

# Photography Policy

Bowers School Farm (Farm) and the Johnson Nature Center (Nature Center) are owned by Bloomfield Hills Schools. The grounds at the Farm and the Nature Center provide a beautiful backdrop for amateur and commercial photography and videography. We welcome the opportunity to host photographers, videographers and their clients on the grounds but we must ensure minimal interruption to paid programs and sensitive areas on the properties.

We offer photography memberships and day passes which directly support our efforts to ensure the grounds and buildings are maintained. To maximize enjoyment and use by all of our guests, this formal photography policy will be strictly followed.

**Portrait Photography - ALL** portrait photography (amateur or professional), commercial photography, and photography classes or clubs **require a permit Portrait Day Pass or Annual Photography Membership.**

**Amateur Photography** - includes, but is not limited to visitors that wish to take photos of the animals, and landscape.

- **Farm:** admission fee to an event or program must be paid if taking photos at the farm. If you're not attending an event or a program you will not be allowed to access the property
- **Nature Center:** amateur photographers are allowed to take photos during the time the trails are open to the public. The hours are listed on the Johnson Nature Center [website](#) and there is no fee
- Photos taken are considered for personal use and enjoyment
- Photos may be shared on social media platforms but cannot be sold or published
- If you are not selling your images or being paid to capture the images, you are encouraged to take and share as many photos as you'd like - feel free to share those that you are extremely proud of with our staff. You can send your photos to [bowersfarm@bloomfield.org](mailto:bowersfarm@bloomfield.org) or [johnsonnaturecenter@bloomfield.org](mailto:johnsonnaturecenter@bloomfield.org)
- Neither a membership or a daily pass is needed for amateur photographers
- **DO NOT TAKE PHOTOS OF OTHER INDIVIDUALS THAT ARE PARTICIPATING IN A PRIVATE PROGRAM**

**Commercial Photography-** includes a person, organization, or company that directly or indirectly charges a fee for their photography services or uses images of Bowers Farm or Johnson Nature Center to sell any product or service

- Services include, but are not limited to senior, engagement, family, wedding, graduation, animals and landscape photos and encompasses film and digital, still and motion imagery
- Photography instructors associated with for-profit organizations or companies are considered commercial photographers and must follow all policies applicable to commercial photographers
- Photographs or videos may be shared with friends, family, and social media web sites
- Photographers must be a legal entity and show proof of liability insurance and have Bloomfield Hills Schools listed as an additional insured
- If purchasing a daily pass, the photographer must make a reservation at least one week in advance
- The commercial photographer must either purchase an annual membership or a day pass
- A day pass is \$150 for one named photographer. Additional photographers or assistants are \$25 each
- Annual membership is \$500 for each location for up to 2 named photographers from the same company. Members will need to email [bowersfarm@bloomfield.org](mailto:bowersfarm@bloomfield.org) or call (248) 341-6472 for the Farm or [carsenault@bloomfield.org](mailto:carsenault@bloomfield.org) for the Nature Center to notify us of intended shoot date to ensure there is no conflict with special events

- **DO NOT TAKE PHOTOS OF INDIVIDUALS THAT ARE NOT PART OF YOUR PHOTO SHOOT**

### **News Media and Advertising Companies**

- Must notify Bowers Farm or the Johnson Nature Center as to their intentions of using the grounds, providing proposed date(S) and purpose
- Must obtain authorization through the Bloomfield Hills Schools Communications Dept.
- \$5,000 per day (up to 8 hours) for commercial shoots involving animals, staff and structures
- \$2,500 per day (up to 8 hours) for commercial shoots not involving animals, staff and structures

### **Photography Guidelines**

- Photography is permitted during open hours only or pre-arranged if after hours
- Additional staff fees of \$30/hour may apply if after hours or if special arrangements are requested
- Clients must be fully and appropriately clothed. Swimsuit photo shoots are not allowed
- Clients must arrive prepared for the photoshoot. No dressing areas or storage areas will be available
- Sessions may not disrupt other visitors, employees, animals or special events
- No more than 20 people per 4-hour session (including photographers, assistants, etc)
- No animals are allowed (except service animals)
- Property may not be disrupted or moved. Do not walk through flower beds unless on a designated path, do not pick or cut plant material, do not move benches or displays and do not climb on fences, equipment or other structures.
- All cords or wires must be placed and guarded in a way that doesn't alter pathways and put visitors at risk
- Motorized and non-motorized vehicles are not allowed, with the exception of wheelchairs and strollers
- Commercial Photography is not permitted during special events
- The Farm and the Nature Center reserve the right to refuse permission or cease a photography session if it is deemed to be disruptive or inappropriate or if the behavior is not in the best interest of other guests or the Farm and Nature Center itself
- The Farm and the Nature Center assume no responsibility for loss, theft or damage to any equipment or belongings
- Photographers will be held accountable for their actions and those of clients, crew members and subjects if they damage the Farm or Nature Center facilities and property
- The Farm and Nature Center asks all photographers to respect the wishes of our guests, many of whom visit our locations for its peaceful nature. Harassment of any visitor or infringement on their personal space is strictly prohibited
- It is strictly forbidden to use images taken at the Farm or Nature Center without written permission and payment of the required fee for commercial activities which include, but are not limited to marketing, promotional and published materials, or retail merchandising and products
- No power or electrical hookups will be provided by the Farm or the Nature Center
- Portrait, Amateur and commercial photography cannot depict the Farm or the Nature Center in a negative light nor should it have any association with organizations that do not agree with our mission to provide authentic place-based learning to youth and adults. Every animal has a purpose on our farm and farm equipment is used daily to maintain the property for educational purposes as well as agricultural production

### **Portrait and Commercial Photography Day Pass**

- Reservations must be made separately for the Farm and the Nature Center
- Reservations must be made at least ONE WEEK in advance and are subject to availability.
- Groups must be limited to 20 people, including photographer, assistants, etc
- Photographers must apply for a permit and will receive a YELLOW neck badge that must be worn during the photography session and **returned to the main office afterwards**. The neck badges must be worn during the entire photography session and visible to staff
- Photo shoots are limited to a 4-hour time session; multiple groups can be accommodated within one session but no more than 20 people at a time including photographers and assistants
- Photographers will need to email [bowersfarm@bloomfield.org](mailto:bowersfarm@bloomfield.org) or call (248) 341-6472 for the Farm and email [carsenault@bloomfield.org](mailto:carsenault@bloomfield.org) for the Nature Center to notify us of intended shoot date to ensure there is no conflict. If you arrive at the Nature Center during open hours and have not purchased a pass, you may do so on our website [HERE](#) to purchase your day pass as long as there are no events occurring. The Farm requires all advance notice to photograph.
- Price per session: \$150 for one named photographer; plus \$25 for each additional photographer or assistant

### **Annual Photography Membership**

- Membership provides 2 photographers from the same company the benefit of using the location multiple times throughout the year.
- Fees must be paid at least ONE WEEK in advance
- Members will need to email [bowersfarm@bloomfield.org](mailto:bowersfarm@bloomfield.org) or call (248) 341-6472 for the Farm or email [carsenault@bloomfield.org](mailto:carsenault@bloomfield.org) for the Nature Center to notify us of intended shoot dates to ensure there is no conflict with events or programs.
- Groups must be limited to 20 people, including photographer, assistants, etc
- Member photographers must apply for a permit and will receive a GREEN neck badge for the Nature Center and a RED neck badge for the Farm that must be worn during the photography session at all times and visible to staff
- Photo shoots are limited to a 4 hour time session; multiple groups can be accommodated within one session but no more than 20 people at a time including photographers and assistants
- Membership price: \$500/yr for 2 named photographer(s) or one assistant

### **Refunds**

- There are NO refunds for Photography Day Passes or Memberships
- Payments are valid for 30 days from the date received; sessions may be rescheduled within this time frame
- Rescheduled date must be agreed up between the photographer and the Farm or Nature Center staff
- Please reschedule by email at [bowersfarm@bloomfield.org](mailto:bowersfarm@bloomfield.org)

**Questions?** Feel free to call or email Laurie at:

- 248.341.6472
- [lsimonelli@bloomfield.org](mailto:lsimonelli@bloomfield.org)