

Photographers Limited Copyright Release

Name: _____ (hereinafter referred to as the "Photographer"),
does hereby transfer, assign and license to:

Organization: Black Mountain/Swannanoa Valley Chamber of Commerce

Event Name: "The Little town that Rocks" Rocking Chair Marketing/Fundraiser Campaign

Referred to as "The Campaign" for this release, the following are limited rights in the copyrights of said photograph(s):

• **Photo Title #1:** _____

Location of Photo: _____

• **Photo Title #2:** _____

Location of Photo: _____

Scope:

The image listed above will be reproduced and attached to a rocking chair to be placed in public exhibition by "The Campaign" through 2014. At the end of the event, the rocking chair and photograph listed above will be sold at public auction as a fundraiser. All proceeds from the sale of the rocking chair with attached photograph are retained by "The Campaign".

Exhibition Release:

1. For Use Only by "The Campaign": which is permitted to reproduce, upload to websites, social media sites, computers, cell phones, tablets, and print media for advertising or marketing of the Campaign. The image can be edited to include cropping, insertion into other media, file format changes, etc as needed to make the photograph usable in the Campaign.
2. For the photographer's copyright protection, the image will be watermarked with the name of the photographer in a manner set by the campaign committee. There is no image limitation placed on the photographer while this image is in use by "The Campaign". The photographer is free to reproduce and or sell the image.
3. This image can be reproduced onto a larger panel which will list the photographer's name, title of image (if any) and the Rocking Chair Sponsor. The photographer waives their consent in the editing process or approval of the reproduced panel. The panel will be attached to a rocking chair of the committee's choosing. The chair may be natural in color or painted and once paired it will then become a finished product. The photographer waives their consent in the rocking chair selection process. For this document the finished product will be called the "chair."
4. The chair will be sponsored by a business participating in the Campaign, which will also have their name listed on the chair. The photographer waives their consent regarding the Sponsor and selected photograph. The actual chair location for exhibition will be chosen by the Campaign and may be in Black Mountain or other highly visible areas such as the Asheville Airport or Asheville Visitor Center. The photographer waives their consent as to a location for this image and chairs may be rotated to other locations during the campaign at the Campaign's choosing.
5. In the event of damage or theft of the image, the Campaign is authorized to reproduce it, at the Campaign's expense, and reattach it to the rocking chair.

Sale License:

1. The photographer consents that at the end of the Campaign, the chair (including the reproduced image) will be sold at public auction as a fundraising event for the Campaign. The photographer authorizes / licenses the Campaign to sell (1) image as part of the "chair," and waives any claim for payment, monetary or otherwise. The photographer may participate in the public auction to bid on any chair, including the chair installed with their photograph.

Disposal at Campaign Termination:

1. The Campaign will delete electronic copies of this image at the completion of the Campaign. Images of the finished product (the chair) are authorized for retention and use but not sale as advertising material in future campaigns.

2. Copyright Transfer Period: From: _____ 03/31/14 _____ to: _____ 2014 Campaign termination _____

The photographer owns the copyright and all rights reserved.

IN WITNESS WHEREOF, the Photographer has executed this instrument:

Photographer signature: _____ Date: _____