



www.carloslerma.com

Model
Release

INFORMATION

Name (s) (Print): _____

Address: _____

City: _____ State/Province: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

Date Of Birth(s): _____

Signature(s): _____

Date: _____

Parent(s) or Guardian(s) (if person is a minor or lacks capacity in the jurisdiction of residence.)

Parent warrants and represents that Parent is the legal guardian of Model, and has the full legal capacity to consent to the Shoot and to execute this release OF ALL RIGHTS IN MODEL'S IMAGES.

Name (s) (Print): _____

Address: _____

City: _____ State/Province: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

Date Of Birth(s): _____

Signature(s): _____

Date: _____

AGREEMENT

For good and valuable Consideration herein acknowledged as received, and by signing this release I here by give the Photographer/Filmmaker and Assigns my permission to license the images and to use the Images in any Media for any purpose(except pornographic or defamatory) which may include, among others, advertising, promotion, marketing and packaging for any product or service. I agree that the images may be combined with other images, text and graphics, and cropped, altered or modified. I acknowledge and agree that I have consented to publication of my ethnicity(ies) as indicated below, but understand that other ethnicities may associated with images of me by the Photographer/Filmmaker and /or Assigns for descriptive purposes.

I agree that I have no rights to the Images, and all rights to the Images belong to the Photography/Filmmaker and Assigns. I acknowledge and agree that I have no further right to additional consideration or accounting, and that I will make no further claim for any reason to Photographer/Filmmaker and /or Assigns. I acknowledge and agree that this release is binding upon my heirs and assigns. I agree that this release is irrevocable, worldwide and perpetual, and will be governed by the laws of Louisiana.

I represent that warrant that I am at least 18 years of age and have the full legal capacity to execute this release.

DEFINITIONS

“MODEL” means me and includes my appearance, likeness and form.

“MEDIA” means all media including digital, electronic, print, television, film and other media now known or to be invented

“PHOTOGRAPHER/FILMMAKER” means photographer, illustrator, filmmaker or cinematographer, or any other person or entity of photographing or recording me.

“ASSIGNS” means a person or any company to whom Photographer/Filmmaker has assigned or licensed rights under this release as well as the licensees of any such person or company.

“IMAGES” means all photographs, film or recording taken of me as part of a shoot.

“CONSIDERATION” means something of value I have received in exchange for the rights granted by me in this release.

“SHOOT” means the photographic or film session described in this form.

“PARENT” means the parent and /or legal guardian of the Model. Parent and Model are referred to together as “we” and “us” in this release.

PHOTOGRAPHER/FILMMAKER INFORMATION (FOR PHOTOGRAPHER USE ONLY)

Name (s) (Print): _____

Address: _____

City: _____ State/Province: _____

Country: _____ Zip/Postal Code: _____

Phone: _____ Email: _____

Shoot Date: _____

Shoot Description/Reference: _____

Signature: _____

Date: _____

CONSULTATIONS & BOOKING (Frequently Asked Questions)

What happens in a consultation?

I provide more detailed information of my services according your questions. Most of my clients have never hired a photographer before, so it's normal to ask a lot of questions. Many clients like to see the contract I use and make sure they understand it completely. Depending on the client's schedule, consultations can be as short as 15 minutes or longer than an hour.

At a consultation, is there any obligation or any pressure put on us to sign?

No. Consultations are held on a no-obligation basis. Some clients book my services at the consultation, but I don't use pressure tactics. I encourage clients shop, discuss their options with friends or family, and then make a decision to book a photographer when they are ready.

What is required for booking?

To book the date for your event, I ask that the client review and sign a contract and pay a \$50 Booking fee. After the contract and the booking fee is received, your event is officially booked. The balance is due two weeks before the event.

Is the retainer refundable in case of cancellation?

Yes. If client gives notice before 30 days from the date of the shoot, the \$50 booking fee is fully refundable.

Do you do shoot in digital format, 35mm or medium format?

All of my shoots are photographed in digital format. This allows for more picture taking and keeps my expense lower. I am also allowed to view a photo immediately following the shot so that way I never miss the moment of a lifetime.

What kind of style is your photography?

My photography style is a photojournalism style. I tell the story of your shoot by capturing the "real" moments as they happen.