



SNIEDC

Seneca Nation of Indians Economic Development Company
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Email: sniedc@yahoo.com
Tel. (716) 945-7148
Website: www.sniedc.org

MEDIA AND MARKETING CONSENT FORM

INFORMATION FOR THE BUSINESS OWNER(S)

What is the reason for this consent form?

Business owner(s) will be asked to sign this form. The consent form, when completed and signed by the business owner(s), will authorize “SNIEDC” to take photographs, collect comments, and film/video footage of the business for marketing and promotional purposes. This material may be used for:

- Media releases
- Printed publications (Nation newsletter, annual reports, advertising, brochures, display material, etc.)
- Electronic communications (website, PowerPoint presentations for promotional use and Staff presentations, etc.)

Why are names, businesses, and activities/achievements disclosed?

SNIEDC’s privacy policy acknowledges the need for personal information to be disclosed for marketing purposes. Including this information in media releases and website pages also helps to market SNIEDC to other prospective applicants. From an historical perspective, this information also helps us to record the changing demographics, interests and activities of the company.

What happens to the consent form once it is completed and signed?

The consent form will be placed in the loan file and retained by SNIEDC. If requested, a photocopy of the form will be made available to the owner(s).

For how long is the consent valid?

Consent will be considered valid unless otherwise specified on the signed form or withdrawn in writing by the owner(s). To allow SNIEDC to contain the costs of new photography and marketing materials, consent is sought to continue using the images and comments after the owner(s) loan has matured.

PHOTOGRAPHIC / VIDEO / AUDIO / COMMUNICATION RELEASE

Please read section 1, which explains the purpose of the following release.

By signing this document you hereby authorize SNIEDC to take and use any photographs, video or sound recordings of Business name _____ and reproductions or adaptations of my likeness (“the material”), either in full part, in conjunction with any wording or drawings, in any SNIEDC publication, production and presentation, including electronic/internet marketing materials for the purpose of promoting SNIEDC and its programs in a positive manner.

In addition, SNIEDC may provide the SNI Newsletter Office and WGWE 105.9 FM, use of the same material for similar photographic / video / audio and communication releases.

If you do not agree please advise “SNIEDC” in writing or contact Lucille Brooks, SNIEDC Executive Director (716) 945-7148.

BUSINESS OWNER(S) DETAILS

Business Name: _____

Full Name and Title: _____

Signature: _____ Date: / /

Contact Number: ____ - ____ - _____

Business Name: _____

Full Name and Title: _____

Signature: _____ Date: / /

Contact Number: ____ - ____ - _____