VET2GOGO

SEMPER FI SINCE 1989 · STANDING ORDERS · OCTOBER 2026

How we film: our standards

Squared away reviews for the 50+ traveler. These are the rules we follow on every shoot, whoever is paying, so brands, properties and the folks in the background always know what to expect.

Always, on every shoot

NO EXCEPTIONS

- **We disclose how it was paid for.** Every video, post and brief says "Paid our own way," "Gifted," "Comped," or "Paid partnership," up front, as FTC rules require.
- **The grade isn't for sale.** Gunny sets the marks from real use. Nobody buys a better one.
- **We follow the property's rules.** Posted filming rules, crew instructions and port or venue policies come first.
- **Consent before faces.** No close-ups of strangers without a yes. Anyone featured in a paid or brand video signs a release.
- **Children are off camera** unless a parent gives written consent, and never in paid content without it.
- **No drones** unless the property and local law both allow it in writing.
- **Licensed sound only.** Original, licensed or platform-library music. No copyrighted tracks.
- **No implied endorsement.** Nothing suggests the Marine Corps, the Department of Defense or any branch backs us or a product.
- **Archive footage is dated.** Older trips show the place and date on screen in the first two seconds. We never restage anything to look current.
- **No health, medical or financial claims,** and no IDs, boarding passes, room numbers or card details on camera.

Unpaid

OUR OWN DIME

We paid. No brand involved.

- **Disclosure:** "Paid our own way," or name the public program (like Heroes Sail Free).
- **No brand review.** The brand doesn't see it first and has no say in the grade.
- **Ask before filming staff** up close, and keep them out of the shot if they say no.
- **Public areas only.** No back-of-house, crew areas or closed spaces without permission.
- **Facts get checked.** Prices, rules and program terms are confirmed and dated before posting.

Agreed collab

GIFTED OR HOSTED

Product, stay or upgrade. No fee.

- **Terms in writing,** even by email: what's provided, what we'll make, when.
- **Disclosure:** "Gifted," "Hosted" or "Comped by @brand," plus #ad and the platform's paid-partnership label.
- **We keep creative control.** The brand can correct facts. It can't edit the opinion.
- **No usage rights included.** The brand can share our post. Running it in ads is a paid add-on.
- **If it fails, we tell them first,** and they can choose to skip the video.

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Branded and paid

SIGNED AGREEMENT

A brand pays us to make content.

- **Signed agreement and deposit first.** Deliverables, due dates, usage rights and fees are set before we shoot.
- **Brief, then script.** The brand sends key messages; we send a script for approval before filming.
- **Two rounds of revisions** for anything that misses the brief. A new concept is a new video.
- **Disclosure on camera and in writing:** "Paid partnership with @brand," #ad, and the platform's branded-content tools.
- **Brand facts are the brand's to stand behind.** We say only what we've tested and believe.
- **Usage is licensed, not assumed.** Paid ads, whitelisting, exclusivity and raw footage are priced separately and put in writing.
- **Releases and paperwork:** signed releases for anyone featured, W-9 and certificate of insurance on request.

In public

AIRPORTS · PORTS · COURSES · TOWNS

Where other people are just trying to enjoy their day.

- **Small footprint.** Phone or small camera, no tripods in walkways, no lights, no blocking lines, doors or traffic.
- **Background people stay background.** Wide shots are fine; we blur or cut anyone recognizable in paid or brand content.
- **Never film** in restrooms, spas, locker rooms, other guests' cabins, or of anyone who asks us to stop.
- **Security areas:** we follow posted rules and staff instructions at airports and ports, and never film screens, documents or officers' faces up close.
- **Military installations:** no filming on base without the installation's written approval. That includes the course where Gunny works.
- **Foreign ports:** local laws apply. We check photo rules for government buildings, markets and people before shooting.
- **Golf courses:** clear it with the pro shop, keep pace of play, and never film other groups without asking.
- **Restaurants and bars:** ask the manager, film our own table, no flash.

Quick reference

WHAT WE SAY ON THE POST

- **Unpaid:** "Paid our own way." · **Public program:** "Sailed on [program]. We paid for everything else."
- **Collab:** "Gifted by @brand #ad" or "Hosted by @brand #ad." · **Paid:** "Paid partnership with @brand #ad."

He tests it. She films it. The mark falls where it falls.

SEMPER FIDELIS