

Guidelines & Application for Social Media Photographers

2024 NRHA Futurity & Adequan® NAAC

Requirements for Social Media Photographer Credentials

- *Must have an established business with Tax ID.*
- *Must provide \$1 Million insurance policy naming NRHA and OKC Fairgrounds as additional insured.*
- *Must fill out an application, sign agreement and submit with payment of \$1,500.*
- *Social media manager photographer credentials will be granted to photographers/media managers of trainers, stallions, businesses, etc. They will not be granted to photographers shooting for non-business enterprises or individuals. For owners wishing to photograph their own horses, please see the section of the social media credential form for owners.*
 - *Any public solicitation for new clients or non-business clients during the event is strictly prohibited.*
- *All photographs must be posted to the client's business page (or personal page only if that is the primary one used for business promotion). In no situation may a photograph taken inside the arena be posted to the photographer's personal or business page.*
 - *All photographs posted **must include** the photographer's watermark in a visible location.*
- *Short video clips for reels can be used and posted. No more than 15 seconds of continuous run are allowed. **Reels may be posted to both the photographer's business and/or personal pages and the clients' business/personal pages.***

Social media photographers will be allowed to shoot whichever riders they wish (who are connected to their client), but photos may **only** be posted on **client's** social media page. Once posted there, they can be **shared** to the photographer's personal or public pages, but the original posting must be on the client's page. Posted photos must have the photographer's watermark.

Access to Norick Arena:

There will be designated areas for photography for all accredited press representatives and social media representatives. Two sections at each end of Norick Arena will be cordoned off for this purpose. Seats in this area will not be released for ticketing. In-arena photos may be taken from these locations only. **No photography or videography will be permitted on the arena floor or end gate except for that shot by NRHA or NRHA Event Staff.**

Access to Adequan® Arena:

Photos will be allowed from the end area in Adequan® Arena but not in the gate area.

Use of photos:

- Photos taken may be used for graphics (stall front images/enlarged photos/etc.) created for the client and used by the client.
- Photos may be used for editorial content online and in print publications by accredited news media, including International Horse Press, the Reiner, WorldWide Slide, Quarter Horse News, Western Horseman, etc.
- In-Arena Action Photos may **not** be used in print publication advertising.
 - Reaction photos, for example, a fist pump after a high score, **can** be used in print advertising.

Use of NRHA Official Event Logos:

NRHA official event logo will be provided only for use on clients who are NRHA Corporate Partners and Sponsors.

Name _____ Cell Phone _____

Address _____ City-State-Zip _____

Name of Business _____ Business License Number/Tax ID _____

Liability Insurance of \$1 Million (List Insurer) _____ Attach COI to this form.

By being granted the privilege of taking photos at NRHA events and representing the NRHA, I agree that any social media posts I make will portray NRHA and the sport of reining in a positive light. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future NRHA-produced events or using any photos taken prior to losing privileges.

Name

Date

Guidelines & Application for Owners

Photography of Owned Horses for Social Media Use

2023 NRHA Futurity & Adequan® NAAC

Requirements for Owner Photographer Credentials.

- Must fill out the application and sign the agreement and submit with a payment of \$750.

Owner photographers will be allowed to shoot their owned horses and to post **ONLY** on their social media page.

Access to Norick Arena:

There will be designated areas for photography for all accredited press representatives and social media representatives. Two sections at each end of Norick Arena will be cordoned off for this purpose. Seats in this area will not be released for ticketing. In-arena photos may be taken from these locations only.

Access to Adequan® Arena:

Photos will be allowed from the end area in Adequan® Arena but not in the gate area.

Use of photos:

- Photos taken may be used for graphics (stall front images/enlarged photos/etc.) created for the client and used by the client.
- Photos may be used for editorial content online and in print publications by accredited news media, including International Horse Press, the Reiner, WorldWide Slide, Quarter Horse New, Western Horseman, etc.
- In-Arena Action Photos may **not** be used in print publication advertising.
 - Reaction photos, for example, a fist pump after a high score, **can** be used in print advertising.

Use of NRHA Official Event Logos:

NRHA official event logo will be provided only for use by owners who are NRHA Corporate Partners and Sponsors.

Name _____ Cell Phone _____

Address _____ City-State-Zip _____

By being granted the privilege of taking photos at NRHA events and representing the NRHA, I agree that any social media posts I make will portray NRHA and the sport of reining in a positive light. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future NRHA produced events.

Name

Date