Decommodifying Your BRC Camp/Project Fundraising

Burning Man Intellectual Property Team

May 2017
Why We Care About Burning Man’s IP

Burning Man’s intellectual property (IP) policies are guided by the Ten Principles and aimed at protecting the core words and symbols of Burner culture from commercial exploitation.
Defending the Decommodification Principle

“In order to preserve the spirit of gifting, our community seeks to create social environments that are unmediated by commercial sponsorships, transactions, or advertising. We stand ready to protect our culture from such exploitation. We resist the substitution of consumption for participatory experience.”
Burning Man’s Core Protected Trademarks

Burning Man
Black Rock City
Decompression

Burner Express
Burning Man’s Core Protected Copyrights

The Ten Principles
Why We Care About Burning Man Image Use

To protect the event and the privacy of our participants, in service to the Principles of:

- Decommodification
- Radical Self-Expression
- Immediacy
- Participation …
Burning Man’s Image-Use Policies

- Any non-personal use of images from the Burning Man event must be approved by Burning Man (typically press@burningman.org).

- Burning Man holds a joint copyright to all event imagery, which we use to ensure that the images aren’t used for unauthorized commercial purposes.
Gifting vs. Selling

Burning Man participants are welcome to
**GIFT** items that incorporate Burning Man’s trademarks, copyrights, or images as “rewards” in crowd-funding campaigns that support theme camps, art installations, and other Black Rock City-bound projects.

In keeping with the
**Decommodification Principle**, you **may not SELL** these items, however.
Gifting a patch or hoodie with your theme camp logo that incorporates Burning Man’s trademarks, copyrights, or images to supporters of your crowdfunding campaign.
Selling any merchandise that incorporates Burning Man’s trademarks, copyrights, or images.

This includes fundraising for the production costs of your playa “gifts”!
If you’re going to use the Man symbol on a pledge gift, be **radically self-expressive** and create a variation that suits your project!
**Fundraising Events**

- You’re welcome to throw a fundraiser for your camp or other BRC-bound project and use “Burning Man” or “Black Rock City” in the event description. Just don’t use these names in ways that suggest **BURNING MAN** is hosting or sponsoring your event.
  - Saying your fundraiser is for your camp “at Burning Man” or your project “in Black Rock City” – **OK!**
  - Naming it a “Burning Man Fundraiser” – **NOT OK!**

- **NOTE:** **Decompression** is only for use by events that are produced by Burning Man or the Burning Man Regional Network. Please **do not use** this name in connection with your camp or project fundraising events.
Avoid Commodifying the Burning Man Experience

✧ Steer clear of offering “VIP” access in exchange for donations – a private tour on your Mutant Vehicle, a private party at your camp, etc.

✧ **REMINDER:** Burning Man tickets and vehicle passes can’t be used for fundraising purposes (including as crowdfunding rewards, in auctions, etc.)
Avoid Commodifying Space in Your Camp

- Pooling resources and sharing costs with your friends – **OK**!
- Selling space in your camp – **NOT OK**!
THANK YOU for Everything You Contribute to BRC!

Read more on Burning Man’s approach to intellectual property here:

If you have questions or see a potential IP issue, please contact ip@burningman.org.