



Photography and Video Rights Information Sheet

Dear 2022 mushers,

This document clarifies your rights as to images, footage or other materials of you, gathered during participation in the YQ by commercial photographers or videographers.

- No photographer or videographer should create commercial content without your approval and sign-off.
- During the race, news outlets and film crews with specific rights access, as granted by the organization, have access to some usage. We include this usage in the “hold harmless” agreement you sign.
- If it is for anything other than news coverage or what we refer to as “editorial” content, then we require the media outlet to pay a rights access fee that goes directly to the purse each year as approved by the Board of Directors.

We do not grant commercial photography rights to any third-party on your behalf.

- What this means is if a photographer would like to create a poster, calendar, sell a photo of you or your team, they should be asking your permission and getting a signed release form.
- Sometimes this includes compensation. A flat fee is most common or sometimes it is an exchange for materials (they provide you with photos that you would like to have for your use at no charge).
- The amount paid varies widely. For example, when doing commercial shoot for a client such as a tourism print ad, some models are paid a simple honorarium of \$100 to \$200 per day, while others whose name and identity form part of the materials appeal, are paid significantly more for their endorsement or appearance fee.
- Remember though, that this means the model is then working for us during the whole time period of the shoot, versus us capturing an image and using it.

If you are ever unsure if we have granted rights, you should contact the office.

- As a whole, you will know that any media news or editorial coverage of the race is likely approved, that use by the Yukon Quest organization is approved and that any additional rights of the film crews will have been explained to you at the musher’s meeting when we review the media and access with you.
- Some years we have had a number of film crews and some years, none.

The agreement you sign with the organization is the right for the YQIL and the YQIA to use photos, video and other materials gathered during the race or at any other phase of the event for promotional or commercial purposes.

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- This may include, but is not limited to, news and event media outlets, posting on the website and social media sites of the organization, creating materials such as posters, videos and merchandise for sale, and from time-to-time, maybe include filming rights for commercial productions of third-party producers.
- However, this usage is only for the organization.

The wording is below:

“I grant YQIL and YQIA the unqualified and unrestricted right to use any and all written information, photographs and video, or other visual media of myself taken during the YQ or any phase of the YQ for promotional, revenue generating and/or other purposes, without compensation of any kind and without the right to approve the media or its usage.”

Each year before the race at the mushers meeting, we explain the media program and process for accredited media. You always have the right to refuse an interview. We are there to ensure that the race gets great exposure but also to represent you as the athletes. The intent is for additional exposure to generate more dollars for the race and for you as mushers.

We are excited you are participating in the 2022 Yukon Quest and look forward to seeing you out on the trail!

Sincerely,

Bonnie Michaudville
Executive Director
Yukon Quest International Association, Canada

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