allow any implied or actual endorsement of a product, institution or ideology, and reserves the right to refuse any project.

Commercial photography or video includes, but is not limited to, images for use in/as: display advertising, television commercials, feature films, music videos, retail products, brochures, product literature, annual reports, training videos, award presentations, instructional videos, business websites, non-macro stock photography for sale, model portfolios and other industrial, promotional or advertising projects.

Ad agencies, public relations firms, marketing groups, corporate communications offices, commercial photographers, location scouts and others wishing to shoot commercial photography or video at the Missouri Botanical Garden **must contact the Public Relations Department a minimum of 10 business days in advance for project authorization.** Projects will be approved on a case-by-case basis. (See also Section III: Student and Non-Profit Shoots.)

The Garden reserves the right to cancel permission at any time without penalty or refund. Any and all damages or losses of property will be the responsibility of the outside organization requesting access to the Garden.

Application and Documentation

A commercial shoot application must be completed in full and submitted to the Public Relations Department a **minimum of 10 business days in advance** of the requested shoot date. Before approval for a shoot can be given, full details on the nature of the project must be supplied, including: intended use of photos or video; proposed shoot date(s) and times; number of people involved; type and amount of equipment; copy of the script/text/storyboard; and other pertinent information as deemed necessary by Garden staff.

Once shoot approval has been granted, a Certificate of Insurance indicating liability coverage in the amount of \$1,000,000 against damage to persons, grounds, buildings or plant life, and naming the Garden as additional insured, must be presented **no later than two business days** before photography/filming is to take place.

Fees

Commercial shoots are subject to a base location fee; each project must also have one Missouri Botanical Garden employee assigned at an additional charge per hour. The Garden encourages all production to be done during weekday operating hours (Monday—Friday, 9 a.m. to 5 p.m.). Any projects occurring before or after operating hours will require special permission and will entail additional charges to cover staff overtime and utility costs.

Commercial photography/video fees are due upon approval of the permit application; no shoot may commence without payment **a minimum of two business days in advance.** Additional Garden-incurred expenses are due upon completion of the production. Please remit a business or cashier’s check made payable to: Missouri Botanical Garden.

Base location/staffing fees (*during regular operating hours*):

- Garden staff escort \$ 50/hour
- Still photography \$ 500/each four-hour maximum increment
- Video \$ 1,000/each four-hour maximum increment
- Major Motion Picture \$10,000/eight-hour day

Additional fees (*as desired and/or deemed necessary by Garden personnel; based on availability*):

- Additional Garden staff escorts \$ 50/hour
- Security staff escort \$ 35/hour
- After hours* – Garden staff escort \$ 100/hour
- After hours* – Security staff escort \$ 70/hour
- Overnight access fee** \$ 500
- Special access fee \$ 300/location
- Restricted access fee *to be determined on a case-by-case basis*
- Prop rental *to be determined on a case-by-case basis*
- Golf cart rental \$ 100/hour (must be driven by a Garden employee)
- Dressing room \$ 50/hour

*After hours fees are applicable for shoots outside of the regular operating hours of Monday—Friday from 9 a.m. to 5 p.m. (including weekends).

**An overnight access fee is applicable per evening for any shoot occurring between 10 p.m. and 7 a.m.

A special access fee is applicable for commercial photography within all greenhouses and buildings, including, but not limited to: the Climatron® conservatory, Ridgway Visitor Center, Linnean House, Kemper Center for Home Gardening, Tower Grove House and Shoenberg Temperate House.

A restricted access fee is applicable in the rare occurrence that a commercial shoot necessitates the public closure of a display garden or area during regular business hours.

Conditions and Restrictions

The Garden is a public place where visitors are welcome in all public areas. Approval does not grant exclusive use of the Garden during the day and time requested.

Unless restricted access has been granted, a commercial photography or video permit does not constitute exclusive use or booking of any Garden area. Please help us to maintain a positive experience by being courteous and not blocking pathways or access for Garden visitors.

Do not step in or place equipment in flowerbeds, plant displays or mulched areas. Carts must remain on pathways and are not permitted on grassy areas. Do not remove any plant labels. Do not remove or cut any plants or flowers. No artifact may be moved or rearranged in any room in Tower Grove House without the permission of the Interpretation Department.

The Garden is a tobacco-free environment. Smoking and tobacco products and devices are not allowed on Garden property, including all buildings, grounds, restrooms and parking lots.

Noise

Regular Garden business continues during normal operating hours; this may include intermittent mower, blower, vehicle and visitor noise, which crews must be prepared to work around. All shoots must comply with local noise ordinances.

Locations

All desired shoot locations and Garden areas must be discussed and approved in advance, so as not to conflict with any work or private events being held on the grounds. Recognizable Garden features may not be used in commercial photography or video. This includes, but is not limited to, exterior shots of the Climatron® conservatory, Ridgway Visitor Center, Linnean House, Japanese Garden drum bridge and Tea House, Tower Grove House and Garden sculptures.

Load-In, Parking and Transportation

Free, on-site parking is available. Vehicles may load and unload in front of the Ridgway Visitor Center (main entrance building); please pull up to the front curb as far as possible to allow to bus traffic to make the turn into the parking lot. Vehicles may not remain unattended in front of the Ridgway Visitor Center and must be moved immediately after loading or unloading. **Absolutely no idling of vehicles is permitted on the Garden's campus.** Vehicles may not be brought within the Garden grounds without prior approval.

Depending on the nature of the shoot, we may be able to utilize alternative points of entry into the Garden for shorter transport of equipment. Logistics must be arranged in advance.

Crews must be prepared to hand-carry any equipment in and out of the Garden. Any requests for crew and equipment transportation must be made in advance; we cannot accommodate any requests the day of the shoot. Please see Fees.

Electric

Crews must be able to complete the shoot with their own equipment (e.g., extension cords, lights, generators); Garden electric power may not be used **without advance written request and permission** prior to the shoot date. Generators are not permitted indoors.

Weather

The Garden reserves the right to cancel shoots due to poor weather. Rescheduling is contingent upon availability of Garden grounds.

Food and Beverages

Approved crews are welcome to bring their own water or other non-alcoholic beverages into the Garden. **You may not bring in food from catered or other outside sources.** Sassafras café serves a full lunch menu from 11 a.m. to 3 p.m. daily. To order boxed lunches from Catering St. Louis, call (314) 577-0200 in advance. Boxed lunches may be enjoyed inside the Sassafras café or outside on the terrace; seating is available first-come, first-served. **Dining or picnicking is not allowed on the Garden grounds.**

Models and Actors

On-camera talent are encouraged to have hair, make up and clothing prepped off site; public restrooms and public areas may not be used for hair, make up or clothing changes. Private dressing rooms are based on availability and must be booked a minimum of two business days in advance; please see associated fees. Appliances must be turned off when exiting the dressing room. Crews are responsible for providing their own attendant to watch over any clothing, personal belongings, makeup, etc. left in the dressing room during the shoot. Do not trim or cut hair inside the Garden. Please leave areas clean. Appropriate attire is required at all times; the Garden reserves the right to abort any project where attire is considered indecent and fees will not be refunded.

Credit

The Garden may, at its discretion, require the following credit line: "Photographed (Filmed/Videotaped) on location at the Missouri Botanical Garden, St. Louis, Missouri." (Add "USA" if distributed outside the United States.)

III: STUDENT AND NON-PROFIT SHOOTS

Individual student (high school, college or university) photographers/videographers and non-profit organizations are subject to the same guidelines that apply to commercial projects (see Section II: Commercial Shoots.) Organizations **must contact the Public Relations Department a minimum of 10 business days in advance for project authorization.** Projects will be approved on a case-by-case basis. All location shoots must have at least one Garden employee assigned to the project with a fee of \$50 per hour.

Some commercial shoot fees may be reduced or waived at the Missouri Botanical Garden's discretion. **Formal requests for reduced or waived fees must be made on organizational letterhead 10 days prior to any desired photo or video session.** Please include a detailed synopsis of the intended nature of the shoot, all parties and equipment to be involved, length of stay and how/when the photos or video will be distributed or shown.

Students wishing to cover Missouri Botanical Garden news for a student-run media outlet or for a media or journalism class should refer to the Media portion of Section I: Non-Commercial Shoots. Shoots and interviews will be granted based on staff availability.

IV: PHOTOGRAPHY CLASSES

Non-school based photography or videography classes led by an instructor not affiliated with the Missouri Botanical Garden are not permitted. This applies to both for-profit and not-for-profit classes. Call (314) 577-9473 x6565 for more information.

All school-based groups (including colleges and universities) wishing to hold either a Garden-led or self-guided photography or videography class must register with the Garden in advance of their visit by completing the [online request form](#) or call (314) 577-5140. To ensure a quality experience for all visitors, we have established a maximum number of group admissions per hour per day. Early registration will help us reserve your preferred arrival time. All individuals in the class must abide by the directives in Section I: Non-Commercial Shoots; commercial usage of photos and video is not permitted.

CONTACT

For questions regarding any portion of the Missouri Botanical Garden Photography and Videography Policy, email pr@mobot.org or call (314) 577-0254 or (314) 577-5141. Direct correspondence to:

Missouri Botanical Garden
Public Relations Department
P. O. Box 299
St. Louis, MO 63166-0299

For questions regarding Wedding or Bridal Photography, call (314) 577-5101.

This policy applies to all amateur photographers, wedding photographers, media/press photographers, professional/commercial photographers, and student and non-profit photographers using any area of the Missouri Botanical Garden grounds at any time. Those who do not comply with this policy will be asked to leave the premises.

The Missouri Botanical Garden's policies are subject to change.



MISSOURI BOTANICAL GARDEN

COMMERCIAL PHOTOGRAPHY/VIDEOGRAPHY APPLICATION PERMIT

*Must Be Submitted For Approval At Least 10 Business Days Prior To Session Date
Valid As Permit Only With Signed Approval*

Date of Application: _____

Company / Organization: _____

Contact Name and Affiliation: _____

Business Phone: _____ Cell Phone: _____

Email: _____

Requested Session Date(s): _____ Alternate Date(s): _____

Start Time Requested: _____ Finish Time: _____

Type of Photo/Video Equipment: _____

Will Shoot in Garden Location(s) – *be specific!*: _____

Describe the Nature of the Shoot. What will the photography/video be used for? How/when will it be shown?
(use additional sheet if necessary):

Total number of people involved (including, but not limited to, photographer or camera persons, crew, production assistants, on camera talent, hair and make up, wardrobe and other persons to be on site during shoot):

Please check all that apply:

- Shoot involves on site hair/ make up/ wardrobe changes.
- Shoot requires restricted access to Garden areas.
- Shoot requires electrical access.
- I would like information on alternate access points into the Garden.
- I would like information on the availability of a golf cart for on site transportation of crew.

(over)

Please verify:

I have read and agree to abide by all rules set forth in the **Missouri Botanical Garden Photography and Videography Policy**. I understand that failure to comply with the policy could result in our being asked to leave the premises and forfeiture of fees.

A copy of proposed script and/or storyboard is attached.

I will provide a Certificate of Insurance in the amount of \$1,000,000 against damage to persons, grounds, buildings or plant life, and naming the Missouri Botanical Garden as additional insured, no later than two business days before photography/filming is to take place.

I understand that, upon approval of this application, I must remit a business or cashier's check made payable to the Missouri Botanical Garden for the total shoot amount no later than two business days before photography/filming is to take place. I understand that I will be held liable for all damages and incidental costs that may occur during the session defined above.

Applicant's Signature: _____ Date: _____

Return to:

**Missouri Botanical Garden
Public Relations Department
P. O. Box 299
St. Louis, MO 63166-0299**

**Phone: (314) 577-0254 or (314) 577-5141
Fax: (314) 577-9598
Email: pr@mobot.org**

For internal use only:

Approved by: _____	Date: _____
<input type="checkbox"/> \$ _____ Fees Paid	Date: _____
<input type="checkbox"/> Certificate of Insurance	Date: _____

\$ _____ Base location fee	\$ _____ Dressing room
\$ _____ Garden staff escort	\$ _____ Other
\$ _____ Additional Garden staff escort(s)	
\$ _____ Security staff escort	\$ _____ TOTAL FEES DUE
\$ _____ After hours – Garden staff escort	
\$ _____ After hours – Security staff escort	
\$ _____ Overnight access fee	
\$ _____ Special access fee	
\$ _____ Restricted access fee	
\$ _____ Prop rental	
\$ _____ Golf cart rental	