



## **SLOSS FURNACES' PHOTOGRAPHY POLICY**

Sloss Furnaces National Historic Landmark is a museum and educational institution whose primary mission is to preserve and promote the site in order to educate and expose visitors to Southern industrial history. Photography fees and donations go directly to education programs. Whether you are a professional or amateur, Sloss Furnaces provides a wonderfully unique setting for photography of any kind. If you are intending on taking photographs of or on the site, please read over this information before you visit the site.

### PHOTOGRAPHY FOR PERSONAL USE

Visitors to Sloss Furnaces National Historic Landmark who would like to take photographs of the site for personal use (to remember/document their trip, show to family and friends, hang in their homes) are encouraged to do so at **NO CHARGE**. While we still recommend visiting our Visitor's Center, you do not need to fill out a Photography Policy application form.

### 'STUDIO' PHOTOGRAPHY

For types of photography usually done inside of a studio (prom/homecoming photographs, family portraits, senior photographs) taken by **EITHER** a professional (or paid) or an unpaid amateur photographer, we ask that you **PAY THE FEE** to the Sloss Furnaces Foundation and **FILL OUT THE FORM**.

### PHOTOGRAPHY FOR RESEARCH, EDUCATION, SCHOLARLY, OR STUDENT USE

Sloss Furnaces encourages scholars, researchers, planners, and students to use imagery of the site as it reflects in their work (reports, essays, articles, school projects) at **NO CHARGE**. Credit must be given to Sloss Furnaces National Historic Landmark in all such work. Donations are strongly encouraged as all donated money goes toward the Sloss Education fund. Please bring your Student or Faculty ID card from your academic institution. All **MUST** fill out a Photography Policy application form before taking pictures.

Instructors of photography classes **MUST** contact Karen Utz, Curator/Historian at [karen.utz@birninghamal.gov](mailto:karen.utz@birninghamal.gov) before bringing their class and include the number of students they are bringing as well as ensure all rules are followed. The fee for photography classes to come to Sloss Furnaces is \$2 per student.

### AMATEURS

Sloss Furnaces defines amateur photographers as someone who uses professional equipment to take photographs, but does not receive any money or compensation for their product. Any amateur photographer who plans to exhibit their photographs to the public in any way (social media, community exhibitions, photography websites) **MUST** fill out the Photography Policy application form. We ask for a **DONATION** for using the site and to help fund our education programs.

If you consider yourself an amateur, but receive payment for your work, please read over the section below on commercial and professional use.



## PHOTOGRAPHY FOR COMMERCIAL OR PROFESSIONAL USE

As an historic site, Sloss Furnaces realizes that its site can provide a textural background for commercial or professional photographers. Commercial and professional photography are not reflected in our mission. However, Sloss Furnaces does not prohibit this type of work, but reserves the right to restrict or limit access to the site as it compromises our mission.

Photographers taking photographs for commercial or professional use **MUST PAY THE FEE** based on the number of personnel and equipment used outlined in this Photography Policy and **MUST** fill out the application form within this policy before taking photographs.

If artistic photographs of Sloss are to be exhibited, full credit must be given to Sloss Furnaces National Historic Landmark.

Professional photography sessions (engagements, family photographs, portraits, or portfolio building) need to be scheduled in advance. We have many events taking place that may limit availability to some areas of the site. Photo shoots are allowed during regular operating hours only.

For questions or availability, please contact Karen Utz, Curator/Historian at [karen.utz@birninghamal.gov](mailto:karen.utz@birninghamal.gov).

## FILM SHOOTS

If you are interested in filming any kind of video at Sloss Furnaces, you **MUST** contact Karen Utz, Curator/Historian at [karen.utz@birninghamal.gov](mailto:karen.utz@birninghamal.gov) before filming. Sloss Furnaces requires filmmakers to **PAY THE FEE** outlined in this Photography Policy, and they **MUST** fill out the application form within this policy.

If you are interested in filming with a drone at Sloss Furnaces, you **MUST** contact Karen Utz, Curator/Historian at [karen.utz@birninghamal.gov](mailto:karen.utz@birninghamal.gov) before filming/flying. Sloss Furnaces requires drone pilots to **PAY THE FEE** outlined in this Photography Policy, they **MUST** fill out the application form within this policy, and they must prove they are registered with the FAA.



**APPLICATION FOR PERMISSION TO PHOTOGRAPH OBJECTS AND  
STUCTURES IN THE COLLECTION OF SLOSS FURNACES NATIONAL  
HISTORIC LANDMARK**

NAME:

ADDRESS:

PHONE AND FAX NUMBER:

OBJECT OR STRUCTURE:

DATE:

DETAIL USE HERE (include description of activities at Sloss, support equipment, and final use of images):

This permission applies only to the use specified. A new application must be filled for each new object or structure. The applicant agrees that this permission, if granted, shall be subject to the donation listed below and the conditions listed on the following page (please initial each sheet indicating your understanding and acceptance of the condition). Sloss Furnaces National Historic Landmark reserves the right to reject any application that interferes with or compromise our mission.

**ALL DONATIONS (donations apply only to educational shoots) AND  
PHOTOGRAPHY FEE (checks payable to the Sloss Furnaces Foundation):**

Applicants Signature\_\_\_\_\_

Date\_\_\_\_\_

Sloss Furnaces National Historic

Landmark\_\_\_\_\_

Date\_\_\_\_\_

PLEASE SIGN AND DATE FORM AND THE GENERAL RELEASE, AND INITIAL CONDITION SHEET, AND RETURN TO SLOSS FURNACES NATIONAL HISTORIC LANDMARK. WE WILL CO-SIGN ND RETURN A COPY TO YOU.



## **CONDITIONS GOVERNING PERMISSION FOR STILL /MOVING IMAGES OF SLOSS FURNACES**

1. All commercial/professional and amateur photographers must pre-register with Sloss before shooting and include a complete description of activities and the intended use of the images produced. While shooting, photographers must keep a copy of the application, signed by a Sloss representative, with them at all times.
2. The museum must be credited as a contributor. Unless otherwise specified, the credit line should read: Sloss Furnaces National Historic Landmark.
3. The museum reserves the right to one complimentary copy of the publication/video/film/photograph in which an object or structure of its collection appears. Please send this copy to Karen Utz at Sloss Furnaces National Historic Landmark, 20 32<sup>nd</sup> Street North, Birmingham, Alabama 35222 or via Karen.Utz@birminghamal.gov.
4. The museum reserves the right to accession the complimentary copy into its permanent collection with full access and exhibition rights, citing the producer/photographer with full credit and donor status for the work.
5. Sloss Furnaces does not guarantee access to a particular location or artifact on its site.
6. The museum does not grant exclusive rights for reproduction.
7. Shoots must be completed during normal hours from 10AM-4PM Tuesday-Saturday, 12PM-4PM Sunday. The museum does not restrict public access to open areas of the site and shoots must not bar or block access to the site without advance written permission. Additional fees may apply.
8. Because of safety concerns and potential damage to fragile historic remains, shoots must be conducted within public areas only. No equipment or personnel may go beyond barriers or upon historic equipment or structures. Access to some restricted areas, however, may be granted but only with advance written approval. Sloss Furnaces staff members will be present and additional fees may apply.
9. Sloss Furnaces does not provide security or storage space. Outside arrangement should be made for shoots that continue for more than one day.
10. Photographers assume all liability for their personnel and property and any damages to the site. Sloss Furnaces shall not be held responsible for damage to photographers' equipment or property. Each person must sign a general release form.
11. For groups numbering more than five people, with more than one support vehicle, an insurance certificate must be provided.
12. Sloss Furnaces reserves the right to request modifications of or reject any proposal for site access that compromises its mission or interferes with the operation of the museum.
13. There can be no outfit changing in the Visitor Center.

Initial: \_\_\_\_\_



**'STUDIO' PHOTOGRAPHY:**

- A. Amateur (unpaid) 'studio' photography: \$20 for up to 3 hours
- B. Professional (paid) 'studio' photography: See Professional Rates Below

**DRONE PHOTOGRAPHY:**

- A. Drones taking still photographs: \$25/hour \$80/day

**PROFESSIONAL/COMMERCIAL SITE PHOTOGRAPHY (for advertisement, catalogues, or portfolios, social media):**

- A. For Crews totaling 5 people, including models: \$25/hour \$75/day
- B. For Crews more than 5 people, including models: \$35/hour \$125/day
- C. For Crews more than 10 people, including models: \$55/hour \$250/day
- D. For Crews more than 15 people, including model: \$100/hour \$500/day
- E. Support vehicles, such as motor homes: \$75/day
- F. Additional fees may apply for extended hours, access to closed areas, or if permitted, any temporary modifications to the site.

**VIDEO/FILM WITHIN THE SITE FOR COMMERCIAL OR THEATRICAL RELEASE:**

- A. For Crews totaling 15 people, including actors: \$50/hour \$250/day
- B. For Crews more than 15 people, including actors: \$100/hour \$500/day
- C. For Crews more than 25 people, including actors: \$200/hour \$1,000/day
- D. Support vehicles, including trailers: \$100/day
- E. Drone Video Footage: \$50/hour \$250/day
- F. Additional fees may apply for extended hours, access to closed areas, or if permitted, any temporary modifications to the site.