



BELINA HOOPER MEDIA • 2026

Licensing guide

Paying for an event package buys you the deliverables in that package, within the licence you choose. Using photos or videos beyond that, such as posters, sponsor materials, paid advertising or next year's campaign, is a separate use with separate pricing. This guide explains how it works.

REACH

How many people will see it

DURATION

How long it will be used

PURPOSE

Whether it earns revenue or builds a brand

EXCLUSIVITY

Whether anyone else can license it



HINTON, AB • FERNIE, BC
BELINAHOOPERMEDIA.CA

Photo licences

For photos bought on their own. Photos added to a video booking are priced in section 02.

PERSONAL USE

\$25 per photo

For riders, families and competitors buying their own moment for personal social media or print. Not transferable to a business, committee or sponsor.

PROMOTIONAL • CREDIT GIVEN

\$50 per photo

For committees and businesses using event photos on their own channels with a Belina Hooper Media credit. The credit makes the lower rate possible.

EXCLUSIVE PROMO • NO CREDIT

\$100 per photo

For committees using photos on their own channels without a credit: posters, sponsor decks, next year's event promotion and marketing materials.

COMMERCIAL

from \$200

For sponsors, businesses and brands using photos in their own marketing or advertising. Quoted by reach, duration and scope.

Two licence levels for everything I film for you

Standard License • credit given

The base price for every booking. Use the work on all your platforms and in all your promotion, with no end date. I keep the copyright and may show the work in my portfolio. A "Produced by Belina Hooper Media" end card or description credit is included.

Exclusive Ownership • no credit

You own the footage and the finished edit outright. No credit, no watermark, and the work never appears in my portfolio or on my channels. Music and sound effects stay licensed to you for the life of the video.

Upgrade to Exclusive	Price
Any video	The difference between the two prices
Vertical reel	+\$75 per reel
Photos with a video booking (\$50 each · 5 for \$200 · 10 for \$350)	+\$25 · +\$100 · +\$200

Political ads are Exclusive only. Full prices are on the rate sheet and at belinahoopermedia.ca/order.

You are...	Using it for...	Licence
A rider, competitor or family	Your own social media or a print at home	Personal use
An event committee	Posts on your own page, with credit	Promotional
An event committee	Posters, sponsor decks, next year's promotion, no credit	Exclusive promo
A sponsor, business or brand	Your own marketing or paid advertising	Commercial
A client who booked video	Everything in your booking	Standard or Exclusive, as booked

Always included

Edited, colour-graded files in the formats agreed. A written licence describing your use. Licensed music and sound design in every video.

Not included

Raw footage, which isn't sold. Reselling, sublicensing or passing the work to sponsors, media or other businesses. Prints or merchandise. Using the work to train AI. Each of these needs written permission.

How to credit

Write **Photo: Belina Hooper Media** or **Video: Belina Hooper Media** in the caption, and tag Belina Hooper Media where the platform allows. Don't crop out watermarks or remove credits.

Credit isn't a licence

Giving credit doesn't give permission to use a photo. Sharing my original post with the share button is fine; downloading and reposting needs a licence.

YOUR RIGHTS AND MINE

Under Canada's Copyright Act, the photographer owns the copyright in the photos and videos they make unless there's a signed written agreement saying otherwise. A licence is written permission to use the work in specific ways, and it begins once the order is paid in full. Full details: belinahoopermedia.ca/copyright

Ask about a licence

belinahoopermedia@gmail.com · 780-817-8919
belinahoopermedia.ca

