



Commercial Filming on Campus

University Communications

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Commercial Filming on Campus

The University of Northern Colorado requires explicit written permission for all video and photo shoots on university property done for commercial purposes.

“Filming” for purposes of this policy means all film, photo, and video shooting on university property done for commercial purposes by individuals or organizations who are not employed by, or agents of, the University of Northern Colorado.

“Campus” means all real estate under the control of the University of Northern Colorado, regardless of location.

This policy does not apply to filming for the following purposes (however, filming for these purposes may be subject to reasonable and appropriate restrictions imposed by the university):

- Filming for legitimate news-gathering purposes by the news media. Contact officeof.PublicRelations@unco.edu for our ***News Media on Campus guidelines***.
- Filming for personal, noncommercial use
- Filming by students and faculty for academic purposes, including research, creative or scholarly work or teaching and learning

The purpose of UNC’s video policy and guidelines is to simplify the process of planning and executing film productions on our campus. Since UNC’s primary activities are teaching and research, compliance with our policy and guidelines will ensure the production does not disrupt day-to-day campus activities and operations.

UNC reserves the right to deny the taking of photographs, film, or video of campus scenes for commercial purposes. UNC has the right to deny use of facilities in cases where it considers the overall content of the project to be in conflict with the goals and ideals of the university. Examples of subject matter that may be rejected include drug or excessive alcohol use,

excessive violence, nudity, racism, sexism, overt sexual scenes deemed to be obscene and subjects derogatory toward higher education, or that portray students or faculty, or the university in a negative light.

UNC does not permit the filming of advertising, promotions for commercial products or corporate training films on campus. Commercials filmed off-campus cannot show University of Northern Colorado brands, trademarks or signs or any way imply the endorsement of UNC.

In addition to the campus filming policy, use of drones on campus, or anywhere in the airspace above campus, for video and photography is subject to UNC's [Drone/Unmanned Aircraft System \(UAS\) Procedure](#).

General Filming Requirements

- Please do not start any type of commercial filming on UNC's campus until you have received permission from UNC Communications and have properly reserved a space through [UNC's Conference & Event Services Department](#).
- Filming may not interfere with normal university operations. UNC staff maintain the right to ask a filming individual/crew to pause, move or stop if they feel that the activity is disruptive.
- Refrain from filming people without their awareness or permission. You must also comply with university photo release requirements when people are featured in the filming.
- Film crews must abide by all university policies and regulations while they are on campus. Appropriate working, research, learning and study conditions must be respected at all times.
- As a matter of general practice, UNC does not allow commercial filming during final exam periods; in residence halls, dining facilities, libraries, and clinical care settings; or in places where public access is restricted for reasons of safety and security.
- The university's name, marks, indicia, signature colors and images, prominent individuals and locations and athletic uniforms may not be filmed without express written permission.
- Unless the production company has obtained prior written approval, they will not be permitted to identify the University of Northern Colorado as the fictitious location either directly or indirectly.
- The university will assign a staff member to be a facility chaperone for the duration of the film crew's activities on campus. Those staff will have full discretion to enforce any and all aspects of this policy in the manner they deem appropriate. Please contact [UNC's Conference & Event Services Department](#) for the current hourly facility chaperone rate.

Submitting Requests to Film on Campus

Nonprofits, businesses and individuals wishing to film for commercial purposes on the campus of the University of Northern Colorado must submit a written request that includes the following:

1. An ***On-Campus Filming Policy Project Brief*** that provides a short summary of the project's basic elements, along with other documentation that describes the project in detail, to be reviewed and approved by UNC Communications. The university recommends two weeks for approval of project briefs.
2. A [Space and Service Request Form](#) to reserve space on campus to film. Interior and exterior locations across campus, including green lawn spaces, require reservations through Conference & Event Services for commercial filming. The university recommends a minimum of four weeks for approval of reserved spaces but will accept reservation requests one full calendar year prior to proposed filming dates.

Required Documentation

The university requires anyone filming on campus to provide the following:

Copies available from UNC Communications:

- A signed ***UNC Waiver and Release***, releasing the university from any liability resulting from participation in filming and waiving claims for damages or losses.

Documentation to be provided from requesting party:

- A **Certificate of Insurance** naming the University of Northern Colorado as additional insured for the day(s) filming. The film crew/company must provide proof of sufficient insurance to cover any and all liabilities that may occur during its use of university property. Please contact Conference & Event Services for the COI requirements.
- **Proof of insurance for any vehicles** used as part of the production process (i.e. box trucks, production trailers, etc.) and brought onto the UNC campus is required. If the film crew is using a rental car, then UNC assumes basic insurance is in place with the rental car agency. Proof of insurance is not required for vehicles used for personal transportation.