



Commercial and Non-commercial Photo and Video Policy

Updated March 2014

All requests are subject to approval by Omaha's Henry Doorly Zoo and Aquarium®. The final production piece must represent the family friendly brand of Omaha's Henry Doorly Zoo and Aquarium and its mission.

Non-commercial Use

Film, video and still photography are permitted for personal non-commercial use. All regular admission fees are assessed. You may come to the Zoo as a regular visitor and take photos if all the following are applied:

- Indoor and outdoor public paths cannot be blocked
- Zoo traffic will not be stopped at any time in order to take photos
- Number of people involved is under 10
- There will be no disruption to Zoo visitors, staff or animals in any way
- Photos must be taken during regular Zoo hours
- No special consideration shall be given
- Photos taken at the Zoo should not be credited to the Zoo
- Non-commercial photos cannot depict Omaha's Zoo and Aquarium in a negative light nor have any association with organizations that are inconsistent with the brand and mission. Approval is determined by Omaha's Henry Doorly Zoo and Aquarium Communications and Marketing Department.
- At any time a Zoo Communications and Marketing representative can determine if the party is abiding by the guidelines and terminate at that time.

Commercial Use

Film, video and still photography are permitted for commercial use following a formal request submitted and approved by Omaha's Henry Doorly Zoo and Aquarium Communications and Marketing Department. An approved and signed location agreement, below guidelines agreed to and the location fee and payment approved are also required.

Guidelines:

- Commercial photos cannot depict Omaha's Henry Doorly Zoo and Aquarium in a negative light nor have any association with organizations that are inconsistent with the brand and mission.
- All requests must go through the Communications and Marketing Department
- Interviews with Zoo personnel must be arranged in advance
- Crews are allowed only on the public paths and public view areas, unless otherwise agreed upon
- Animals will not be handled or exhibits entered without prior approval
- No unauthorized vehicles are allowed on Zoo grounds
- Omaha's Henry Doorly Zoo and Aquarium reserves the right to review the script and scenes at any time
- The health and safety of the visitors and animals are the Zoo's primary concern. Other guidelines or limitations may be set or altered on a case-by-case basis.



Requests:

All requests must go through the Omaha's Henry Doorly Zoo and Aquarium Communications and Marketing Department. A two week notice is required. Omaha's Zoo and Aquarium will make every effort to accommodate last-minute requests. Requests should include the exact locations proposed, number of people that will be present, equipment present, timeline and any activities or interviews needed. A valid certificate of insurance may be required.

Fees:

Due to photo and video sessions requiring extra staff time and disrupting regular Zoo operations, fees are charged to offset these costs and difficulties. Fees may be waived or reduced at any time as determined by Omaha's Zoo and Aquarium.

Fees are determined by a variety of factors, including but not limited to, the nature and purpose of the project, the intended market, potential promotional value to the Zoo, time of day, time of year, displacement of other revenue generating events, disruption to exhibits and guests and any other factor determined by the Zoo. Omaha's Henry Doorly Zoo and Aquarium reserves the right to prohibit or stop filming at any time, for any reason.

Base fees: offered during regular Zoo hours

\$100 per hour

\$600 for half day (4 hours)

\$1,200 for full day (8 hours)

After-hour Base fees*:

\$200 per hour

\$1,200 for 4 hours

\$2,500 for 8 hours

*Staff overtime fees are not included in this pricing. Additional fees will be determined on a case-by-case basis depending on staff and facility needed for the project.

Omaha's Henry Doorly Zoo and Aquarium Mission:

The following elements of the Society's mission were established on May 13, 1986.

1. Promote and encourage recreational activities for the public in the context of wild animals and their habitats.
2. Promote, establish and maintain educational activities and programs to enhance the knowledge of the general public and the Zoological staff in all areas relating to the natural world.
3. Promote conservation of rare and endangered species of plants, animals and their natural ecological systems.
4. Promote and undertake research programs related to the goals of zoos.