



## Built to Showcase - Cabinetry Photography Program

### Program Objective

Encourage Seville Cabinetry dealers, designers, or builders to obtain, or provide access to obtain, professionally photographed completed cabinetry installations for use in marketing and sales enablement efforts.

### 1. Eligibility

- Open to dealers/designers/builders who have:
  - Used Seville products in a finished project
  - Projects that are fully installed and styled
  - Willing to sign a photography release form

### 2. Incentives

- Seville will cover up to \$750 per approved project photo shoot. Reimbursement will be in the form of an equivalent credit toward future cabinetry orders placed on the dealer's account. The actual amount reimbursed will be equal to the invoiced amount from an accredited and approved photographer to complete a professional photo session and provide usage rights to the final edited photos of the completed cabinet installation project.

### 3. Photography Standards

- Must be taken by a professional photographer, as approved by Seville Cabinetry
- Minimum requirements:
  - 10+ high-resolution, well-lit images that properly represent the completed job
  - At least 3 wide-angle shots showing full cabinetry layout
  - Detail shots of finishes, joints, hardware, and unique features
- No visible clutter or people unless pre-approved
- Seville Cabinetry retains the complete usage rights of the photos submitted and obtained through the reimbursement program to be used in the following manner(s): marketing, sales enablement, website, advertising, online marketing, social media and print media.



#### 4. Submission Process

1. Online Application completed
  - a. Project name or job #, location, designer, product used, and brief description
  - b. As part of the submission form, the dealer/sales rep will be required to submit a minimum of three non-professional photos of the project for review
  - c. <https://sevillecabinetry.com/built-to-showcase-cabinetry-photography-program/>
2. Seville Cabinetry reviews and approves or denies submission request.
3. Photo Shoot Coordination:
  - a. If/once approved, either the dealer arranges the shoot with a preferred photographer approved by Seville Cabinetry OR Seville Cabinetry recommends a local photo professional and will coordinate the photo shoot.
  - b. If/once approved, a proper photo release form will be shared to be completed with the photo shoot.
4. Submit Photos + Release Forms
  - a. Once photography has been completed, dealer or photographer uploads final, edited photos and a fully executed release form to a shared drive as designated and provided by Seville Cabinetry.
  - b. To be uploaded:
    - i. Signed releases from property owner, dealer/designer and photographer
    - ii. Approved and finalized photography
5. Dealer/designer submits invoice or receipt of payment from an accredited and approved photographer for completion of the professional photo session and usage rights to the final edited photos of the completed cabinet installation project to Seville Cabinetry at [info\\_seville@sevillecabinetry.com](mailto:info_seville@sevillecabinetry.com) as official documentation for reimbursement.
6. Seville Cabinetry processes appropriate credit to the account.

#### Submission Form

<https://sevillecabinetry.com/built-to-showcase-cabinetry-photography-program/>

#### 5. Legal/Usage Terms

- Seville and its related associates and affiliates receive non-exclusive commercial rights to use all submitted images in a marketing capacity as outlined and documented in a signed release form completed for each photo shoot and corresponding job.
- Photographer and designer are credited where applicable.
- Photos may appear in all marketing and sales enablement materials, to include, but not limited to: brochures, print and digital ads, social, web, catalogs, etc.



- Participation in the Built to Showcase Program is voluntary and subject to the terms and guidelines provided by Seville Cabinetry. Program details, eligibility requirements, reimbursement structures, and benefits may be updated or modified at any time without prior notice. Seville Cabinetry reserves the right to review, approve, or deny any submissions at its sole discretion. All photography and related materials submitted may be used by Seville Cabinetry for marketing, promotional, or educational purposes. By participating, you acknowledge and agree to these terms and accept full responsibility for ensuring compliance with all applicable laws, permissions, and usage rights.