



VisitTheUSA.com

# In-Kind Content Contribution Form

**Brand USA cannot accept stock photography or images sourced from social media. For additional information, please review the FAQs on the last page.**

## Content Release

For good and valuable consideration, receipt of which is hereby acknowledged, \_\_\_\_\_ (“Licensor”) hereby grants to The Corporation for Travel Promotion, dba Brand USA (“Licensee”), and their respective successors, licensees and assigns the right to reproduce, use and sub-license the supplied images (“Photos”), videos (“Videos”), and any written copy (“Copy”) (collectively, “Content”) for any and all advertising, trade or editorial purposes in the following media throughout the world, without restriction as to frequency.

**Please check the boxes that apply to the terms of use for these assets:**

- |   |  |  |                             |
|---|--|--|-----------------------------|
| <input type="checkbox"/> All Channels (Preferred) | <input type="checkbox"/> Editorial                             | <input type="checkbox"/> Digital/Print | <input type="checkbox"/> TV |
| <input type="checkbox"/> Out-of-home (OOH)        | <input type="checkbox"/> Digital Only (including Connected TV) |  |                             |

**Complete one of the boxes below to indicate length of release:**

- In Perpetuity (Preferred)      **OR**       Expiration Date

*Please note that selecting “All Channels” and “In Perpetuity” gives Brand USA the most flexibility in marketing your destination. If you are selecting other options above, we kindly ask that you provide different images for which you would be able to grant full usage rights. Brand USA prefers quality over quantity. Please contact Brand USA at DAM@thebrandusa.com for additional information.*

This Content Release form governs your Content upload to the Brand USA Digital Asset Manager (DAM). All Content must include necessary photo credits in the appendix of donated photos or otherwise outlined on Brand USA’s DAM.

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\_\_\_\_\_  
[Licensor Signature] (authorized signatory)

\_\_\_\_\_  
(Print Name and Title)

\_\_\_\_\_  
Date

*Please note a new release form needs to be signed for each batch of assets. Each image submitted must be listed with its specific location and photo credit (if needed) on the second page.*



<b>File Name/Image ID (exactly as it is named)</b>	<b>Specific Location (of place featured in photo)</b>	<b>Photo Credit (if necessary)</b>
<i>Example: 3000hbx2_sunset_ cropped.jpg</i>	<i>Example: Siesta Key Beach, Sarasota Florida</i>	<i>Example: Jane Doe</i>

## Photography Frequently Asked Questions

Please read below FAQs related to Brand USA's release form and photo submissions.

**Q: What defines a stock image?**

A: A stock image is a photograph, illustration, or graphic that is licensed for use by multiple parties for a fee.

**Q: Why won't Brand USA accept my purchased stock photos or images sourced from social media users?**

A: If your photos do not have third-party, pass-through rights, we cannot accept them. Most stock photography and images collected via social media do not include permission to pass assets along to others.

**Q: How do I check an image's metadata?**

A: 1. Locate and right-click the intended digital image file.  
2. Select 'Properties'  
3. Click the 'Details' tab at the top of the popup window.  
4. Scroll down through the resulting window and see if a stock house is included in the metadata.

**Q: How do I image search online to verify?**

A: To search for an image online, go to Google images and drag the specific image directly onto the search bar. This will bring about various results. If you see your exact image on a stock site (ex. Shutterstock, Adobe Stock, Getty Images, etc.), then that photo is a stock image.

**Q: What if these are the only images I have?**

A: Please email [BrandUSAProduction@MilesPartnership.com](mailto:BrandUSAProduction@MilesPartnership.com) and we can evaluate concerns on a case-by-case basis.

**Q: Can you download images directly from my asset management system if I send you the link?**

A: No, please provide the image files directly to avoid potential issues with broken links or incorrect photo downloads.

If you have any additional questions, please email:  
[BrandUSAProduction@MilesPartnership.com](mailto:BrandUSAProduction@MilesPartnership.com)