



Partner Photo Program

Jackson County Tourism Development Authority (JCTDA)

To support collaborative efforts that promote Jackson County as a premier travel destination, the Jackson County Tourism Development Authority offers select imagery from its photo library to approved partners through the Partner Photo Program. These images are made available for specific marketing uses that align with JCTDA's strategic tourism goals.

Terms of Use:

- 1. No Alterations:** Photos may not be modified or manipulated in any way. This includes, but is not limited to: cropping, editing, filters, borders, collages, adding text or graphics, or altering/removing any visual elements.
- 2. Prohibited Commercial Use:** Images may not be resold, used on merchandise, or printed without prior written permission from JCTDA.
- 3. Avoiding Brand Confusion:** Partner organizations should not engage in marketing efforts that duplicate or mimic JCTDA's official campaigns in a way that could confuse the public about the source of destination marketing for Jackson County. All marketing efforts utilizing JCTDA-provided assets must support — rather than compete with — the unified branding and messaging led by JCTDA as the county's official destination marketing organization.
- 4. No Third-Party Sharing:** Images may not be shared, distributed, or transferred to any third parties outside the approved organization. Use is strictly limited to the requesting partner for approved purposes only.
- 5. Revocation of Rights:** JCTDA reserves the right to revoke access or usage rights at any time, at its sole discretion.
- 6. Approval Required:** Participation in the Partner Photo Program is subject to review and approval by JCTDA. All applicants and intended uses must align with JCTDA's mission and marketing priorities.
- 7. Credit Requirement:** All usage must include appropriate credit, as outlined in the usage guide included with the image folder.

By signing below, the organization agrees to adhere to all terms outlined above as part of the JCTDA Partner Photo Program.

Intended Use of Images (Please Describe):

Date: _____ Approved by : _____

Signature: _____

Printed Name: _____

Organization & Title: _____



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