



Ed Video Media Arts Centre
www.edvideo.org
46 Essex St
Guelph, ON
N1H 3K8

Ed Video Media Arts Centre Rental Rate Definitions

Access to Rental Rates

- **Eligibility:** Only current Ed Video members can book and rent equipment.
- **Rate Application:** Rate Levels are applied to individual projects, not users.
- **Membership & Rate:** A member's membership type is not related to the rate they pay.
- **Mandate:** Ed Video's funding is based solely on supporting independent art. While equipment is available for other types of use, supporting non-arts projects is not in the organization's mandate or intended scope of operations.
- **Non-Arts Projects:** The General Rate is applied to non-arts projects regardless of whether the renter is being paid for their work or not

Rate Category	Arts Project Rate	General Rate
Definition	For creative works in which the renter is the primary creator and has complete creative control/copyright.	For projects being done on behalf of organizations, individuals, and companies.
Funding Requirement	The project must be independently funded or funded through arts council granting programs.	This rate is applied to these projects regardless of whether the renter is being paid or not.
Project Examples	* Experimental video & media art	* Advertisements and promotional videos

	* Documentaries	* Documentation of events (weddings, performances, community or sporting events, etc.)
	* Short and full-length fiction films	* Workshops, tutorials, or lectures
	* Audio art	* Work done for the member's own business or services, such as those listed here
	* Self-initiated photography projects	* Films which are not independently funded
	* Animation	* Documentary or television work done under contract for a broadcaster or other entity which is not considered independent
	* Music videos (*if the renter is both musician and)	* Hired work for business or individuals
	* Performance-based videos, when the performance is done for the purpose of creating the video as a stand-alone work of art	* Work produced for community or non-profit organizations*

	* Artists documenting their own work for non-commercial portfolios	
	* Experimenting with production techniques	
Distribution/Income	Any of the above work will still qualify for this rate if you intend to license the work for distribution, exhibition or broadcast. We want our members to generate an income from their art!	Rule of thumb: Could you apply for an arts council grant to fund your project? If not, it likely belongs in the 'General Rate' category.
Non-Profit/Community Organizations		*Community and non-profit organizations may apply to rent equipment at a reduced rate. Contact elia@edvideo.org to initiate this process.