



Photography and Videography Guidelines

Woodland Park Zoo Public Relations

Photography prices apply to shoots that require zoo staff support, closing off exhibits or pathways, and shoots that may restrict the views of zoo visitors.

Photography and Videography Requests

Requests to photograph and film on the grounds of Woodland Park Zoo must be made at least two weeks in advance by completing the **Filming Application** in the [Press Room](#). For questions, contact Woodland Park Zoo's Public Relations staff at woodlandparkzoo@zoo.org or 206.548.2550.

Written Requests Must Include

- Company name, contact information and general project description
- Publishing and/or broadcast intentions of zoo-obtained content
- Size of the crew, volume of equipment, vehicles for parking
- Estimated amount of time required, including set-up and take-down
- Proposed animals, areas or activities desired to film
- Proposed zoo staff desired to film/interview along with outline of interview questions
- Necessary assistance from zoo staff (i.e. electrician, curators, keepers)
- Preferred date and time, as well as an alternative date in case of rain or poor weather conditions
- Proof of valid liability insurance worker's compensation coverage for all persons participating

Photography/Film Guidelines

- Direct all inquiries to the Public Relations (PR) staff.
- The health and safety of our animals and guests are our primary concern. Animal keepers and curators, veterinarians and other zoo staff, in conjunction with PR staff, may set guidelines or limitations on a case-by-case basis.
- Interviews with any zoo employee must be arranged through the zoo's PR staff.
- Crews are not allowed in quarantine areas.
- Crews are allowed in visitor-approved areas and public pathways only, unless accompanied by PR staff.
- Animals cannot be handled or exhibits entered without special permission.
- Power supplies are limited in certain areas of the zoo and must be addressed by the zoo's electrician. Lighting restrictions may apply to certain areas of the zoo. HMI (low-heat) lights may be necessary for certain projects.
- Vehicles are not allowed on zoo grounds without permission or escort by PR or Security staff.
- The production company is fully responsible for all damages that occur at the zoo as a result of their actions and paying for all repairs deemed necessary by the zoo.
- Fees may be reduced or waived in return for satisfactory recognition of Woodland Park Zoo, as deemed by the PR staff.
- The company shall provide a copy of the production to the zoo for archival purposes.
- The production company will acknowledge the zoo in its production, publication, website, or other promotional materials only when requested by the zoo. The zoo makes no endorsement of the production company, its production or any product featured.
- Any cancellations/changes to requests must be done so 24 hours in advance of production date.

Should any rules be violated or restrictions overlooked, the zoo has the right, at any time, to terminate the photography session and refuse further arrangements.



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Photography and Videography Prices

Please refer to the table below to estimate the cost of your photography and film needs. Rates are base only and may be negotiated higher or lower depending on impact and other factors. Time applies to single calendar day, with a 4-hour minimum charge per day. A 50% deposit is due at signing, and 50% is due on the last day of filming. Nonprofit prices may be negotiated on a case-by-case basis by the PR staff. Fees include staff escort and/or use of grounds as defined in contract.

Commercial fees are based on crew size:

Base Rate (Up to 4 hours)	Additional Hours (4-8 hours)
One: \$3,000 Two to Five: \$6,000 Six or More: \$8,500	One: \$4,500 Two to Five: \$7,500 Six or More: \$10,000

Additional and/or Required Costs

Additional staff are charged per person, per hour, rounded up. Overage charges begin promptly, rounded up. Photography and film requests that exceed regular zoo business hours will be subject to staff overtime rates and any additional service fees. The zoo can determine that production requires more staffing/escort at any time.

Overages + Additional Staff Fees	Cost/Hour
Animal Care, Education, Grounds, Communications Staff	\$60/ea. (as defined in contract)
Executive Team, IT, Security	\$80/ea. (as defined in contract)
Additional hours over 8, for crew of five or less	\$1,000/hour
Additional hours over 8, for crew of five or more	\$1,500/hour

Thank you for respecting our policies. We will do our best to help make your photo session a success.

About Woodland Park Zoo

Founded in 1899, Woodland Park Zoo engages more than a million visitors of all ages, backgrounds, abilities, and walks of life in extraordinary experiences with animals, inspiring them to make conservation a priority in their lives. The zoo is helping to save animals and their habitats in the wild through more than 30 wildlife conservation projects in the Pacific Northwest and around the world. Woodland Park Zoo is accredited by the Association of Zoos & Aquariums and certified by the rigorous American Humane Conservation program. The Humane Certified™ seal of approval is another important validation of the zoo's long-standing tradition of meeting the highest standards in animal welfare. For information, visit www.zoo.org or call 206.548.2500. Follow the zoo on [Facebook](#), [Twitter](#) and [Instagram](#).



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Hours & Fees

Hours: October 1-April 30: 9:30 a.m.-4:00 p.m. May 1-September 30: 9:30 a.m.-6:00 p.m. Woodland Park Zoo is open every day except Christmas Day.

Fees: April 1-September 30: Adult (13-64) \$26.25; Senior (65+) \$24.25; Child (3-12) \$16.25; Toddler (0-2) Free. October 1-March 31: Adult (13-64) \$18.25; Senior (65+) \$16.25; Child (3-12) \$12.50; Toddler (0-2) Free. Active, retired, and veteran U.S. military and their families, and people with disabilities receive an admission discount. Zoo members receive free zoo admission year round. Parking: \$8 plus applicable state and local taxes.

Animals

Animal care professionals at Woodland Park Zoo are experts in their field and provide the highest quality care for animals every day. The zoo manages the largest number of live animals in Washington state, with more than 1,200 animals, representing more than 300 species. The zoo provides a home for 55 endangered and 15 threatened or vulnerable animal species. The zoo's botanical collection includes more than 92,000 plants and trees representing more than 1,300 species.

Wildlife Conservation

Through Woodland Park Zoo's Signature Programs, Conservation Partners, and Wildlife Survival Program, the zoo is conserving wildlife, preserving fragile habitats, and increasing public awareness for wildlife and environmental issues. The zoo currently conducts or supports more than 35 wildlife conservation projects taking place in the Pacific Northwest and around the world. These include some of the smallest animals—the endangered Oregon silverspot butterfly and *Partula* snail—to some of the largest—the African elephant and the greater one-horned rhino. In 2019 alone, the zoo contributed more than \$2.1 million toward wildlife conservation efforts in the Pacific Northwest and around the world.

Learning & Innovation

As the Washington hub for excellence in conservation education, Woodland Park Zoo's programs are grounded in a robust, science and outcomes-based framework for inspiring conservation. The guiding framework for program development is: connecting children to nature, developing ecological literacy and providing pathways to conservation. From early learners to senior participants, both on and off grounds, the zoo's developmental approach to lifelong learning is to foster empathy for nature, build conservation knowledge and skills, and increase people's personal ownership for action that benefits wildlife and habitats. In 2019, the zoo's educational programming resulted in more than 1 million guest engagements across the zoo and more than 79,000 students, teachers, and chaperones participated in educational visits to the zoo or attended a zoo outreach program. The many educational elements at the zoo—classes, public programs, interpretive signage and volunteer activities—serve to illustrate the importance that conservation plays in the zoo's mission.

Award-winning Exhibits

Woodland Park Zoo is famed for creating revolutionary naturalistic exhibits that began a shift that changed the face of zoos worldwide. The Association of Zoos & Aquariums (AZA) has honored the zoo with seven major exhibit awards: Humboldt penguin, Jaguar Cove, Trail of Vines, Northern Trail, Tropical Rain Forest, Elephant Forest (closed) and African Savanna.

Other major awards by AZA include the top International Conservation Award for the Tree Kangaroo Conservation Program in Papua New Guinea; a Significant Achievement Award for Fostering Empathy for Animals project; top honors



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in the North American Conservation Award category for its collaborative Western Pond Turtle Recovery Project and Oregon Spotted Frog Reintroduction Project; the Green Award for serving as an industry leader in sustainable operations; and the Excellence in Marketing Award for This is How We Zoo campaign.

Contact

To license the zoo's photo/video assets, complete the **Asset License Application** in the [Press Room](#)

For more information, photo requests or to schedule an interview with Woodland Park Zoo staff please contact:

Woodland Park Zoo Public Relations

woodlandparkzoopr@zoo.org | 206.548.2550

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