



**Usage Agreement
Destination-Branded Video Loop Provided to
VSCC Lodging Partners**

The following represents the terms of agreement between Visit Santa Cruz County (VSCC) and the lodging partner referenced below regarding the use of a 30-second destination-branded video loop provided by VSCC for to its lodging partners to showcase Santa Cruz County.

- Video footage will be used for the purposes of promotion to showcase Santa Cruz County as a travel destination in hotel, motel, bed and breakfast inns and other types of lodging properties who are members of the local Tourism Marketing District.
- Lodging partners may broadcast the footage on their in-house hotel channels including in-room broadcast and common areas of the property including lobby and check-in areas, onsite fitness centers, onsite restaurants and lounges, pool and recreational areas.
- VSCC permission must be obtained before posting the video loop on property websites. Posting the video to a third-party site is not permitted.
- TMD members may use the footage indefinitely as long as usage is consistent with VSCC’s mission to promote Santa Cruz County as a visitor destination.
- Requests for video footage from third parties will be referred to Christina Glynn, Communications Director at Visit Santa Cruz County.

Signed,

Christina Glynn
Communications Director
Visit Santa Cruz County

TMD Member Signature

Print Name

Date

Date

Email

Email

Phone