Information

On-Campus Commercial Filming

Effective

July 1, 2017

Number

OCM-1.06

Applicability

This policy applies to any individual or company wishing to film on any of the campuses of the University of Louisville.

Administrative Authority

Vice President for Communication and Marketing

Responsible Unit

Office of Communication and Marketing

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History

Revision Date(s): January 30, 2025; June 27, 2025

Reviewed Date(s): January 30, 2025; June 27, 2025

Categories

Statement:

Any individual or company wishing to film on any of the campuses of the University of Louisville ("university") must, at least two weeks prior to filming, make a request to the university's Office of Communication and Marketing, which shall include a final script, treatment, storyboard or similar materials describing the project in detail. Any subsequent changes or revisions to the script must be brought to the attention of the university.

The following rules shall apply to all filming:

1. Filming is permitted only at the location(s) approved by the university and described on the Location Agreement, and in a manner and time that would be least disruptive to student life and academics and the ordinary operations of the university. The university does not allow filming during final exam periods, in residence halls, libraries and clinical care settings, or in places where public access might be restricted for reasons of safety and security.
2. Reasonable care shall be used to prevent damage to the campus or to any university property, and such must be restored to the original state after filming. University reserves the right to require a damage deposit prior to filming, which will be refunded in full when the locations are found to be in satisfactory condition. University officials will conduct a final inspection.
3. Any alterations or renovations to the campus, including temporary construction or the cutting and trimming of trees and vegetation, are subject to the prior written consent of the university. Temporary construction must be done in a manner that does not damage university property, endanger or hinder students, faculty, staff or visitors. All approved alterations or renovations must be removed at the completion of filming, or such shall be removed by the university with the expense included as an additional fee for filming.
4. University may impose reasonable restrictions on the production, including as related to size and weight limitations on equipment and vehicles, and the

amount of vehicle and foot traffic. Production vehicles and staff may park only in the areas agreed upon prior to filming, and cannot obstruct city streets or university traffic.

5. During filming on campus, all applicable local, county and state building and safety codes, ordinances and regulations must be complied with, as well as all university policies, including the University Code of Conduct.
6. All personal property brought to campus by anyone filming shall be at said individual's or company's own risk, and the university shall not be liable for any loss or damage that might occur thereto.
7. **Any logos or marks of the university, including signature images and locations, may not be filmed without the prior written consent of the university.** This restriction also applies to clothing or other items such as pennants or banners bearing university logos or marks used as costumes or set dressing. Obtaining all necessary permission, authorizations and/or clearances in connection with any third party names, logos, signage or works of art shall be the sole responsibility of the individual or company filming on campus. The university may not be identified as the location of the film without the university's prior written consent.
8. Neither filming on campus, nor use of the university logos or marks, implies endorsement by the university of the film, or the content thereof, or any products, services or businesses depicted therein, nor shall such endorsement be asserted, suggested or implied. As such, the university retains the right to review the finished product to ensure proper use of said logos, marks and locations.
9. Signs must be prominently posted at the location(s) of filming informing in advance those passing by that they may be photographed, filmed or recorded. Obtaining the consents of those who might be photographed, filmed or recorded shall be the sole responsibility of the individual or company filming on campus.
10. University reserves the right to eject any crewmembers or personnel connected to the filming for conduct deemed disruptive to the operation of the university, including offensive language or behavior. University is a smoke-free campus.
11. The film, as completed and distributed, must be consistent in all material respects with the script, treatment, storyboard or similar materials describing the project that was submitted to the university in making the request to film on campus.

12. The use of drones for filming will be decided on a case-by-case basis and in accordance with Federal Aviation Administration guidelines and University policy.
13. A certificate of insurance indicating the film company has in-force insurance coverage naming the university, its trustees, officers, employees and agents as additional insured for the following policies and limits: Commercial General Liability that includes completed products, personal and advertising injury, and products/completed operations in the amount of no less than $1,000,000 per occurrence and $2,000,000 in the aggregate. Auto Liability for all owned, hired and non-owned vehicles in the amount of no less than $1,000,000 per occurrence combined single limit for bodily injury and property damage. Property Insurance at replacement cost value for all personal property used/stored by the film company on University Property. Worker's Compensation insurance with statutory limits for Kentucky and the state(s) of domicile of the film company and any subcontractors. The Certificates must clearly state that the Film Companies insurance is Primary and will be presented to the University at least ten (10) business days before filming, along with a signed Location Agreement.
14. University reserves the right to revoke permission to film on campus and eject the film crew if, at any time, either the terms or the intent of this policy is breached.'

University has the right to deny filming requests or revoke permission to film if, in its sole judgment, the subject matter of the project conflicts with the university's mission and values, portrays students, staff or faculty in a negative manner, or is derogatory to higher education.

Related Information:

If the filming request is approved, university personnel will evaluate the availability of the requested location(s). A location fee, as outlined on the rate sheet, will be determined based upon the location(s), date, time, number of hours filming, size of crew, amount of equipment, and potential disruption to the campus. In addition, the university will charge actual rental costs for locations such as performance venues, as well as any other fees incurred, such as parking and security.

FEES

The fees associated with any filming on university campuses shall cover the costs of the Office of Communications and Marketing staff time to process the request, assist with scouting locations and provide day-of troubleshooting and oversight. The university may levy additional charges for parking, security, and other university departments affected by the filming locations.

The Office of Communications and Marketing's base fees for all filming on university campuses:

HALF DAY (up to 6 hrs.) - $1,250

FULL DAY (6-12 hrs.) - $2,000

The university reserves the right to negotiate reduced fees for film projects involving a non-profit or university group. All fees and charges shall be levied at the sole discretion of the university, with payment due within thirty (30) days of completion of filming on-campus.

Definitions:

For ease of reference, "film" or "filming" shall include motion pictures, short features, television programs, documentaries, commercials, videotape, audio recordings, still photography and digital imaging for sale or profit, or for the use of promoting a product, service or business, or for a non-news purpose.

Responsibilities:

Vice President for Communication and Marketing

Forms/Online Processes:

Film Application Form