

# CUESA



CULTIVATING A HEALTHY  
FOOD SYSTEM

## CUESA's Jack London Square Farmers Market Photography & Filming Agreement

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Thank you for your interest in photographing or filming at the Jack London Square Farmers Market. The market is run by the educational nonprofit CUESA (Center for Urban Education about Sustainable Agriculture). In allowing filming in our farmers markets, our priority is to support our local farmers and sellers and promote a sustainable food system, while operating a smooth and uninterrupted market for both our sellers and shoppers. To that end, we have established these guidelines and policies.

### **Eligibility**

All individuals, students, companies, or organizations who wish to film or photograph in the Jack London Square Farmers Market for commercial, editorial, educational, or not-for-profit purposes must coordinate their requests through CUESA. All requests are subject to the approval of CUESA's Communications Director and Executive Director. CUESA reserves the right to refuse projects it deems inappropriate to the Jack London Square Farmers Market or CUESA's mission. Permission to film or photograph is granted only for the use indicated on an approved application. Permission must be obtained prior to the day of filming.

### **Scope**

The Jack London Square Farmers Market takes place at Jack London Square in Oakland on Sundays (10 am to 3 pm). Your agreement with CUESA covers filming within our farmers market footprint during market hours only. *It does not cover filming the Jack London Square areas and businesses outside our market footprint.* For requests beyond our footprint, contact the Jack London Square office at 510.645.9292.

### **Crew Size**

Size of the crew (including talent, producers, and production crew, such as camera operators, lighting, and sound) must be determined in advance of your visit. Depending on the scope of the production, CUESA may require a staff person to attend to the crew and facilitate introductions to individual sellers.

### **Vehicles & Parking**

CUESA offers validation at the Washington Street Garage (101 Washington), making your first hour just \$.75. Stop by the CUESA Info Booth on Sundays (10 am to 3 pm) for validation.

### **No Disruption of Operations**

Your filming must not interrupt normal market operations or sales (i.e. we cannot move sellers from their traditional stall locations or block customers' access to stalls). Your crew must treat all market sellers, shoppers, and staff with respect. Individual sellers reserve the right to remain off-camera. Please let us know if you have any questions or concerns.

### **Product Use**

If any farmers market products are handled as a prop or part of the filming, they must be purchased from the seller. If you would like to feature produce or products not purchased at the farmers market in your film, they must be approved by CUESA in advance.

### **Filming Related Donations**

Typically there is no required filming related donation for editorial shoots, except in the case of complex filming projects. For approved commercial filming (including sponsored content), we may request a filming related donation. Filming related donations may be increased for more complex projects with large crews.

CUESA is a 501(c)(3) nonprofit organization (EIN 94-3212988). Your filming related donation supports our mission to cultivate a sustainable food system through the operation of farmers markets and educational programs, and is tax deductible to the full extent of the law.

**Please email or fax the following application to Communications Director Brie Mazurek at [brie@cuesa.org](mailto:brie@cuesa.org) or 415-291-3275 (fax). For questions, call 415-291-3276 x104.**

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## CUESA's Jack London Square Farmers Market Photography & Filming Permit Application

Name of Applicant: \_\_\_\_\_ Date of Application: \_\_\_\_\_

Company & Title: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Company/Client for whom film/photos are being made: \_\_\_\_\_

Purpose of the filming/photography and when and where the material will be published/released:

\_\_\_\_\_  
\_\_\_\_\_

Name of Site Crew Leader: \_\_\_\_\_

Cell Phone of Site Crew Leader: \_\_\_\_\_ Size of Crew: \_\_\_\_\_

Date of Filming: \_\_\_\_\_ Timeframe (e.g., 10-12 am): \_\_\_\_\_

Vehicles: \_\_\_\_\_

Equipment Details (please indicate if any of the below will be used and the quantity):

\_\_\_\_\_ Handheld camera      \_\_\_\_\_ Rails and/or dollies      \_\_\_\_\_ Tripod

\_\_\_\_\_ Microphones/booms      \_\_\_\_\_ Lighting equipment including sun bounce screens, lamps, etc.

Special Needs or Requests:

\_\_\_\_\_  
\_\_\_\_\_

In signing this application, the applicant agrees to the terms in CUESA's Photography & Filming Agreement, and assumes responsibility for any damage to CUESA equipment or Jack London Square property. The applicant agrees to cause no interruption to the sellers' business at the Jack London Square Farmers Market. In some cases, a certificate of insurance naming CUESA as additional insured may be requested. When you arrive at the Jack London Square Farmers Market to film you will need to check in at the black CUESA Info Booth with a completed copy of this form before you start filming. Thank you for your interest in CUESA and for supporting our work to cultivate a healthy food system.

\_\_\_\_\_  
*Applicant Signature*

\_\_\_\_\_  
*Title*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*CUESA Signature*

\_\_\_\_\_  
*Title*

\_\_\_\_\_  
*Date*