

PRODUCTION DUE-DILIGENCE TOOL

# Fashion Campaign Location Release Review Checklist

Verify access, authority, permitted activity, insurance, usage rights and restoration before a location is marked locked.

**How to use this checklist.** Mark each item Approved, Pending or Not Applicable. Every pending item needs one owner, a deadline and evidence. A failed critical gate means the location is not production-ready.

## 01 Campaign and Location Overview

Create one source of truth for the production, property and intended campaign use.

**Brand / campaign:** \_\_\_\_\_

**Production entity:** \_\_\_\_\_

**Project owner:** \_\_\_\_\_

**Shoot date(s):** \_\_\_\_\_

**Location name and address:** \_\_\_\_\_

**Owner / controlling entity:** \_\_\_\_\_

**Authorized signer and title:** \_\_\_\_\_

**Jurisdiction / film office:** \_\_\_\_\_

**Planned media, territory and duration:** \_\_\_\_\_

## 02 Critical Production-Readiness Gates

These are pass/fail controls. Do not average a failed legal, access, insurance or rights gate against stronger creative scores.

| Critical gate                                                                                                                                         | Status                                                                                   | Owner / due                | Evidence / notes |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|------------------|
| <b>Authorized signer verified</b><br>The owner, lawful occupier or representative has authority to grant the promised access and property-use rights. | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Agreement executed</b><br>The location agreement is signed by the correct production and location entities before access begins.                   | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Public permissions complete</b><br>Required municipal, park, street, transport or other public-authority permissions are complete.                 | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Insurance complete</b><br>Required certificates, limits and additional-insured endorsements have been accepted.                                    | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Campaign usage covered</b><br>The right to depict and use the location matches the planned media, territory and duration.                          | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Third-party rights resolved</b><br>Artwork, trademarks, people, music, drones and neighboring property have been cleared, removed or avoided.      | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |

**Decision rule.** If any critical gate remains Pending on the access date, mark the location NOT READY unless an authorized risk owner records a lawful, documented exception.

### 03 Permission and Documentation Matrix

A location release, public permit, insurance document and third-party clearance solve different problems. Confirm each requirement separately.

| Requirement                                                                                                                               | Needed ?                                                 | Owner | Due   | Evidence / status |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------|-------|-------------------|
| <b>Private location agreement</b><br>Access, approved activity, commercial depiction, fees and responsibilities                           | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Public filming or photography permit</b><br>Activity on streets, sidewalks, parks, transport property or other controlled public areas | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Certificate of insurance</b><br>Evidence that required production coverage is in force                                                 | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Additional-insured endorsement</b><br>Adds a required property owner, authority or other party to applicable coverage                  | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Parking, traffic or loading approval</b><br>Equipment vehicles, reserved parking, lane use, sidewalk footprint or traffic control      | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Drone authorization</b><br>Aviation, operator, privacy, municipal and property requirements                                            | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Risk assessment or method statement</b><br>Site-specific hazards, controls, emergency procedures and responsible persons               | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |
| <b>Third-party clearances</b><br>Artwork, trademarks, music, people, vehicles, animals and adjacent property                              | <input type="checkbox"/> Y<br><input type="checkbox"/> N | _____ | _____ | _____             |

**Primary location contact:** \_\_\_\_\_

**Public authority / film office contact:** \_\_\_\_\_

**Insurance contact:** \_\_\_\_\_

## 04 Agreement Review - Terms 1 to 7

Review the agreement against the actual production footprint. Escalate jurisdiction-specific or high-value provisions for qualified legal review.

| Agreement term                                                                                                                                                                                              | Status                                                                                   | Owner / due                | Evidence / notes |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|------------------|
| <b>1. Correct parties and signing authority</b><br>Confirm complete legal names, addresses, signer titles and authority. Identify the production entity receiving the rights and accepting the obligations. | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>2. Exact property and permitted areas</b><br>Define included rooms, exteriors, entrances, loading, parking, holding and facilities. Record excluded or restricted zones.                                 | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>3. Prep, shoot, hold and restoration dates</b><br>Include every access window: load-in, setup, capture, strike, cleaning, inspection and any weather hold.                                               | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>4. Approved production activity</b><br>Disclose stills, motion, sound, behind-the-scenes capture, crew and talent count, equipment, vehicles and special activity.                                       | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>5. Access, security and site representation</b><br>Name key holders and site representatives. Confirm security procedures, lifts, delivery routes and access codes.                                      | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>6. Fees, deposits, overtime and extras</b><br>Separate location fees from tax, cleaning, security, utilities, parking, representation, overtime and restoration charges.                                 | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>7. Cancellation, postponement and weather</b><br>Define withdrawal, cancellation, rescheduling, retained deposits, replacement dates and weather decision deadlines.                                     | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |

## 05 Agreement Review - Terms 8 to 14

Confirm restoration, responsibility and campaign usage before the location becomes financially or creatively indispensable.

| Agreement term                                                                                                                                                           | Status                                                                                   | Owner / due                | Evidence / notes |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|------------------|
| <b>8. Physical changes and restoration</b><br>List what may be moved, covered, attached, dressed or removed. Define protection, cleaning and restoration standards.      | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>9. Condition report and damage procedure</b><br>Create an acknowledged before-and-after record. Define reporting, evidence, repair estimates and payment procedures.  | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>10. Insurance and responsibility</b><br>Confirm coverage, limits, certificates and endorsements. Escalate indemnity or liability provisions for qualified review.     | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>11. Safety, emergency and regulatory duties</b><br>Record occupancy, exits, electrical limits, height restrictions, emergency contacts and required safety documents. | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>12. Right to depict and use the location</b><br>Align recognizable property use with planned media, territory, duration, edits, crops, composites and distribution.   | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>13. Owner approvals and restrictions</b><br>Limit any review to defined material, objective criteria and a response deadline. Avoid an open-ended publication veto.   | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>14. Confidentiality, publicity and credits</b><br>Control behind-the-scenes posts, brand identification, launch confidentiality, required credits and announcements.  | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |

## 06 Third-Party Rights Review

The location signer can grant only the rights that party controls. Review what the camera and microphone will capture, not only the address.

| Rights or conflict check                                                                                                            | Status                                                                                   | Owner / due                | Evidence / notes |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|------------------|
| <b>Artwork and photography</b><br>Clear, remove, cover or frame out paintings, murals, sculptures and displayed photographs.        | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Trademarks and trade dress</b><br>Review logos, signs, branded packaging and distinctive commercial interiors.                   | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>People and privacy</b><br>Resolve consent for models, employees, visitors and recognizable members of the public as applicable.  | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Music and recorded audio</b><br>Do not assume music playing at the venue is cleared for campaign use.                            | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Neighboring property</b><br>Confirm whether adjacent buildings, views or façades introduce separate rights or restrictions.      | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Drones and elevated capture</b><br>Verify property, operator, aviation, privacy, safety and municipal requirements.              | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Vehicles, animals and minors</b><br>Confirm owner, handler, welfare, supervision and legal requirements where relevant.          | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Brand conflicts and category restrictions</b><br>Identify competing-brand visibility, venue sponsorships or category exclusions. | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |

## 07 Condition and Restoration Record

Complete the before-and-after process with the location representative whenever practical.

| Condition control                                                                                                                   | Status                                                                                   | Owner / due                | Evidence / notes |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------|------------------|
| <b>Before-access record</b><br>Timestamped photographs or video cover every approved work area before equipment enters.             | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Pre-existing marks</b><br>Scratches, stains, cracks, fragile surfaces and damaged items are specifically recorded.               | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Protected elements</b><br>Floors, walls, lifts, furniture, landscaping and other sensitive areas have an agreed protection plan. | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Moved items log</b><br>Furniture, artwork, practical lights and décor moved for production are recorded and assigned for reset.  | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>After-wrap inspection</b><br>The location representative and production lead inspect the site after restoration.                 | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |
| <b>Damage or exception record</b><br>Any issue is photographed, reported and assigned a resolution owner before final departure.    | <input type="checkbox"/> A<br><input type="checkbox"/> P<br><input type="checkbox"/> N/A | Owner: _____<br>Due: _____ | _____<br>_____   |

**Before-access record stored at:** \_\_\_\_\_

**After-wrap record stored at:** \_\_\_\_\_

**Final inspection completed by / date:** \_\_\_\_\_

## 08 Evidence Register and Open Conditions

Keep signed documents, approvals and condition records with the campaign rights file so future teams do not have to reconstruct the clearance history.

| Document / evidence            | Version / date | Owner | Stored at |
|--------------------------------|----------------|-------|-----------|
| Executed location agreement    | _____          | _____ | _____     |
| Permit / notification          | _____          | _____ | _____     |
| Insurance certificate          | _____          | _____ | _____     |
| Additional-insured endorsement | _____          | _____ | _____     |
| Risk / safety documentation    | _____          | _____ | _____     |
| Condition record               | _____          | _____ | _____     |
| Third-party clearances         | _____          | _____ | _____     |

### Open conditions before access

| Condition | Owner | Deadline | Closure evidence |
|-----------|-------|----------|------------------|
| _____     | _____ | _____    | _____            |
| _____     | _____ | _____    | _____            |
| _____     | _____ | _____    | _____            |
| _____     | _____ | _____    | _____            |

## 09 Final Production-Readiness Decision

Record one accountable decision. A creative preference cannot override an unresolved authority, permit, insurance, safety or usage-rights requirement.

**[ ] READY - All critical gates are approved and evidence is stored.**

**[ ] READY WITH CONDITIONS - Only documented non-critical conditions remain, with owners and deadlines.**

**[ ] NOT READY - One or more critical gates remain unresolved or the agreement does not match the production.**

**Decision notes:** \_\_\_\_\_

**Brand approval owner / date:** \_\_\_\_\_

**Producer / production lead / date:** \_\_\_\_\_

**Legal or rights reviewer / date, if applicable:** \_\_\_\_\_

**Location representative / date, if applicable:** \_\_\_\_\_

**Important.** This checklist is production-planning information, not legal advice and not a location-release contract. Legal requirements, insurance duties and enforceability vary by jurisdiction, property and project. Use qualified local counsel for complex, international or high-value productions.

**Full guide:** [philhalfmann.com/fashion-campaign-location-release/](http://philhalfmann.com/fashion-campaign-location-release/)

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