

2024

Stakeholder Co-op Video Shoot

Outline

Tourism Golden is pleased to offer all stakeholders the opportunity to co-op on a professional video shoot with local videographer and editor [Kai Pepin](#) of Whitetooth Media (herein called the videographer). The purpose of the video shoot is to give stakeholders the opportunity to get high-quality visuals of their business that can be used to better market their product while also giving Tourism Golden access to the same high-quality visuals for their website, and social media accounts and use for general marketing purposes. These visuals will be in the form of individually edited and color-corrected b-roll clips. A full edit can be requested, however, this will be an additional cost to the stakeholder.

Details and Cost

Tourism Golden will support the 2024 stakeholder co-op photography program from January 1 until December 31, 2024, at a cost of \$1000 plus taxes per shoot; 50% is to be covered by the stakeholders and 50% is to be covered by Tourism Golden (\$500 per entity). Videography co-ops will be available to qualified stakeholders until all slots have been filled and will consist of the following elements:

- **30-minute consultation in advance of the video shoot:** This will give the videographer an idea of what the stakeholder would like to capture in advance of his arrival and manage expectations of what is achievable during the time allotted. The shot list must be approved by Tourism Golden before the shoot takes place.
- **3 hours at the location:** Please have your business ready in advance of the videographer's arrival, additional time will not be granted to organize the space once the videographer has arrived. The total number of deliverables will depend on multiple factors, this will be addressed in the 30 min consultation. During 3 hours on **location, only one drone flight** (up to 20 mins) will be included. All additional drone footage requests will be an additional cost to the stakeholder. Drone footage will be available if the following standards can be met.
 - Your business location meets NAVCAN requirements for drone flights
 - There are no overhead hazards preventing safe takeoff and or landings, this is at the discretion of the pilot.
- **Post-production work:** Maximum of 6 hours of post-production includes color correction, editing into b-roll clips, and resizing into vertical and horizontal aspect ratios. Post-production work does not include an edited video or music integration. Any additional edits are at the discretion of the videographer and at additional cost to the stakeholder. Only one round of revisions can be requested by the stakeholder.
- **30 minutes of project management time:** This time will be spent by the videographer organizing the date and time of your photoshoot as well as discussing the best approach to achieve the best images for each location.
- **Travel time and expenses:** Travel times of 20 minutes each way from the Town of Golden is covered for the consultation and video shoot**, any additional travel time and expenses will be at the cost of the stakeholder.

***If the stakeholders would like a longer video shoot all additional costs will be invoiced by the videographer and incurred by the stakeholders.*

*** Travel time only includes vehicle travel. Any air travel is at the cost of the stakeholder.*

Eligibility & Approval

Only Tourism Golden stakeholders who are currently actively advertising or engaged in another co-op marketing project with Tourism Golden are eligible to participate in this co-op opportunity. If you do not currently meet these criteria, Tourism Golden's [website listing signup form](#) can be found online.

Upon approval of a stakeholder's eligibility to participate in the stakeholder co-op videography program, the stakeholder will have a consultation with the videographer where they discuss the scope of the project. To

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receive final approval, the majority of b-roll video clips must be deemed usable by Tourism Golden in their marketing efforts.

Project Management

This co-op opportunity is on a first-come, first-serve basis. Once an application has been approved by Tourism Golden, the stakeholder will be connected with the videographer to begin the project. Appointments for the initial consultation will then be made with the videographer. The video shoot date must be agreed upon by both parties at the consultation and must not exceed December 31, 2024. Once agreed, this date will not be subject to variations due to weather, conditions or guests, except for extreme circumstances or with prior approval from the videographer. Applications will be open throughout 2024 on a first-come first-served basis. Stakeholders are only able to sign up for one (1) co-op photography session Between January 1, 2024, and June 30, 2024, which can be for any season throughout the calendar year. Between July 1, 2024, and August 31, 2024 stakeholders will be eligible to apply for a second co-op photography session, during this time should the program be oversubscribed priority will be given to stakeholders who have not previously applied to the co-op photography program in 2024. Stakeholders are not able to apply for more than two (2) co-op photography shoots within a calendar year. Stakeholders are eligible to participate in the co-op videography program every other year unless otherwise approved by Tourism Golden. For example, if a stakeholder participates in 2024 then they would next be eligible to participate in 2026.

Payment Process & Asset Delivery

The stakeholder will be invoiced by the videographer following the completion of the video session. Delivery of the images will not be completed until the photographer receives payment in full. Payment terms are 14 days from the date of the invoice.

Upon payment, the photographer will deliver the edited assets through a cloud-sharing app no sooner than 3 business days and no later than 7 business days after receiving payment or completing the photo shoot. This choice is up to the discretion of the photographer. The stakeholder will have access to download images for a 12-month period following the delivery of the assets.

Image Rights, Usage, and Models

1. The stakeholder and Tourism Golden will have shared international copyright rights across all mediums for a period of two years from the date of the invoice.
2. After the two-year period, rights transfer to international non-exclusive rights i.e. video clips can be licensed by the videographer to other clients with the exception of direct competitors both in the form of another destination or stakeholder competitor.
3. If the stakeholder or Tourism Golden wishes to extend the exclusive license (so that the videographer cannot license the image to other clients) for a specific image or group of images past the two-year period, additional licensing costs will apply.
4. Licensing is across all markets, but is limited to advertising and promotional use for the stakeholder and Tourism Golden and cannot be distributed to 3rd parties for use that is not directly associated with the "Promotion of the stakeholder's business and/or Tourism in Golden, BC".



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5. B-roll produced by the videographer may not be sold by the stakeholder or Tourism Golden to third parties for commercial use.
6. Within the above terms of use, videos can be used across any and all media.
7. The stakeholder and Tourism Golden agree to allow the videographer to use the videos produced for their personal portfolio.
8. The Stakeholder and videographer will ensure that all subjects appearing in the videos have agreed to and signed a "Model Release Form". The stakeholder and videographer assume all risks and responsibilities that may arise from a breach of this practice.

Application Process

To start the application process follow the link and complete the survey below. Once the survey has been completed you will be contacted by Tourism Golden to confirm your business's eligibility and finalize participation in the co-op video shoot.

<https://tourismgolden.survey.fm/2024-stakeholder-photography-video-coop-signup>