

SHOWCASE OF CITRUS – PHOTOGRAPHY POLICY

1. Purpose & Scope

This policy sets out the terms under which photography and videography may be conducted on the property of Showcase of Citrus (“the Farm”) located at 15051 Frank Jarrell Rd., Clermont, FL. It applies to all photographers, videographers, clients, event planners and other individuals engaging in photography (including stills and motion capture) on the Farm grounds.

2. Definitions

- “Guest photography” refers to casual still photographs taken by visitors for personal, non-commercial use.
- “Professional/commercial photography” refers to any photography or videography taken for hire, for a client, for publication, advertising, commercial use, social media promotion, or other revenue-generating purposes.
- “Photo session” refers to a scheduled period of professional/commercial photography or videography.

3. Guest Photography (Personal Use)

Visitors are welcomed to take photographs and videos for their own personal, non-commercial use while on the Farm during regular hours. No prior permission or fees are required for personal-use photography, provided it does not disrupt Farm operations, interfere with guest activities, or pose a safety risk.

4. Professional/Commercial Photography

- a. Check-in Required – All photographers, whether professional or amateur working for hire, must check in with Farm staff upon arrival before beginning any photo session.
- b. Designated Areas Only – Photo sessions are allowed only in areas designated by Farm staff at time of check-in. Certain sensitive, restricted, or working areas may be off-limits.
- c. Fee – A session fee of **\$25.00** is required for each photographic session/client shoot.
- d. Time Limit – All professional/commercial photo sessions must be completed by sunset on the date of the shoot. Photographers and guests must check out with Farm staff before darkness.
- e. Use for Advertising or Commercial Purposes – If any resulting images or footage will be used for advertising, marketing, commercial publishing, stock-photo use or other promotional purposes (paid or unpaid) beyond the photographer’s portfolio or client’s personal records, additional fees and paperwork (e.g., release/licensing agreement) will apply.
- f. Drone/Unmanned Aerial Vehicle (UAV) Use – Any use of drones or UAVs for photography or videography is strictly prohibited without the express written consent of Farm management prior to the shoot. (Check inquiry with the Farm).
- g. Equipment & Safety – Photographers must comply with all Farm safety, property, guest and animal-welfare rules. Equipment must not obstruct guest access, damage property or endanger animals. Photographer is responsible for obtaining any required permits or insurances.
- h. Respect for Guests & Animals – Shoots must not harass, stress or exploit farm animals, wildlife, staff or paying guests. All animal interactions must be approved in advance by Farm staff.
- i. Indemnification – Photographer agrees to release, indemnify and hold harmless Showcase of Citrus, its owners, managers, employees and agents from any claims, damages or liabilities arising from the shoot.

5. Prior Request & Confirmation

Professional/commercial photography must be requested in advance via email to info@showcaseofcitrus.com (or other designated contact) stating: date/time, type of shoot, client

name, expected number of participants, equipment list, areas of interest and usage of images. Approval must be received prior to arrival to guarantee permission and access.

6. Ownership, Licensing & Credit

Photographer retains ownership of the raw image files unless otherwise contracted with the Farm or client. If images are used publicly by the Farm (website, social media, print), the Farm will credit the photographer unless otherwise agreed. Images taken on-site may not infringe on third-party rights (e.g., guests' likenesses) without proper release. Commercial use by third parties requires appropriate licensing and Farm approval.

7. Revocation & Compliance

The Farm reserves the right to revoke permission for photography at any time if the shoot interferes with operations, violates this policy, poses a safety risk or if the photographer fails to check in/out. All photographers must comply with Farm rules, including hours of operation and exit before dark. Unauthorized commercial photography may result in removal, liability for fees and legal action.

8. Fees, Cancellation & Weather

The Farm's session fee of \$25 applies per client shoot and must be paid as directed at check-in. If the shoot must be cancelled due to weather, Farm operations, event conflicts or force majeure, the Farm will make reasonable efforts to reschedule or refund the fee at its discretion.

9. Hours & Contact

Regular operating hours: 9:00 am – 7:00 pm daily (subject to seasonal variation). Professional photo sessions must end before sunset on the scheduled date. For scheduling or inquiries, contact: (352) 856-0507 or info@showcaseofcitrus.com.

10. Effective Date & Amendments

This Photography Policy is effective as of 11/1/2025 and replaces any prior policy. The Farm reserves the right to amend this policy at any time. Photographers should confirm the current version at time of booking.

By signing below, the photographer (or client) acknowledges understanding and acceptance of this policy, including the session fee, check-in/check-out requirements, designated areas, usage limitations and indemnification terms.

Photographer Name: _____

Client Name: _____

Date of Shoot: ____ / ____ / ____ Time: _____

Photographer Signature: _____

