

## THE FLOWER FIELDS® 2021

### PHOTOGRAPHY POLICIES AND RULES

Direct inquiries to:

The Flower Fields®

Taylor Bornemann

[taylor@carltas.com](mailto:taylor@carltas.com)

CB Ranch Enterprises (“CBR”), as the owner of The Flower Fields®, is delighted that you are considering The Flower Fields® as the location for your photos. The policies and rules are to ensure a positive experience for you and our other guests.

Only guest snapshots, videos, and individual or family photographs taken by an unpaid photographer for private use and for non-commercial purposes are permitted.

A 10-day advance booking is required for the following:

1. **FORMAL PORTRAITS, WEDDING ANNOUNCEMENTS, WEDDING ENGAGEMENT AND WEDDING PHOTOGRAPHS**

- Only photographers who have submitted an application, and the application has been approved by CBR may be used. Contact Taylor at [taylor@carltas.com](mailto:taylor@carltas.com) for more information.
- All photo shoots will be scheduled from 8:00 a.m. – 10:00 a.m. or 4:00 p.m. – 6:00 p.m.
- Photo shoots in this category will be charged a location fee of \$200 per hour with a minimum of \$400 per session, to be paid in advance by credit or debit card, or by personal check payable to CB Ranch Enterprises. This fee covers up to 5 people for entrance to The Flower Fields®. Any additional people will be charged the general rate per person.
- Not later than 10 days before the scheduled photo session, Photographer will provide CBR with a certificate of insurance showing general liability coverage in the amount of \$1,000,000 and naming CBR, Carltras Company, and Carltras Management all as additional insureds.

2. **COMMERCIAL OR PRODUCT/BRAND PHOTOGRAPHY**

- Covers any portfolio photographs, photographs to be published or to advertise or promote goods or services, photographs in connection with any business or non-profit organization, photography involving models, clothing changes, props, or extra equipment other than a tripod and standard flash
- Commercial or product/brand sessions must be pre-approved. Contact Joni Miringoff at (760) 930-9123 x118 or [joni@carltas.com](mailto:joni@carltas.com) for more information.
- All photo shoots will be scheduled from 8:00 a.m. – 10:00 a.m. or 4:00 p.m. – 6:00 p.m.
- Not later than 10 days before the scheduled photo session, Photographer will provide CBR with a certificate of insurance showing general liability coverage in the amount of \$1,000,000 and naming CBR, Carlsbad Ranch Company, L.P., Carltras Company, and Carltras Management all as additional insureds.

3. **MEDIA SHOOTS**

- All media sessions, including any content intended for paid internet or social media campaigns, print, radio, television or film, must be pre-approved and scheduled. All media requests will be handled separately from all other photography and on a case by case basis. Contact Sonja Farra at [sonja@imwagency.com](mailto:sonja@imwagency.com) for more information to discuss your needs and make arrangements.

**We are not able to accommodate drop-in photo sessions and reserve the right to turn away anyone who has not booked in advance. Any exception to the 10-day advance booking requirement is at the sole discretion of CB Ranch Enterprises.**

**Individuals, groups and photographers not abiding by any portion of the policies and rules will be asked to leave The Flower Fields®. The rules and policies are subject to change.**