

## **A New Way To City Campaign, Greater Phoenix Economic Council**

### **Media Use Policy**

Thank you for requesting media from A New Way To City and the Greater Phoenix Economic Council. The images/videos may only be used editorially by media/planners to promote the Greater Phoenix Region as a vibrant, innovative, and attractive destination. Any other use of photo or video footage is considered commercial and is strictly prohibited.

This Media Use Policy governs your access to and use of the photographs, videos, logos, trademarks, and other media assets (Assets) made available to you from the Greater Phoenix Economic Council.

By downloading or using any Asset, you agree to be bound by this Media Use Policy. If you do not agree, you must not download or use any Asset.

The Greater Phoenix Economic Council may update this Media Use Policy from time to time without notice.

#### Media Usage Request Form

All requests for A New Way To City or Greater Phoenix Economic Council media Assets must be submitted through the official Media Usage Request Form prior to any use. No Assets may be used without prior written approval of the Greater Phoenix Economic Council.

#### Authorized Users

“Authorized Users” include credentialed media outlets, meeting and event planners, convention and visitors bureaus, and partner organizations that have completed and been approved through the Media Usage Request Form.

#### Limited License

Subject to your compliance with this Media Use Policy, the Greater Phoenix Economic Council grants you a non-exclusive, non-transferable, revocable license to use the Assets solely for the specific project identified in the Media Usage Request Form and approved by the Greater Phoenix Economic Council and expires twelve (12) months from the date of approval, unless otherwise specified in writing.

All Authorized Users must ensure any employees, contractors, agents or third parties to whom the Authorized User provides an Asset are made aware of, and comply with, this Media Use Policy.

### Acceptable Use

The Assets may only be used editorially by media/planners to promote the Greater Phoenix Region as a vibrant, innovative, and attractive destination. Any other use of photo or video footage is considered commercial and is strictly prohibited.

### Ownership of Intellectual Property

All Assets generated or provided by the Greater Phoenix Economic Council or on behalf of the Greater Phoenix Economic Council are the exclusive property of the Greater Phoenix Economic Council. Nothing in this Media Use Policy grants any ownership rights in the Assets to any recipient. All goodwill arising from the use of the Assets belongs exclusively to the Greater Phoenix Economic Council. The A New Way To City™ name and associated logos are trademarks of the Greater Phoenix Economic Council. Recipients must include appropriate trademark attribution (™ or ®) where indicated.

### Media Use

Provided photos or logos should not be manipulated in any way that makes it unrecognizable from the original. Provided b-roll videos may be incorporated into your video and edited in a way that is cohesive to your content. Any provided promotional videos cannot be altered in any way, must be used as-is and cannot be used as b-roll. Logos and trademarks must not be stretched, cropped, rotated, recolored, or placed on visually cluttered or low-contrast backgrounds. All Assets must be used in a manner consistent with brand standards of A New Way To City and must not be used in any context that is misleading, defamatory, or damaging to the reputation of the Greater Phoenix Economic Council or the A New Way To City campaign.

### Media Credit

All photos and videos must include the proper credit information. Photo, video and artist credits are provided by the Greater Phoenix Economic Council unless otherwise noted on a specific Asset.

### Reproduction

Media provided by A New Way To City or the Greater Phoenix Economic Council may not be duplicated for another party, reprinted for a project other than intended with the original request, sublicensed, transferred, commercialized, or sold for any purpose. The permission granted under this policy is non-exclusive, non-transferable, and revocable at the sole discretion of the Greater Phoenix Economic Council. Photos must be printed or displayed to the highest possible quality in full color at all times.

### Revocation and Enforcement

The Greater Phoenix Economic Council reserves the right to revoke permission to use any Assets at any time and for any reason. Upon notice of revocation, the Authorized User must immediately cease all use of the Assets and remove them from all platforms, publications, and materials. Failure to comply with this Media Use Policy may result in legal action by the Greater Phoenix Economic Council.

### Disclaimer

All Assets are provided “as-is” without warranty of any kind, express or implied. The Greater Phoenix Economic Council is not responsible for any third-party intellectual property claims arising from the Authorized User’s use of the provided Assets. Authorized Users agree to indemnify and hold harmless the Greater Phoenix Economic Council from any claims, damages, or expenses arising from their use of the Assets in violation of this Media Use Policy.

### Follow Up

In exchange for the use of A New Way To City media and Assets, we request that you send a copy of the Assets usage or a link to your website where the Assets appear to:

Kelly Gannon

Director, Communications & Campaigns

Greater Phoenix Economic Council

[kgannon@gpec.org](mailto:kgannon@gpec.org)

If photos appear online, please include a link to [www.anewwaytocity.com](http://www.anewwaytocity.com) where appropriate.