

# 2020-21 Photo Subsidy Program

If your business is an Indigenous Tourism Association of Canada (ITAC) member that has purchased the optional Marketing Upgrade, ITAC will reimburse up to \$500 of the cost of professional photos of the experiences available at your tourism business. This amount should go towards the costs of a professional photographer for one day, and include an image bank of between 20-25 high resolution photos.

All photos must be rights-free, made available for ITAC's use, and created according to the standards outlined in ITAC's Brand Guidelines for Photography. It should be noted that these photos will be jointly owned by ITAC and your business.

## Photography Guidelines

Photos bring stories to life, but the choices that we make when we visually represent our communities can have far-reaching effects; going beyond just showing what we do, to shaping how we are perceived.

ITAC's brand aims to tell many different stories, encompassing the diversity of Indigenous nationhood which thrives across Canada. By moving beyond stereotypical photos of Indigenous peoples "stuck" in history we can show our communities as they really are: *diverse, authentic, empowered and current.*

## Deadline

This program is open from April 1, 2020 to March 31, 2021. All applications for the subsidy, accompanied by the photographer's receipt and a download link for the photos, must be received by ITAC prior to March 31, 2021.

## SPECIAL OFFER FOR MEMBERS WITH THE MARKETING UPGRADE

To learn more about purchasing the Marketing Upgrade, visit: [Bit.ly/MarketingUpgrade](https://bit.ly/MarketingUpgrade)

### Subsidy Requirements

Any models or people who can be identified in the photos must sign the Privacy Release Form that is included with this document.

Hire a professional photographer and ensure the copyrights of the photos are without conditions of time and use.

Follow ITAC's Brand Guidelines for Photography, available at: [Bit.ly/ITACBrand](https://bit.ly/ITACBrand)

Invoice ITAC for the reimbursement amount (up to \$500), and provide a copy of the receipt from the professional photographer.

Send all related photos in high resolution to: [Marketing@IndigenousTourism.ca](mailto:Marketing@IndigenousTourism.ca)

### Minimum Required Specifications

Formats: JPG or TIFF  
Minimum Dimensions: 7874px x 5908px  
Minimum Resolution: 300dpi (print-ready)



For additional information, please contact:

**Ryan Rogers**  
Marketing Coordinator

604-612-0292  
[Marketing@IndigenousTourism.ca](mailto:Marketing@IndigenousTourism.ca)



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA  
ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

# Photograph/Film Privacy Release Form



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Description of Location/Photograph/Video:

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I hereby irrevocably consent to and authorize the use, by Indigenous Tourism Association of Canada, or anyone that it may authorize, of the video, photograph(s) and any reproductions thereof, that \_\_\_\_\_ (photographer/videographer) has taken of me (or of the minor) named: \_\_\_\_\_ in which I or the minor(s) appears, for the following purposes and without the payment of any compensation therefore:

(a) to film and/or photograph you in motion picture, still(s), videotape form, and to use or incorporate your name, picture, silhouette, voice, identity and other reproductions of your physical likeness as the same may appear in such video, still(s) for use on the Indigenous Tourism Association of Canada website, in publications, display and exhibition thereof for promotions, and advertising, including in the form of audiovisual presentation, illustrations and posters;

(b) to advertise, broadcast, distribute, exhibit, promote, publicize, reproduce or otherwise exploit your Appearance and/or interview, throughout the universe in perpetuity, in all media now known or hereafter devised; and

(c) to edit your Appearance and/or Interview and to use or incorporate your Appearance and/or Interview in the Program in any manner or form the Producer decides is appropriate or suitable.

AND I agree and understand that such video/photograph(s), and all copyright therein, are and shall always be the sole property of Indigenous Tourism Canada, and that Indigenous Tourism Canada does not intend to sell, or derive any financial gain from such video/photograph(s).

I hereby represent that I am over 18 years of age and have the right to contract in my own name and for the abovenamed minor(s), and also state that I have read this document prior to signing same and that I fully understand its contents.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Witness: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

I represent that I am the parent or guardian of the above-named minor(s) and I hereby consent to the foregoing on his/her behalf.

Date: \_\_\_\_\_ Parent/Guardian Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

*Note: We will not disclose your contact information to any other party. It is required in order for us to reach you should we require any further information from you for permissions.*