

Texas Renaissance Festival Ambassador Publicity Policy

The Texas Renaissance Festival (TRF) actively promotes its brand and activities via a variety of broadcast, print, online and social media platforms. Your role as a TRF Ambassador grants TRF the right to use your likeness, public information, and activities related to the Texas Renaissance Festival in promotion, reporting, and publicity of TRF as well as any related media.

The Texas Renaissance Festival reserves the right to ensure that it is portrayed in an accurate and positive manner by everyone involved in its operation. This includes how it is portrayed in all forms of print, digital and broadcast media, as well as media including social media platforms including, but not limited to Facebook, Instagram, Twitter, Snapchat, YouTube, LinkedIn, Reddit, Tumblr or other blogs forums or websites. Any requests for interviews or comments on your participation at the Texas Renaissance Festival should be approved and coordinated in advance by the TRF Marketing Manager.

Participants also agree to abide by TRF's social media policy and guidelines as outlined below:

1. All information, content, characters, video, photographs, brands, trademarks and other related media relating to the Texas Renaissance Festival is the exclusive policy of TRF unless contractually agreed to by all parties involved.
2. **Professional photographers who are also Ambassadors** (*carrying commercial photography equipment: Cameras, lights, tripods, monopods, commercial flashes etc.*) are encouraged to register as Media with the festival and show a media badge visibly when taking photos at the festival.
3. Any information regarding TRF operations, policies, or procedures as well as brands, trademarks, and other proprietary items cannot be shared with any outside persons or organizations without prior approval of TRF.
4. Participants in TRF are representing the TRF brand, therefore TRF reserves the right to monitor participant activity on websites and social media platforms to ensure that TRF is represented in a fair and positive manner.
5. Statements made by participants regarding their experience with or participation in the Texas Renaissance Festival must be truthful and positive. Any false claims, misleading information, or negative personal opinions about TRF will be subject to review by TRF management.
6. Violations of this policy include, but are not limited to:
 - a. Abusive, derogatory, or demeaning remarks, materials, information, or communications, especially pertaining to race, religion, age, national origin, gender and gender identity, sexual orientation, political beliefs, and disability.
 - b. Sexually explicit or pornographic materials or communications.
 - c. Rude and abusive language or negative characterizations of fellow employees, TRF staff, or other persons involved in TRF.
 - d. "Trolling" or inciting additional negative interactions via social media platforms.
7. **Violations of this policy will result in immediate termination of Ambassador membership and benefits.** This policy may be amended at any time at the discretion of TRF management.

TRF Ambassador _____

Date _____