



## Image Use Agreement

By checking this box and submitting this form, the requesting individual or entity (“Licensee”) agrees to the terms, conditions, usage limitations, and attribution requirements of this Image Use Agreement. Visit KC (“Licensor”) grants Licensee a limited, non-exclusive right to use the approved Images for the permitted purposes described herein. All other rights are reserved.

### **LICENSE GRANT**

Licensor grants the Licensee a limited, non-exclusive, non-transferable, worldwide right to use the approved photographs identified in the Images solely for the approved marketing, promotional, editorial, public relations, and advertising purposes.

Permitted uses include:

- Websites and landing pages
- Social media channels
- Email marketing
- Digital and print advertising

### **OWNERSHIP**

All copyright and ownership rights in the Images remain with the applicable photographer and/or rights holder. Visit KC is authorized to grant limited usage rights under this Agreement. This Agreement grants usage rights only and does not transfer ownership of the Images.

### **ATTRIBUTION**

Licensee agrees to provide photo credit whenever reasonably practical in the following format:

#### **Photo by [Photographer Name]**

Credit is requested for:

- Website content
- Social media posts
- Editorial content
- Press and media materials
- Printed publications where photo credits are customary

Credit is not required for:

- Paid advertising
- Display ads
- Billboards and outdoor advertising
- Video or broadcast advertising
- Event signage
- Other placements where attribution is impractical due to design or technical limitations

### **RESTRICTIONS**

Licensee may not:

- Sell, sublicense, or transfer the Images to third parties
- Claim ownership of the Images
- Use the Images in any unlawful, defamatory, misleading or unauthorized manner
- Use the Images outside the approved purposes or beyond the scope of this Agreement without prior written approval from Visit KC

Licensee may crop, resize, and make minor edits to the Images for marketing purposes, provided the Images are not materially altered in a misleading way.

### **TERM AND TERRITORY**

This Agreement is **valid through the end of Licensee’s approved event or campaign** and may be used worldwide.