



Media: For more information, contact the Phoenix Zoo Public Relations Department at (602) 914.4363.

PHOENIX ZOO MEDIA ADMISSIONS POLICY

The media admissions policy for the Phoenix Zoo enables working media to become familiar with the park's many featured attractions and, at the same time, enjoy a day with family or friends. This courtesy is extended to active, credentialed members of the news media only, which does not include management, administrative, sales or retired personnel. Complimentary admission is available to working media in the following categories:

Print Media: Publishers, editors, reporters, writers, photographers

Broadcast Media: Station managers, news directors, public affairs directors, assignment editors, producers (news/feature), on-air personnel (anchors/hosts/DJs/reporters/weathercasters), photographers, program directors

Freelance: Complimentary admission is provided to freelance writers and producers with written confirmation from the assigning news outlet

A maximum of four complimentary tickets will be granted in a six-month period to qualifying personnel. The qualifying media representative must arrange for tickets in advance, must accompany his or her party to the park and show a media credential with a photo I.D. Complimentary media admissions do not include train rides, carousel, Stingray Bay, Coconut Tree Climb, bike or boats, Safari Cart Tours guided or special events in the park.

Arrangements for tickets are made by emailing lstrait@thephxzoo.com or faxing a **typed request, on your company letterhead, at least 72 hours in advance of the date of your visit, to 602.914.4328.** Requests for weekend days made after noon on Thursday will not be granted. For holidays observed on Mondays, requests should be made by noon the previous Thursday. Your request should include:

- Name
- Your company title
- The exact date of your visit
- How many adult tickets and child tickets (ages 3–12) you are requesting (not to exceed four total tickets)
- A contact phone number and an e-mail address (if available)

Once your request is received, please allow 48 hours for it to be processed. You will receive a phone call or e-mail confirming your visit. Tickets will be held at the Phoenix Zoo's Will Call window, just to the right of the main ticket booths, under your name. You will be asked to show photo I.D. and a media credential or your company business

card when picking up your tickets. For more information on requesting tickets call (602) 914.4363. Office hours are 8 a.m. to 4 p.m. (closed on weekends and holidays).

Media on Assignment: News media on assignment must request interviews and photo sessions in advance. This ensures that appropriate park personnel will be available on the day of the visit. All media on assignment must arrive at the security entrance and be escorted during their visit. Without prior approval, family members and friends will not be permitted to accompany media while on assignment.

Special Event Ticket Requests

The Phoenix Zoo is one of the largest private non-profit organizations in the country. We rely on admissions, concessions, memberships, special event and philanthropic donations for our daily operations.

As a courtesy, the Phoenix Zoo will allow a 25% discount to all eligible working media (see eligibility above) for special events including ZooBrew, ZooFari & ZooLights. All other special events DO NOT apply, unless the event is scheduled during regular Zoo hours, and you wish to use your allocated four admission passes the day the event takes place. General admission passes can not be used for special events outside of regular Zoo hours.

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Your support helps serve the more than 1.5 million people that attend the Phoenix Zoo annually as well as care for more than 1,300 animals, including hundreds of endangered or threatened species. It also continues to rank the Phoenix Zoo as the second most popular cultural attraction in Arizona, behind only the Grand Canyon. Thank you for your support.

Phoenix Zoo Non-Commercial Photography/Video Policy

The Phoenix Zoo encourages visitors to take personal video or still photographs while enjoying their Phoenix Zoo visit. All images and videos taken by guests and patrons are allowed free of charge so long as the images are used for a personal, noncommercial purpose. All photographs should be taken from designated visitor viewing areas, or within the boundaries as it relates to special programs, engagements, etc. and the Phoenix Zoo has the right to withhold or withdraw consent to photograph and video or to reproduce photographs or video of Phoenix Zoo and related property, which includes zoo exhibits, animals and buildings or otherwise defined.

By entering the Phoenix Zoo, all guests, patrons, employees and volunteers agree that photographs and videos of animals and other property at the Phoenix Zoo may not be used for commercial profit, for publicity, or for any other purpose that commercially or publicly exploits the photos and videos, including posting the images on the Internet.

Also, by entering the Phoenix Zoo, you may be filmed, videotaped or photographed by the Phoenix Zoo. Your admission to the Zoo serves as permission for use of your image for promotional purposes by the Phoenix Zoo, the Arizona Zoological Society, and its constituents. Each guest individually and on behalf of his/her minor children further waives any right to pre-approval, royalties or other compensation arising from or related to the use of imagery.

All trademarks, service marks, logos, images, and facilities of the Phoenix Zoo are the sole property of the Phoenix Zoo and may not be used, reproduced, displayed or distributed without written consent of the Phoenix Zoo.

- Employees and volunteers: See the Phoenix Zoo's Release of Information Policy as well as the Confidentiality agreement before sharing photos/videos etc. to the public (i.e. visitors, friends, relatives, other organizations, etc.)

Phoenix Zoo Commercial Photography/Video Policy

The Phoenix Zoo is a premier destination with numerous locations that are well suited for use by commercial photographers for print, television, online media or commercial production, as long as the production reflects the basis of our mission. These sites can be made available by permit only during off-season or off-peak times and will be structured to ensure minimal inconvenience to Zoo visitors.

Off-peak times: most weekdays, early morning and weekend evenings (no holidays)

Notice:

The Phoenix Zoo asks for a three week notice prior to the date in which to use the Phoenix Zoo for commercial purposes.

Fee Guidelines:

Commercial fees are determined by a variety of factors, including but not limited to, the nature and purpose of the project, its intended market, its potential promotional value to the Zoo, time of day, time of year, displacement of other revenue-generating events, disruption to exhibits and guests, access to behind-the-scene areas, the impact of the production among staff and animal care, length of the stay, and extent to which the Zoo is required to support the project.

\$500 per hour

\$1,000 per half day (4 hours)

\$2,000 full day (8 hours)

\$350 for any additional hours exceeding the half day or full day rate.

Additional fees may also apply as follows:

\$50 per hour for every Zoo staff member involved in project

A deposit of \$500 is required for half or full days prior to reserving the date, and the remaining fees must be paid by the date of the reserved shoot. Cash, cashier's check or money order are the accepted methods of payment, all others will not be acceptable unless discussed with a member of the public relations department.

Park Rangers or other Phoenix Zoo personnel will be assigned to direct pedestrian and/or automobile traffic as needed to ensure that there is minimal impact to natural conditions, wildlife or plants. All park and Zoo rules must be obeyed by the permittee.

Any variances which are requested and approved will be specifically stated in the permit.

Permits must be requested in writing to the Public Relations Department at least seven (7) days prior to the requested date. The permit must describe the scope of the activity, the number of people expected on site, and the appropriate duration of the time requested.

General liability insurance covering this activity is required. The insurance must have coverage amounts of one million dollars (\$1,000,000) for bodily injury; one hundred thousand (\$100,000) for property damage and; must name The Phoenix Zoo as an additional named insured. A copy of the certificate of insurance must be on file with The Phoenix Zoo prior to the conduct of this activity, or this permit will be null and void.

Still Photography:

Photos taken at the Phoenix Zoo to be sold for commercial use are to be approved by the Phoenix Zoo before the contract is signed. As a non-profit organization, the Phoenix Zoo asks that 20% of the proceeds of each individual still photograph sold come back to the Phoenix Zoo. The prints cannot be sold or used in publications, internet sites, or companies that do not support the Phoenix Zoo's mission, "To inspire people to live in ways that promote the natural world" or depict organizations (but not limited to) such as circuses that use exotic animals, hunters, or fur manufacturers, etc. If a caption is to be used with the photo, the caption must be faxed or emailed to the public relations department for approval and proper photo credit should be applied.

Photos must be clearly marked with the owner's name. Sales of photographs or merchandise/promotions in conjunction with photographs cannot use the Zoo's brand or name as a promotional selling device.

Contact:

If you would like to take photos/film at the Phoenix Zoo for a commercial purpose, you may submit a request in writing to the Phoenix Zoo at least three weeks prior to the date of the intended shoot. Please contact the Phoenix Zoo's public relations department at 602.914.4363 for more information. Please include the following:

1. Name, address, phone number and email address
2. Explain the nature of your project, what it will be used for
3. Include the number of people in attendance for the shoot
4. How much time is needed for the shoot
5. Special requests, equipment, use of particular scene or animals or keepers, etc.
6. What area of the Zoo you wish to use as back drop
7. any additional details the Phoenix Zoo needs to be aware of
8. Email the information to lstrait@thephxzoo.com or fax to 602.914.4328

The Phoenix Zoo reserves the right to deny any request, cancel any shoot at any time if it is not in the best interest of the Zoo's animals, or visitors contrary to the Zoo's mission. The Phoenix Zoo requests script approval where applicable before a shoot can begin.

The Use of Existing Photos for Commercial Purposes:

Please contact the Phoenix Zoo's Public Relation's Department for assistance at 602.914.4363 or lstrait@thephxzoo.com.