

National Museum of Racing and Hall of Fame
Image and Video Reproduction Policy

The mission of the National Museum of Racing and Hall of Fame (hereafter, “Museum”) is to preserve and promote the history of thoroughbred racing in America and honor the sport’s most accomplished participants in the Official National Thoroughbred Racing Hall of Fame.

The Museum permits the reproduction of its permanent collection and library collection according to applicable rights and restrictions. All reproduction requests must be approved by the Director, and the Museum reserves the right to deny permission to reproduce any image or video in its collection for any use deemed unacceptable for any reason.

This policy will address:

1. Usage policy based on project type (print, web, tv/film, research)
2. Media preparation and research fees
3. Reproduction fees for non-profit use and commercial use

1. USAGE POLICY:

Before a staff member begins work on a request, two things must be completed:

- i. The individual submitting the request must read and agree to the Image and Video Reproduction Policy.
- ii. The individual must fill out an Image and Video Reproduction Request Form. (Please note: The Museum may require more information from the individual after receiving this form to complete this request.)

If a request is approved, the final project must include the credit line of: “Courtesy of the National Museum of Racing and Hall of Fame” unless otherwise noted.

The following are the guidelines for the usage of images and videos from the collection. Please note that there are different conditions depending on project type: print, web, television/film/video, or research.

If an image or video is needed for any other purpose not mentioned in this policy, please contact the Collections Manager with your special request.

GUIDELINES FOR ALL PROJECT TYPES:

- i. The Museum grants the right to use the authorized image(s) or video(s), in connection with the specific project described in the request form. Permission to use an image(s) or video(s) is for one-time use only.
- ii. Any material provided by the Museum for the project must be deleted or returned to the Museum after the completion of the project. No material can be saved or kept for future

usage. The Collections Manager will provide a due date for the return of any physical materials.

- iii. The Museum can only allow reproductions of images that specifically belong to the Museum. Copyrighted material (photographs and artwork) cannot be reproduced without written permission from the copyright holder. The individual making the request is responsible for obtaining the necessary permission for any copyrighted works from the appropriate rights holder. The Museum reserves the right to request copies of such permission before sending any image(s) or video(s) for reproduction.
- iv. Authorized image(s) and video(s) must remain unaltered and in their entirety, unless approved by the Museum. The Museum may request proofs in advance of publication or release date. No modifications (cropping, bleeding, splitting) can be done on the authorized image(s). If a detail is used, the caption must include the word “detail” and a full view must be shown as well. The reproduction of authorized video(s) must be shown in its entirety without any edits made. If the individual making the request would like to make any changes to the image(s) or video(s) it must be reviewed and approved by the Museum first.
- v. The image(s) or video(s) provided by the Museum may not be duplicated without approval.

ADDITIONAL GUIDELINES FOR PRINT REPRODUCTION:

- i. A printed caption and credit line must appear under the reproduction, on the page facing, on the reverse, in a list of illustrations, and/or in an appendix. The captions and appropriate credits will be listed by the Collections Manager on the reproduction agreement form.
- ii. Prior to the publication of the project, the Museum may require samples of the authorized image(s) within the approved project for review. The Museum has the right to approve or reject the use of the image(s), and the authorized image(s) cannot be reproduced until the Museum approves.
- iii. One copy of the completed project must be provided to the Museum.

ADDITIONAL GUIDELINE FOR WEB REPRODUCTION:

- i. The caption and credit must appear adjacent to the image(s) or video(s). The captions and appropriate credits will be listed by the Collections Manager on the agreement form.
- ii. Prior to the publication of the project, the Museum may require samples of the authorized image(s) or video(s) within the approved project for review. The Museum has the right to approve or reject the use of the image(s) or video(s), and the authorized image(s) or video(s) cannot be published until the Museum approves.
- iii. The Museum must be provided with a link to the image(s) or video(s) as published in the approved project.

- iv. Technology must be employed on digital projects to prevent the copying of image(s) or video(s) (i.e. disabling of “right-click save” functionality on web).

ADDITIONAL GUIDELINES FOR TELEVISION/FILM/VIDEO REPRODUCTION:

- i. A credit line must appear in the broadcast credits. The captions and appropriate credits will be listed by the Collections Manager on the reproduction agreement form.
- ii. Prior to release date of the project, the Museum may require samples of the authorized image(s) or video(s) within the approved project. The Museum has the right to approve or reject the use of the image(s) or video(s), and the authorized image(s) or video(s) cannot be used until the Museum approves.
- iii. A copy of the project must be provided to the Museum (digital, disc, link, etc.)

RESEARCH PROJECT GUIDELINES:

- i. The Museum will grant access to (not the permission to reproduce) images and videos from the collection for the purpose of research free of charge. These provided materials will be viewed only by the researcher and will not be reproduced, distributed, or publicly displayed.
- ii. Digital images and copies of videos must be destroyed once the research project is completed. If the individual was given a physical copy, this must be returned to the Museum within a given time period. The Collections Manager will provide a due date for these materials.

2. MEDIA PREPARATION AND RESEARCH FEES:

- a) If a Museum staff member needs to scan a photographic print to complete this request, an additional scanning charge of \$5 to \$15 will be added per image, depending on size, to prepare the digital file.
- b) If the Museum staff member needs to convert or edit a video, an additional charge of \$5 to \$15 will be added per item, depending on the work that needs to be performed.
- c) The assigned staff member will provide one complimentary hour of his/her time in order to answer research requests that are specific (i.e. horse, race, and date). After the initial hour of research, the staff member can continue at a rate of \$20 per hour. Large numbers of photograph requests and requests of Museum staff to select images they feel may be appropriate for the project will also require a \$20 per hour research fee. Staff will estimate the number of hours needed to complete the request and submit an invoice for research fees. These fees must be paid prior to work being done, regardless of whether the images will actually be used.
- d) If the request involves the mailing of a transparency or disc, the shipping and handling fees will be covered by the individual requesting the item.

- e) If a transparency is needed for the reproduction request, additional fees will be added. Our transparency fees and policies are as follows:
- i. Transparencies of paintings and objects are rented (not sold) for a 30-day period, renewable, at \$30 per rental period, plus the appropriate reproduction fee. Transparencies will be provided upon receipt of order form and payment.
 - ii. If a transparency must be made, the charge is \$150 for each object photographed (this includes the 30-day rental charge).
 - iii. There is a \$1 per day late fee if a transparency is not returned within 30 days, or if payment for a subsequent 30-day rental is not made prior to the expiration of the initial transparency rental.

3. REPRODUCTION FEES FOR NONPROFIT USE AND COMMERCIAL USE:

Image fees for Nonprofit use:

Print:	\$	25.00*
Web:		25.00*
TV/Film/Video:		30.00*
Book/Magazine cover:		50.00 per image
Exhibition:		50.00 per image

**This includes up to three approved images for reproduction. Additional images after the initial three will be charged at a rate of \$15 per image.*

Image fees for Commercial use:

Print:	\$	50.00*
Web:		50.00*
TV/Film/Video		75.00*
Book/Magazine cover		100.00 per image

** This includes up to three approved images for reproduction. Additional images after the initial three will be charged at a rate of \$20 per image.*

Video fees for Nonprofit use:

Web:	25.00 per video
TV/Film/Video:	30.00 per video

Video fees for Commercial use:

Web:	50.00 per video
TV/Film/Video	75.00 per video

If an image or video is needed for any other purpose not described in the above fee list, please contact the Collections Manager to discuss the details of your project.

Whenever possible, reproduction requests must be made 2-3 weeks in advance. Additional charges will apply for those requesting rush service and the Museum reserves the right to deny permission based upon time restrictions designated by the requesting institution. Rush Service is for previously digitized media or rentals of existing transparencies only.

Payment must be received in advance before permission will be given to reproduce the image(s) or video(s) or any materials are sent.