

Visit Casper is the destination management organization responsible for promoting Casper and Natrona County, Wyoming as a travel destination worldwide. As the official tourism organization for the Casper area, we have a number of digital assets including photography and video footage. These assets are for use in promoting Casper as a travel destination.

Visit Casper purchases rights and leases assets for our online galleries and manages a large volume of quality, high-resolution images and high-definition b-roll footage. These rights-protected assets may be used royalty free at no cost provided usage meets our Digital Asset Usage Guidelines below. Assets remain property of Visit Casper and the originating artist.

Intentional or unintentional use of these images in a manner that violate the terms and conditions below is illegal and violators will be held liable.

Digital Asset Usage Guidelines

Our digital assets may be used for the following purposes:

- In travel articles about the Casper area in newspapers, magazines, websites, blogs or travel guidebooks.
- In publications promoting attendance at a meeting or convention taking place in Casper, Wyoming.
- For collateral published by tour operators and travel agents selling travel to Casper, Wyoming.
- Commercial advertising of tourism products which include travel to Casper, Wyoming

Our digital assets may not be used for:

- Any commercial purposes outside of destination promotion.
- Commercial advertising of non-tourism products including advertising supplements within newspaper and real estate materials.
- Placement on souvenirs, commemorative books, guidebooks, DVD's or others consumer goods such as clothing for retail or resale.
- As fundraisers for causes, charitable organizations or political organizations.
- Any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on Visit Casper or the destination.

Our digital assets may be used by:

- Travel and trade media.
- Meeting professionals who are working with Visit Casper towards selecting or promoting Casper, Wyoming as their next meeting or convention destination.
- Travel professionals who are working with Visit Casper and are promoting Casper, Wyoming as a leisure destination in their campaigns and initiatives.
- Governmental bodies engaged in destination promotional activities.

Use of Visit Casper's digital assets requires:

- Credit to the source of 'Visit Casper'.
- Provision of a copy of your final output to the Visit Casper Content Marketing Coordinator at wayne@visitcasper.com or visitors@visitcasper.com.