



Photography and Video Policies and Guidelines

Waterfront Botanical Gardens welcomes photographers/videographers and guests to use the Gardens as a backdrop for capturing special occasions. Reservations and fees may apply for all sessions that are not personal photography or part of a private event already taking place at the Gardens. All photography/videography is at the discretion of Waterfront Botanical Gardens. We encourage our guests to take casual photographs and videos of their visit for their own personal use and sharing on social media, tagging Waterfront Botanical Gardens as the location. The Gardens are not responsible for any lost, stolen, or damaged equipment. All fees listed below will directly support the mission of the Gardens.

- I. **Personal Photography** is captured by a phone or handheld camera for non-commercial use. Any equipment must be able to be carried by a single person with their hands, otherwise, photography will be considered Professional + Portrait Photography and subject to fees. Selfie sticks and handheld gimbals are permitted. There are no fees or reservations required for Personal Photography.

- II. **Professional + Portrait Photography** is any session that includes posed or formal photos including prom, graduation, quinceañeras, birthdays, maternity, wedding, engagement, school photos, senior photos, and family photos, or any photographs or videos that can be used to sell or promote a product, service, or other commercial venture including newspapers, books, model portfolios, commercials, movies, etc.
 - **Fees:** A Photography Permit must be purchased annually for unlimited sessions at a rate of \$150/year. Group size must not exceed 10 people, including photographer. For each session with a group size exceeding 10 people, an additional \$25 fee will be assessed. Please visit <https://forms.gle/i8XozuzPmDuZw3iv5> to submit a Photography Permit application
 - **Reservations:** Must be scheduled at least one week prior to the session to ensure there is no overlap with private or special events in the Gardens. Please visit <https://forms.gle/CNPJdXAGAyKA9aii7> to submit a reservation request.
 - **Photo Credit:** Waterfront Botanical Gardens requires the location credit Waterfront Botanical Gardens, Louisville, KY in all commercial uses of images taken in the Gardens.

Prior to reserving your time slot for sessions, please read the complete list of photography terms and conditions below. Upon making a reservation you agree to all of these guidelines and understand violation of them will lead to termination of your shoot and Photography Permit with no refund.

1. All photography sessions must take place while the Gardens are open to the public. We will not schedule sessions outside of regular business hours.
2. Photographers will be held accountable for themselves as well as their clients while in the Gardens.
3. Your photography/videography may not interfere with other guests' enjoyment or block paths.
4. Please do not step in or walk through any garden beds or mulched areas as plants may be dormant and not visible.
5. Please do not climb on any structures, walls, trees, or stones for photos.
6. Any party that has booked a private event in a particular location of the Gardens has exclusive rights to that reserved area.
7. WBG will not store personal belongings during a photoshoot.
8. Please come to the Gardens prepared for your shoot. Hair styling, applying makeup, and elaborate wardrobe changes are not permitted in our Gardens or restrooms.
9. Any prop, apparel/attire, or sign deemed controversial or offensive in nature will not be permitted.
10. The use of professional-grade camera equipment, including light stands, rolling equipment bags, bounce cards, stools, apple boxes, props, or other similar items, is strictly prohibited without prior permission. Tripods, monopods, and handheld reflectors are allowed, permitted they are not blocking any access or pathways for other visitors. Selfie sticks are permitted.
11. Drones are prohibited without prior approval.
12. During your visit, you may be recorded and/or photographed by a WBG employee or contract photographer. Your attendance serves as permission for the use of your image by the Gardens and its constituents.
13. The Gardens reserves the right to refuse admittance for photography/videography and/or to change its photo policy without advance notice.

Photography Permit application <https://forms.gle/i8XozuzPmDuZw3iv5>

Session reservation request <https://forms.gle/CNPJdXAGAyKA9aii7>

Questions? Call 502-276-5404 or email info@waterfrontgardens.org