



Event Recording & Licensing

SHOWCASING ARTISTS

If you plan to record, live-stream, photograph, or otherwise reproduce or distribute any audio, video, or still images from your official SXSW Showcase, it is important that you follow the Approved Event Recording Plan guidelines, which are outlined in detail in your Performance Agreement and summarized here for your reference:

- You may have one (1) person using one (1) camera to take photographs or film video
 - This person must be listed as photographer/videographer on the Artist Administration page of SXSW's website, and they must enter the showcase venue with you at load-in and leave when you leave.
- No cameras can be left unattended anywhere in the venue
- No cameras can be set up on stage
- No tripods, monopods, selfie sticks, or additional lighting
- Jibs and overhead booms are strictly prohibited
- If you need an audio feed, you must provide a recording device (Zoom H4n or similar) and cabling compatible with the sound board at your performance venue
- You may have one (1) person using one (1) camera to take photographs or film video
 - Board feeds are subject to availability and must be coordinated in advance with the SXSW Stage Manager at your venue.

Any content you record is pre-approved for the following usage:

- On your website and social media channels, as long as the content is non-sponsored, non-monetized, and recorded for on-demand use only (not live-streamed)
- The Word Marks "SXSW" and "South by Southwest" may be used in the title, file, name, and/or other identifiers of the content and must be accompanied by the year of the Event
- The SXSW Logo may be used only to the extent it appears in the actual footage (such as signage in the background) and cannot be inserted through editing or other means

If your production plan exceeds the above specifications or if you plan to use the content in any way other than the approved usage, you will need to notify SXSW by submitting an Event Recording & Licensing Application using this form <http://www.sxsw.com/event-recording-licenses> prior to the deadline of **February 17, 2025**. Applications submitted after this date may not be approved in time for your performance and you will not be permitted to record content at your SXSW Showcase.

SXSW reserves the right to reject any part or all of your Event Recording & Licensing Plan.

Please Note – SXSW has a strict policy prohibiting jibs, overhead booms, or the use of any other equipment that may pose a safety hazard to attendees.

Insurance Requirements

Insurance is not required for “pre-approved” event recording plans as described above. If your production or content usage plans exceed these specifications, Artist will need a Certificate of Insurance with the following coverages:

- Commercial General Liability (“CGL”) policy with a combined single limit of not less than \$1M per occurrence and \$2M in the aggregate.
- Additional Insured and Waiver of Subrogation endorsements with respect to General Liability in favor of SXSW LLC and its managers, officers, employees, and volunteers.

These must be noted on the certificate and SXSW, LLC must be listed as the Certificate Holder.

DEADLINE – FEBRUARY 17, 2025 | APPLICATION LINK

Please Note – Your application is not approved until you receive formal, written notice from the Event Recording & Licensing department. No other representative of SXSW has the authority to approve your application.

B-Roll, Interview, and “Behind-the-Scenes” Recordings

If you submit the Event Recording & Licensing application and it is approved, the approval will specify the showcase venue where you may record. It does **not** permit you to record in public areas of the Austin Convention Center, exhibit halls, or any other SXSW venue. We are unable to approve requests to record in green rooms, backstage areas, or in the venue before or after a showcase.

IF YOU HAVE QUESTIONS OR NEED ADDITIONAL ASSISTANCE, PLEASE CONTACT RECORDINGLICENSES@SXSW.COM FOR MORE INFORMATION.