

keep-it real™

# Property release form...

I, (First name) \_\_\_\_\_

(Surname) \_\_\_\_\_

Of (Address) \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

being legally entitled to represent the person/s or property photographed,  
grant full copyright and all rights to the photographer

(Photographer/Agents Full Name) and consent to the use of the photograph/s,  
reproduction, or any manipulated image/s in editorial, advertising, trade or for  
any other legal purpose, without reservation.

Description of Photographs \_\_\_\_\_

Date taken \_\_\_\_\_

I, the undersigned, am authorised to give this consent of release which shall  
be binding upon me or my heirs or any legal representative in perpetuity.

Signature \_\_\_\_\_ Date \_\_\_\_\_

keep-it real™

Q.

What do real  
Kiwis look like?

A.

Like you!



Are you fed up with  
kiwi magazines and  
brochures showing too  
many overseas models  
and locations in their  
photos?

You can be part  
of the solution,  
get yourself some  
photos, and have  
some fun at  
the same time.

Simply volunteer to have photos taken for the  
mychillybin™ library of NZ photos. This will  
help the NZ creative industry use more images of  
real Kiwis, at real locations here in New  
Zealand. It will help a local photographer too.  
So whether your ethnicity is Maori or  
Melanesian, Tongan or Tahitian, European,  
Chinese, African or anything else at all - if you  
live here, we want your photo.

You can choose to have photos taken in  
your home, or doing your hobby, or playing  
sport. Or at work as a publican or politician,  
handyman or in health care, courier driver  
or CEO, shop assistant or student, teacher  
or trainee, ... if you live in New Zealand you  
qualify! You have been given this flyer because  
we would like your photo in particular ...

keep-it real™

# Model release form...

keep-it real™

# here's how

I, (First name) \_\_\_\_\_

(Surname) \_\_\_\_\_

Of (Address) \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

being legally entitled to represent the person/s or property photographed,  
grant full copyright and all rights to the photographer

\_\_\_\_\_ (Photographer/Agents Full Name) and consent to the use of the photograph/s,  
reproduction, or any manipulated image/s in editorial, advertising, trade or for  
any other legal purpose, without reservation.

Description of Photographs \_\_\_\_\_

Date taken \_\_\_\_\_

I, the undersigned, am authorised to give this consent of release which shall  
be binding upon me or my heirs or any legal representative in perpetuity.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**1.** Agree a time and place for your photo shoot with the mychillybin™ photographer who gave you this form.

**2.** Wear what you normally wear. Home clothes for home shots, work clothes for work etc. Your photographer will get your ideas on the types of images you are comfortable with, and then coach you through the process. Natural expressions and places are winners - so it is not too hard, and should be fun.

**3.** Complete the attached model release (alongside), and have the property release form (rear) completed by the owner of the property where the photos will be taken.

You can ask the photographer for a copy of some of the images for your own private printing and use if you wish. And do keep a look out at [www.mychillybin.co.nz](http://www.mychillybin.co.nz), (search for keep-it-real) to see if your images have been accepted into the library - a real buzz.

## Questions, sometimes asked?

### Is this safe?

The mychillybin photo library is locally owned and has been trading since 2008. Images from the library are used editorially in magazine and newspapers, and by government departments and companies in brochures and other advertising. To protect models, images are not allowed to be used in a way that suggests the person shown personally endorses any product or service. Neither are they allowed to be used in ways that show the person in a potentially bad light, such as in pornography, with personal hygiene products, or for adult entertainment etc. Read more at [www.mychillybin.co.nz/Legal.aspx](http://www.mychillybin.co.nz/Legal.aspx)

### Will this make someone else rich?

With the small size of the New Zealand market this is unlikely to happen. Images are typically downloaded for \$22 to \$109 before gst (depends on photo size, occasionally more for special sales). This has to cover the photographer's time, travel and equipment. Also mychillybin's inbound image quality control, high speed hosting, marketing, and admin. However, we all love photography, and want to help to keep-it-real™ in New Zealand.

**Note:** mychillybin photographers (for list see Search page at [www.mychillybin.co.nz](http://www.mychillybin.co.nz)) are freelance independents. Whilst they are selected with care, mychillybin can not be held responsible for their action.