

WESTERN COWBOY CHRONICLES

by Belina Hooper



2026 PHOTO & VIDEO USAGE GUIDE

*Pricing, Copyright & Licensing
for Event Organizers, Committees & Commercial Clients*

*“Because someday, someone will look back on this —
and feel everything all over again.”*

Hinton, Alberta | 780.817.8919 | westerncowboychronicles.ca

A NOTE TO EVENT ORGANIZERS & COMMITTEES

Thank you for considering Western Cowboy Chronicles for your event. Whether this is the first time we're working together or you're a returning client, I want to make sure the working relationship between us is clear, fair, and built to last.

This guide is for you — the rodeo committee, the event organizer, the sponsor, the stock contractor, or anyone whose name is on the event. It covers how my pricing works, what you're actually paying for, how copyright applies to the photos and videos I create, and when fees change based on how the content is used.

Most of this you'll never need to think about again after the first read. But some of it — especially the part about photo and video usage rights — directly affects what your event can legally do with the content I deliver. The goal of this document is simple: no surprises, on either side.

If anything here is unclear, please reach out. I'd rather have the conversation up front than discover a misunderstanding after a poster has been printed.

I appreciate your trust, and I'm looking forward to telling your event's story.

Belina Hooper

Founder & Videographer, Western Cowboy Chronicles

HOW WESTERN COWBOY CHRONICLES WORKS

Before we get into pricing and usage rights, here's a plain-language overview of how my business is set up and what those terms actually mean.

WHAT I DELIVER

Every event-day package is built around three things: filming time on the day of your event, a finished highlight video, and — depending on the package — short-form creative reels for social media. Photography can be added as an optional add-on. Multi-day events, social media consultations, custom music composition, and longer-form storytelling are all available as scoped extras.

EXCLUSIVE VS. COLLABORATIVE OWNERSHIP

Every event-day package is offered two ways, and the difference is more than just a price tag — it changes who owns the final product and who can do what with it.

Collaborative Ownership (lower price point)

I produce the content, post it on the Western Cowboy Chronicles social media channels, and invite your event as a collaborator. Instagram is currently set up where the post shows up in your profile portfolio. However, Facebook is still a little behind the times. There are ways to get collaborative posts onto your facebook page, but requires additional permissions to be set up and access granted on my end. This can be discussed in detail, if required. The collaborative option is still the most common choice and the budget-friendly option for committees that want strong content without needing to own it outright.

Exclusive Ownership (higher price point)

You receive the final edited files with full ownership rights for your own use. Western Cowboy Chronicles does not post the content publicly. This is the option for events that want privacy, exclusivity, or full control over how the content is used and where it appears. Note that “ownership” under this option still has scope limits — see the licensing section later in this document for what's included and what isn't.

WHAT'S INCLUDED BY DEFAULT IN EVERY PACKAGE

- Up to 5 hours of filming on the event day.
- Professional 4K capture using Sony FX3 cinema gear and a variety of lens sizes.
- Drone coverage in select available locations (Basic Drone Pilot License certified).
- Digital delivery within 10 days of the event.
- Copyright-free music on horizontal highlight videos; Meta-approved audio on portrait reels.
- All pricing in Canadian Dollars. No GST.

COPYRIGHT BASICS — PLAIN LANGUAGE

This section exists because most committees and businesses I work with are not in the photo or video industry — and they shouldn't have to be. But because copyright affects what your event can do with the content I deliver, it's worth a few minutes to read this through.

WHO OWNS THE PHOTO OR VIDEO?

Under Canadian copyright law, the person who creates a photograph or video automatically owns the copyright in that work the moment it's created. No registration is required. For everything filmed or photographed by Western Cowboy Chronicles, that means I am the copyright holder — even after I deliver the files to you, and even if you paid for the shoot.

Paying for an event-day package is not the same as buying the copyright. What you're paying for is my time on the day, my editing, and a license to use the finished product within the scope of the package you purchased.

WHAT'S THE DIFFERENCE BETWEEN A LICENSE AND OWNERSHIP?

A license is permission to use a copyrighted work in specific ways, for a specific time, in a specific place. Ownership is the right to control the work itself — reproduce it, distribute it, license it to others, profit from it, and prevent anyone else from doing those things without your permission.

Almost everything I sell is a license, not a transfer of ownership. The Exclusive Ownership package described earlier in this guide grants you broad usage rights for your event's own purposes — but it does not transfer the underlying copyright. I retain the right to display the work in my own portfolio, on my own marketing materials, and to license individual frames for commercial purposes that fall outside the scope of your event.

WHY PHOTO CREDIT DOESN'T REPLACE A LICENSE

Tagging me, crediting me, or saying "Photo by Western Cowboy Chronicles" is appreciated and expected on shared content. But credit is not a license. A business cannot run an advertisement using a photo of mine and call it square because they tagged my page. The same is true for committees: if you didn't license a photo for promotional use, posting it with credit doesn't make that use authorized. Credit is a courtesy; a license is permission.

RECOMMENDED EVENT SIGNAGE — PEOPLE IN THE FRAME

Even though I own the copyright on a photo or video, the people in those photos and videos may have their own rights of publicity — meaning their image isn't automatically free for any use just because someone else took the picture. The cleanest way to handle this at a public event is venue signage.

For any event Western Cowboy Chronicles covers, I strongly recommend posting clearly visible signs at the entrance and gate areas stating that photography and videography are taking place on the premises and that entry constitutes consent. This is standard practice at concerts, sporting events, and public gatherings — it resolves the consent question for everyone who enters the venue: competitors, spectators, sponsors, staff, and family.

Suggested sign language:

NOTICE

Photography and videography are taking place on these premises. By entering, you grant permission for your image to appear in photos and videos taken during this event, including in promotional content, social media coverage, marketing materials, and content sold or licensed by event partners.

Recommended placement: every public entrance, ticket booth, and registration area. The sign should be large enough to read from a reasonable distance and posted where no one entering can plausibly miss it.

For events that take this step, the consent question is resolved at the gate — no further per-rider releases are needed for editorial event coverage or routine promotional use. For specialized commercial advertising that prominently features a specific identifiable individual (for example, a sponsor's national campaign built around one rider), it's still good practice to obtain a separate written release from that person.

2026 EVENT-DAY PACKAGE PRICING

These are the core event-day packages for the 2026 season. All pricing is based on an event running up to 5 hours. Events over 5 hours are billed at \$50 per additional hour. Travel fees, if applicable, are discussed before booking.

HIGHLIGHT VIDEO — BASIC PACKAGE

A polished 60-second highlight video built around the heart of your event. Delivered in horizontal 4K with copyright-free music. No reels or extras.

COLLABORATIVE OWNERSHIP	EXCLUSIVE OWNERSHIP
Starting from \$500	Starting from \$800
Posted in collaboration with WCC on Facebook, Instagram, and Youtube if a channel is available.	Full ownership rights to the final product.
Budget-friendly. Leverages the WCC platform and follower base.	For clients wanting privacy, exclusivity, and full control over distribution.

Additional days: see Multi-Day Add-On section.

WESTERN STANDARD PACKAGE

Everything from the Basic package plus two short-form creative reels (30 seconds or less, portrait format, Meta audio library). Designed for the full social media rollout.

COLLABORATIVE OWNERSHIP	EXCLUSIVE OWNERSHIP
Starting from \$800	Starting from \$1,200
60-second horizontal highlight + 2 portrait reels.	60-second horizontal highlight + 2 portrait reels.
Posted in collaboration with WCC on Facebook, Instagram, and Youtube if a channel is available.	Full ownership rights to the final product.

MULTI-DAY ADD-ON

For events that span more than one day. Each additional day includes a full day of filming and one extra portrait creative reel, ideally posted the evening of that day's rodeo to keep your audience engaged across the weekend.

Starting from \$400 per additional day.

Accommodations fee to be discussed.

LOYALTY REWARDS — FOR RETURNING CLIENTS

For events that bring me back year over year, I add the following at no charge as a thank-you. Total added value: \$100+.

- 1x Promotional Reel prior to the rodeo — a short, creative edit designed to build excitement and anticipation for your event.

BOOKING TERMS & CANCELLATION POLICY

BOOKING DEPOSIT

A 25% non-refundable booking deposit is required to hold your event date. This protects both parties — it gives you a confirmed date, and it gives me a held calendar that I won't fill with another booking. The balance is due within 7 days following the event, or upon delivery for licensing add-ons.

CLIENT-INITIATED CANCELLATION

If you need to cancel a confirmed booking, the refund schedule below applies. The closer to the event date, the less recoverable the held time becomes — once we're inside a week, the calendar slot is essentially unfillable.

NOTICE GIVEN	DEPOSIT REFUND
More than 30 days before the event	Full refund of deposit
15–30 days before the event	50% refund of deposit
7–14 days before the event	25% refund of deposit
Less than 7 days before the event	Deposit forfeited

RESCHEDULING (POSTPONEMENT, NOT CANCELLATION)

If you need to move the event to a new date rather than cancel, the deposit can travel with the booking.

- **More than 14 days notice:** deposit fully transferable to a new date within 12 months at no additional fee.
- **Less than 14 days notice:** deposit transferable to a new date within 12 months, subject to availability; may incur a \$100 rescheduling fee to cover the lost booking window.

WEATHER & FORCE MAJEURE

Rain-outs, wildfire smoke, severe storms, road closures, public health restrictions — the reality of running events in western Canada is that some things are nobody's fault but they still cancel a rodeo. These situations are handled case-by-case based on severity and notice, with the goal of being fair to both sides.

- Typical outcome: deposit applied to a rescheduled date within 12 months at no additional cost.

- If the event runs but is shortened due to weather, the original fee stands — the day was committed and the work was done.
- If conditions make filming impossible or unsafe (e.g., wildfire smoke at hazardous air quality levels, or severe storms that cancel the event outright), the deposit transfers to a new date.
- Wildfire smoke is named here specifically because it's a recurring Alberta variable. It's easier to acknowledge in writing than negotiate in the moment.

PHOTO & VIDEO ADD-ONS — PRICING BY USE CASE

This is the section that closes the most common point of confusion between videographers and event committees. The add-on services below are priced differently depending on who is using the content and what they're using it for. Read this section carefully — the same photo can carry three different price tags depending on its intended use.

The structure mirrors how the highlight video packages already work: collaborative use through Western Cowboy Chronicles is priced lower; exclusive promotional use by the event itself is priced higher; large-scale commercial advertising is licensed under the tier system in the next section.

PHOTOGRAPHY ADD-ONS

USE CASE	WHO IT'S FOR	PRICING
Personal Use	Riders, families, and competitors purchasing their own moment for social media or personal print.	\$25 per photo
Promotional — Collaborative (WCC Tag/Mention)	Committees and businesses using event photography for their own social media, with a collaborative invite with WCC.	\$50 per photo \$40 each additional photo in the same order (volume discount).
Promotional — Exclusive	Committees using photos for the event's own marketing without WCC tag or collaboration — posters, sponsor decks, the following year's promotional materials.	\$100 per photo (flat rate) For larger campaigns, paid advertising, or multi-image use — see Commercial Licensing Tiers.
Sponsor / Third-Party Commercial	Sponsors, stock contractors, brands, or businesses using a photo for their own marketing or advertising.	Commercial Licensing Tier 1 – Tier 4 (\$200 – \$1,700+) See next section.

Important note: the Personal Use rate is reserved for individuals purchasing photos of themselves or their immediate family. It is not transferable to a business, a committee, or a sponsor. A rider cannot purchase a \$25 photo and forward it to the event committee for use on the committee's promotional materials — that crosses into commercial use and is subject to the higher rates above.

INDIVIDUAL RIDE VIDEO ADD-ONS

Individual ride videos follow the same use-case structure as photography. The same clip carries different pricing depending on whether it's being kept by a competitor as a personal keepsake or used to promote an event or sponsor.

Note: Individual ride videos are not available for Pro Rodeos due to sanctioning body restrictions.

USE CASE	DELIVERABLE	PRICING
Personal Use	Basic colour-corrected video clip, horizontal format	\$30 (basic horizontal video) \$50 (speed ramp edit)
	Speed ramp edit	
Promotional — Collaborative	Posted in collaboration with WCC. The collaborative post itself provides the credit — no additional watermark required.	\$100 per clip
Promotional — Exclusive	Used in event marketing, posters, sponsor decks, or the committee's own social channels independent of WCC.	\$200 per clip (flat rate) Larger campaigns → Commercial Licensing Tiers
Sponsor / Third-Party Commercial	Used by a sponsor, contractor, or brand in their own marketing or advertising.	Commercial Licensing Tier 1 – Tier 4

ADDITIONAL CREATIVE REELS

Beyond what's already included in your event-day package. Each additional reel is 30 seconds or less, portrait format, scored to the Meta audio library.

COLLABORATIVE OWNERSHIP	EXCLUSIVE OWNERSHIP
\$100 per reel	\$200 per reel

WHY FEES CHANGE BASED ON USE

If you've never licensed photo or video content before, the use-case pricing in the previous section may feel unfamiliar. Here's the reasoning, in plain language. This is the most important section of the document for event committees to understand — not because it changes the pricing, but because once you see why the structure exists, the structure stops feeling arbitrary.

THE FOUR FACTORS THAT MOVE THE NEEDLE

1. Reach — How Many People Will See It?

A photo printed in a personal album reaches one family and / or social media friends. The same photo on a committee's public Facebook page potentially reaches thousands. The same photo on a billboard along Highway 16 reaches everyone who drives by for a year. The fee reflects the size of the audience the content reaches.

2. Duration — How Long Will It Be Used?

A photo used for a single Facebook post that disappears in a week has a small footprint. A photo used as the hero image on next year's event poster, then on banners at the gate, then in the program for the year after that, has a much longer working life. The license fee accounts for how long the content keeps doing the job it was bought to do.

3. Purpose — Is It Generating Revenue or Building a Brand?

Personal use — a rider posting a photo of themselves — doesn't generate revenue. A committee's use to promote the event drives ticket sales, sponsor interest, and entries. A sponsor's use to advertise their brand drives sales of their product. As the commercial value of the use increases, so does the value of the license that authorizes it.

4. Exclusivity — Can Anyone Else Use It?

A non-exclusive license means I can still license the same image to other parties. An exclusive license means only you can use it — nobody else, not even me. Exclusivity removes my ability to license that image elsewhere, so it costs more.

THREE REAL-WORLD SCENARIOS

Scenario A — A Rider Buys a Photo of Themselves

An athlete asks for a photo of their qualified ride from last weekend. They want it for their personal social media channels, to print, and frame. This is Personal Use. The rate is \$25. They post it, may tag WCC, and that's the end of the matter.

Scenario B — The Rodeo Committee Wants to Post It Too

Two days later, the rodeo committee’s social media coordinator messages me asking if they can post that same photo on the committee’s social media pages. This is no longer personal use — the committee is a business entity using the photo to promote their event. The committee has two paths: license it as a Collaborative post with an invite to WCC (\$50 per photo, \$40 each additional), or license it for Exclusive Promotional Use so they can post it from their own page without the tag (\$100 per photo). Either way, the photo is being used to promote a paid event, and the fee structure reflects that.

Scenario C — A Sponsor Wants to Use It

A month later, a local equine or feed store that sponsored the rodeo wants to use the photo in a social media ad campaign with a \$200 ad spend behind it. This is third-party commercial use — the sponsor is using the photo to advertise their own business. This is licensed under Commercial Tier 1 (Local Business) at \$200, which covers single-platform use perpetually with no territory limit. If the sponsor wants to use it across their website, social, email marketing, and print materials, that’s Tier 2 (\$400). The license is independent of the rodeo committee’s relationship with WCC.

“BUT WE’RE JUST POSTING IT FOR FREE”

This is the most common objection, and it’s a reasonable one to raise. The answer is that the test under copyright law isn’t whether you’re selling the photo — the test is whether the use is being made by a business, organization, or commercial entity, and whether that use serves a commercial purpose. A rodeo committee is a commercial entity. A social media post promoting a ticketed event is commercial use, regardless of whether the post itself charges for engagement. The same logic applies to a charity, a non-profit foundation, or any organization with a fundraising or operational purpose. Free to view does not mean free to use.

CREDIT IS NOT A LICENSE (WORTH REPEATING)

Tagging Western Cowboy Chronicles or adding “Photo by WCC” to a caption is appreciated, but it is not a substitute for a license. A committee that wants to use a photo on their own promotional materials needs to license that use — with credit on top of the license, not instead of it.

COMMERCIAL LICENSING TIERS

For commercial uses beyond the flat-rate promotional pricing above, the following five tiers apply. These licenses are designed to scale fairly with the size and scope of how the content is being used. A small local feed store doesn't need to pay national-campaign pricing, and a national sponsor running a paid ad campaign shouldn't pay local-business pricing for that level of reach.

All tiers apply to both photo and video content. Video licenses are priced approximately 1.5x to 2x the equivalent photo tier to reflect the additional production value of moving content.

TIER	NAME	PHOTO FEE	USE	TERM & TERRITORY
1	Local Business	\$200	Social Media platform — one account OR business website. Not both. General promotion.	Perpetual, no territory limit
2	Regional Marketing	\$400	Multi-platform — social, website, email marketing, and print collateral.	12 months, Western Canada
3	National Sponsor / Brand	\$850	Full marketing use including print, point-of-sale, sponsorship promotion. Excludes paid advertising.	24 months, Canada-wide
4	Premium Advertising	\$1,700	Full commercial advertising including paid social ads, online display, print ads, broadcast, billboards, branded merch, and product packaging.	36 months, North America
5	Custom / Exclusive / Perpetual	Quote	Any scope beyond Tier 4 — multi-year, exclusivity, perpetual rights, worldwide use.	Custom

OPTIONAL ADD-ONS TO ANY TIER

- **Exclusivity** (no other party can license the same content): **+ 200% of base fee**
- **Worldwide territory** (beyond North America): **+ 50% of base fee**
- **Extended term** (additional years beyond standard): **+ 25% per year**
- **Branded merchandise / packaging rights (Tiers 1–3)**: negotiated separately
- **Mass-produced consumer goods (>10,000 units)**: volume agreement required

STANDARD TERMS IN ALL TIERS

- Licensor (Western Cowboy Chronicles / Belina Hooper) retains full ownership and copyright.
- Licenses are non-exclusive, non-transferable, and non-sublicensable by default.
- Credit to Western Cowboy Chronicles required where reasonably possible.
- AI training, machine learning, and generative model use are prohibited.
- Original musical scores attached to licensed video may not be extracted or reused separately.
- Licensee is responsible for obtaining any additional rights-of-publicity consents from recognizable persons appearing in the licensed content.
- Governed by the laws of the Province of Alberta and the federal laws of Canada applicable therein.

CUSTOM MUSIC COMPOSITION

Some events deserve their own song. Western Cowboy Chronicles offers custom music composition for rodeos, ranch events, and western brands — original lyrics tailored to your event’s names, references, and emotional arc, then composed using AI-assisted production software guided by hands-on creative direction.

This is not stock music or a generic backing track. Every custom song begins with a real conversation — about who your event is, what makes it different, what story it wants to tell. From that conversation, lyrics are written, refined, and then produced through multiple iterations until the song lands where it should. It takes time, and it shows.

CUSTOM EVENT SONG WITH LYRICS

\$650 per song (3-5 minutes)

What’s Included

- Full composition including original lyrics tailored to your event — names, references, story, and emotional arc.
- Discovery conversation (45–90 minutes, often spread across multiple touchpoints over a week) to develop themes, draw out what the event means, and shape the lyric direction.
- Two rounds of revisions included.
- Delivered as MP3 and WAV files.
- Typical turnaround: 2–4 weeks depending on revision rounds and creative direction.

Use Rights & Honourable Mention

Once delivered, your event has perpetual use of the song for that event’s promotion — year over year, in highlight videos, on social posts, in event programming, and in marketing materials related to that event.

In return, the following conditions apply:

- **Honourable mention required:** music credit to Western Cowboy Chronicles at the event itself (spoken acknowledgement or program listing) and on all online use of the song — caption text, video credits, or post wording.
- **Use is bound to that event only:** the song may not be used for any project, business, or purpose unrelated to the event it was composed for.
- **No re-licensing, no resale, no sub-licensing:** the song cannot be licensed to sponsors, sold as a standalone product, or transferred to another party.

- **WCC retains creative ownership:** Western Cowboy Chronicles holds underlying creative ownership of the composition and retains the right to feature the song in its own portfolio and marketing materials.

SOCIAL MEDIA CONSULTATIONS

For events, athletes, and western businesses looking for direct guidance on their social media presence — without committing to ongoing management. These are one-time engagements designed to give you clarity on direction, content, and platform strategy, drawing on what works specifically in the rodeo and western lifestyle space.

SINGLE CONSULTATION — \$125

- 60-minute video or phone call.
- Discussion of your goals, current content, platform mix, and pain points.
- Verbal recommendations and Q&A.
- Written follow-up email with key takeaways.

STRATEGY SESSION + WRITTEN PLAN — \$275

- 90-minute deep-dive consultation.
- Written 1–2 page action plan covering content pillars, posting cadence, and platform recommendations.
- One follow-up email round to clarify or refine.

WHO THESE ARE FOR

Event committees building or relaunching their social presence. Western businesses who want their feeds to feel like their brand, not generic stock content. The unique value here is the niche — these consultations come from working inside the western lifestyle space, not applying generic social media frameworks to it.

HOW TO LICENSE CONTENT — STEP BY STEP

If you're a committee, sponsor, or third party who wants to use a specific photo or video beyond what your event-day package covers, here's exactly how that works.

1. **Identify the content.** Note the photo number, the video title, or describe the content (e.g., "The shot of the cowboy on the white horse in the final round"). The more specific, the faster I can confirm.
2. **Send a request.** Email westerncowboychronicles@gmail.com with: the content identifier, your name and organization, the intended use (where it'll appear, for how long, what audience), and the tier you think fits — or just ask, and we'll work it out.
3. **Receive a license agreement.** I'll send back a formal license document specifying the tier, scope, fee, term, and territory. This is a 1-3 page agreement, not a 30-page contract — plain language, easy to sign.
4. **Sign and pay.** Full payment is due upon signing for licenses under \$1,000 CAD. For licenses over \$1,000, a 50% deposit on signing and 50% on delivery may be arranged. Payment by e-transfer or Stripe.
5. **Receive the high-resolution file.** Once payment is confirmed, the high-resolution file is delivered digitally, along with a signed copy of the license agreement for your records.
6. **Use the content within the agreed scope.** Use the content as licensed. If your needs expand later — a longer term, a new platform, a larger audience — reach back out and we'll amend or upgrade the license.

TURNAROUND TIME

Standard licensing requests are turned around within 2–3 business days. Urgent requests (event posters going to print, ad campaigns with a hard launch date) can be prioritized if flagged in your initial email.

WHAT HAPPENS IF CONTENT IS USED WITHOUT A LICENSE

Unauthorized use of Western Cowboy Chronicles content is a copyright infringement. My standard approach is to reach out directly and offer to resolve the matter by issuing the appropriate license retroactively at the standard rate, with no penalty. This is the path I prefer — most unauthorized use isn't malicious, it's an honest misunderstanding about how licensing works. The point of this guide is to prevent that conversation from being needed in the first place.

If unauthorized use continues after notice, or if the use is on a scale that constitutes commercial exploitation (paid advertising, branded merchandise, sponsor campaigns), formal copyright enforcement

options are available, including takedown notices through Meta’s Rights Manager and legal action under the Copyright Act of Canada.

FREQUENTLY ASKED QUESTIONS

Q: We paid for the videography package — doesn't that mean we own everything?

A: You own the deliverables in the package you bought, within the ownership tier you selected. Collaborative Ownership gives you sharing rights through WCC; Exclusive Ownership gives you broader rights to use the content for the event's own purposes. Neither option transfers the underlying copyright — that stays with WCC. If you want to do something with the content beyond what's in your package (like give it to a sponsor, license it to a third party, or use it in a major ad campaign), that's a separate licensing conversation.

Q: Can we screenshot or download images from the highlight video for our committee's social media?

A: Sharing the highlight video itself (as posted via the collaborative WCC post, or as delivered to you under exclusive ownership) is fine. Extracting still frames from the video for separate use as photographs is a different use case and falls under the photography pricing structure. If you see a moment in the highlight that you'd love as a still, just reach out — in many cases I have the photograph version, and we can license it directly.

Q: Our sponsor wants to use a photo — do we license it, or do they?

A: The sponsor licenses it directly. The committee's license doesn't cover sponsor use, and the sponsor benefits from holding the license in their own name. I'm happy to handle this end-to-end — you can introduce the sponsor to me, and I'll work out the license with them directly so the committee isn't in the middle.

Q: What if we don't know yet how widely we'll use a photo?

A: Start with the smallest license that covers your immediate plans, and upgrade if your use expands. The license is a working document, not a final judgment — we can always amend it up as your use grows.

Q: Do you offer multi-image discounts?

A: For Promotional Collaborative photos, yes — \$50 for the first photo and \$40 each additional photo in the same order. For commercial licensing across multiple images, discounts are negotiated on a case-by-case basis depending on volume and scope. Larger packages (e.g., 20+ images for a multi-platform campaign) typically receive 15–25% off the per-image rate. Personal use photos are at the flat \$25 rate.

Q: Can we use the photos and videos forever?

A: Tier 1 Local Business licenses are now perpetual with no territory limit, so single-platform commercial use lasts as long as you want. Tiers 2–4 have standard terms (12, 24, or 36 months) tied to their broader scope. Tier 5 (Custom / Exclusive / Perpetual) is available for anything broader and is priced individually.

Q: What's the booking deposit and when is it due?

A: A 25% non-refundable deposit is required to hold your event date. The balance is due within 7 days following the event, or upon delivery for licensing add-ons. The deposit protects both parties — it confirms your date and it holds my calendar.

Q: What happens if my event is cancelled or rained out?

A: Client-initiated cancellations follow a sliding-scale refund based on how much notice is given (full refund 30+ days out, 50% at 15–30 days, 25% at 7–14 days, deposit forfeited inside 7 days). Reschedules with more than 14 days notice keep the deposit fully transferable to a new date. Weather, wildfire smoke, and other force majeure situations are handled case-by-case — typically the deposit transfers to a rescheduled date at no extra cost. The full cancellation policy is in the Booking Terms section.

Q: How does the custom music service work?

A: If you want a custom song for your event, we start with a discovery conversation (45–90 minutes) about the event's feel, names, references, and emotional direction. From there, I draft lyrics and compose using AI-assisted production software, refining through multiple iterations. Two rounds of revisions are included, turnaround is 2–4 weeks, and the song belongs to your event in perpetuity for promotional use — with honourable mention credit at the event and on any online use. The song cannot be re-licensed, sold, or used for unrelated projects.

Q: What's the difference between Promotional Collaborative and Promotional Exclusive photos?

A: Promotional Collaborative (\$50/photo, \$40 each additional) means the photo is shared in a way that tags or mentions Western Cowboy Chronicles — the audience sees that the photography came from WCC. Promotional Exclusive (\$100/photo flat) means you can post it from your own channels without any WCC tag or credit on the post. Same photo, different visibility for me as the photographer — hence the different price.

Q: We're a non-profit — do we get a discount?

A: Non-profit status doesn't automatically change the rate. The factors that drive pricing — reach, duration, and commercial purpose — are the same whether the organization is for-profit or non-profit. That said, I'm always open to a conversation. For genuine community causes, charitable purposes, or first-time partnerships with smaller organizations, there is often a way to make it work.

Q: What about a photo of my child / a minor — are there special rules?

A: Parents and guardians are welcome to purchase Personal Use licenses for photos of their own children. For commercial use involving any recognizable minor, additional consent from the parent or guardian is required, and the standard practice is to obtain that consent in writing before the licensed use begins.

Q: Can we get the raw files?

A: Raw files are not part of any standard package. The deliverables you receive are colour-graded, edited, and optimized for the intended platform. Raw file delivery (uncoloured, ungraded source media) is available only by separate agreement, and is rarely requested — most clients prefer the finished work.

Q: What if we need a quick turnaround on a license?

A: Flag it in your initial email. Urgent licensing requests (24–48 hour turnaround) can usually be accommodated; just let me know the deadline and the reason.

CONTACT & NEXT STEPS

For all bookings, licensing inquiries, and general questions:

Belina Hooper

Founder & Videographer, Western Cowboy Chronicles

Email: westerncowboychronicles@gmail.com

Phone: 780.817.8919

Web: www.westerncowboychronicles.ca

Social: @westerncowboychronicles on Facebook, Instagram, YouTube, TikTok

Document Summary

If you take only one thing from this document, let it be this: paying for an event-day package buys you the deliverables in that package, within the ownership tier you choose. Using photos or videos for purposes beyond that — promotional posters, sponsor materials, paid advertising, next year’s marketing campaign — is a separate use case with separate pricing. The structure is here so that every party knows what’s covered, what isn’t, and how to get what they need without ambiguity.

When in doubt, ask. I’d rather have the conversation than have a misunderstanding.

“Because someday, someone will look back on this — and feel everything all over again.”