

Visit Santa Cruz County  
PHOTOGRAPHY AND DIGITAL ASSETS  
TERMS OF AGREEMENT  
*Unlimited Usage*

- The following represents the terms of agreement between Visit Santa Cruz County (VSCC) regarding the use of photography submitted by its partners by the VSCC for its public relations and marketing usage. “Partners” is defined as local businesses and organizations within Santa Cruz County with whom VSCC works on promotional and marketing efforts.
- Photography may be used for the following purposes: publicity, use in various publications, the VSCC website ([www.visitsantacruz.org](http://www.visitsantacruz.org)), co-op advertising and trade, social media efforts, the *Official Santa Cruz County Traveler’s Guide*, and to furnish upon request to qualified media for the purposes of editorial coverage which promotes Santa Cruz County as a travel destination. This may include but is not limited to travel and consumer magazines, newspapers, journals and other periodicals published nationally and internationally. The VSCC will have unlimited usage rights to the photography for use in perpetuity relative to the abovementioned purposes.
- VSCC may use the images and content submitted indefinitely as long as usage is consistent with its mission to promote Santa Cruz County as a visitor destination including, but not limited to, its own web promotions, publications, and to fulfill media requests.
- Partners waive all usage sizes relative to VSCC use including publications such as the *Official Santa Cruz County Traveler’s Guide*
- VSCC will include photo credit when supplying photography to qualified media. Photo credit will reference VSCC and the photographer’s name (ie: “*Photo courtesy of Visit Santa Cruz County / name of photographer*”)
- When fulfilling a request from media outlets for photography, VSCC cannot guarantee that the images will be used.
- Requests for images not consistent with promoting Santa Cruz County as a travel destination will be referred to the photographer. All images remain the intellectual property of the photographer and may be copyrighted as such by the photographer.

