



2025 NRHA Futurity® & Adequan® NAAC Media Guidelines

General Media Credential Requirements

Media credentials may be issued—at the sole discretion of NRHA management

- **Press Media and journalists** on assignment from recognized magazines, newspapers, broadcast networks, or digital media.
 - Press Media should fill out the **“Press Media Application”**
 - Internet sites and outlets that:
 - Regularly cover reining
 - Are consistently updated with relevant news or features
 - Reflect the industry positively.
- **Horse owners** are permitted to produce content of their owned horses for use ONLY on their social media platforms.
 - Horse Owners should fill out the **“Application for Owners”**
- **Social Media agencies or professionals** representing approved farms, trainers or businesses.
 - Social Media photographers/videographers should fill out the **“Social Media Application”**

Please reference specified applications for additional details and guidelines that pertain to you.

Credential Pick-Up

All approved media must:

- Confirm payment is received by the show office prior to collecting credentials at the Media Room in the OG&E Coliseum.
- Check in at the media room upon their arrival and prior to capturing any material
- Receive their credentials and media packet from the NRHA Marketing & Outreach Department.

All approved media are subject to the guidelines found under the visitor/member, photography and videography section.

No set awards photos may be taken from these locations. Set awards photos must be purchased from the Official Show Photographer.

Visitor/Member Guidelines

- **No commercial photography or videography** is allowed without prior written consent.
- **Professional equipment** (e.g., DSLR cameras, lenses over 4", tripods) is prohibited.

- **Flash photography** is not permitted.
- At the end of each performance **ALL equipment MUST be removed from the stands.**
- **NRHA retains copyright** over all event images and footage. Unauthorized sale, use, or distribution is strictly prohibited.

Please treat the event, your peers, and their property with respect.

Any form of theft — including taking another person's camera gear, merchandise, content, or credentials — is **grounds for removal from the facility and loss of future access to NRHA events.**

Watch your belongings and respect others'. **Professionalism is not optional.**

All other photography and videography guidelines apply.

Photography Guidelines

- **All third-party photography** requires NRHA approval.
- **Only one watermark** may appear on distributed images or videos.
- All photographs posted **must include** the photographer's watermark in a visible location.
- **Official NRHA logos are only permitted for use by sponsors and partners.**
- **No watermarks or logos** can be added to NRHA, NRHA Official Photographer photos.

Videography Guidelines

- Credentials and permission to take videos/create reels will be granted on a case-by-case basis.
- **For accredited press media and journalists**, no more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.
- **Content creators for websites and/or social media outlets** will only receive credentials if they regularly cover NRHA, provide regular news updates, or represent a local tourism-based outlet in which the NRHA event is taking place.
- **Video clips on social media** channels must not exceed a total of 30 seconds in length and no more than 15 seconds of continuous run.
- **No watermarks** or logos can be added to NRHA Videographer videos.

Approved Locations

ARENA	DESIGNATED PHOTO AREAS	RESTRICTIONS
OG&E Coliseum	Two designated areas at each end (Remove all equipment at the end of each day)	In-arena photography only from these areas. No set awards photos allowed.
Adequan® Arena	End-of-arena only	No photography at the gate. No set awards photos allowed.

Areas with limited access

- Arena Floor and Win Pictures – only NRHA Staff, Official event photographer, and approved press media will be allowed to enter the arena floor to take photos in the Coliseum. No set award photos may be taken from the stands.

- Catwalk – No one other than the Official event photographer, Official event videographer, and NRHA staff is allowed to enter the catwalk for photo or videos.
- Out Gate - Only members of NRHA Staff/Media Department and the Official Event Photographer will be allowed to take photos from the Out Gate.
- Show management may limit access to any other areas on the event grounds as necessary.
- Violation of the above Visitor and Media guidelines may be grounds for immediate removal from the event premises, or an indefinite ban from future events.

NRHA Use

As a condition of participation in NRHA-approved events, the NRHA reserves the right to use, without compensation, photographs or likenesses of members, participants, horse owners, and horses for promotional purposes. This includes use by authorized third parties.