

2025 NRHA Futurity General Guidelines



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.

Submitting Your Media Credential Form

Once you've completed your NRHA Media Credential Form, please submit it by email to **Maddie Weber** at **mweber@nrha.com**.

Be sure to:

- Attach the completed form as a PDF or Word document.
- Include "Media Credential Submission – [Your Name/Outlet]" in the email subject line.

If you have any questions regarding the form or credential process, contact Maddie at the email above for assistance.

Press Media - Guidelines & Application



Guidelines and Application for Press Media 2025 NRHA Futurity® & Adequan® NAAC

Name:

Credentials Requested (Please Check All That Apply):

Media

Videographer

Photography

Other:

Publication/Organization:

Address:

City/State/Zip Code:

Telephone (Cell/Office):

Email:

Guidelines:

- **Professional Media credentials are issued by NRHA** to journalists on assignment by recognized and well-established magazines, newspapers, television and radio networks and stations, and other approved media sources.
- Accredited Media Professionals are welcome to photograph and video at the NRHA Futurity for established publications for **editorial content only**.
- **During awards ceremonies, photos may not be taken of the “official” awards shots set up by the official show photographers.**
- Journalists and photographers must be **professionally attired**.

Journalists and press media must:

- **Provide proof of an editorial assignment** from an approved outlet.
- Confirm that any approved content (photos, articles) will **only be used for the assigned story and outlet**.

Approved Locations

During events, Media Professionals will be allowed access to the arena in the below locations for interviews and photos.

ARENA	DESIGNATED PHOTO AREAS	RESTRICTIONS
OG&E Coliseum	Two designated areas at each end	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.
-----------------------	-------------------	--

Use of photos and videos:

- Photos may be used for editorial content by online and print publications for named media.
- Photos may **NOT** be given or sold to any entity that is not a well-established media source.
- Photos can only be posted on media outlet's social media pages or websites.
- Photos can-not be posted to the journalist/photographer/videographer's personal page directly, but they may share the post from the media outlet.
- For accredited press media, no more than two and one-half minutes of competition footage can be aired prior to NRHA television coverage of the event.

Dual Shooting for Social Media Clients

If a photographer or videographer is also on assignment to shoot social media photos, they must fill out a separate social media application and adhere to all guidelines and regulations included there.

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

Submitting Your Media Credential Form

Once you've completed your NRHA Media Credential Form, please submit it by email to **Maddie Weber** at **mweber@nrha.com**.

Be sure to:

- Attach the completed form as a PDF or Word document.
- Include "Media Credential Submission – [Your Name/Outlet]" in the email subject line.

If you have any questions regarding the form or credential process, contact Maddie at the email above for assistance.

Social Media - Guidelines & Application



Guidelines and Application for Social Media 2025 NRHA Futurity® & Adequan® NAAC

Requirements:

- 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 \$1,750.**
- Social media photographer/videographer credentials can be granted to **media managers of trainers, stallions, businesses, etc.**
- They will **not** be granted to photographer/videographer's shooting for **non-business enterprises or individuals.**
- **Any public solicitation for new clients or non-business clients during the event is strictly prohibited.**
- All photographs and video 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 or video taken inside the arena be posted to the photographer/videographer's personal or business page.**
- All photographs and video posted **must include** the photographer/videographer'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/videographer's business and/or personal pages and the clients' business/personal pages.**

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

Approved Locations

ARENA	DESIGNATED PHOTO AREAS	RESTRICTIONS
OG&E Coliseum	Two designated areas at	In-arena photography only from these areas. No set awards photos allowed.

	each end (Must remove all equipment at the end of every day)	
Adequan® Arena	End-of-arena only	No photography at the gate. No set awards photos allowed.

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 NRHA 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

Submitting Your Media Credential Form

Once you've completed your NRHA Media Credential Form, please submit it by email to **Maddie Weber** at **mweber@nrha.com**.

Be sure to:

- Attach the completed form as a PDF or Word document.

- Include “Media Credential Submission – [Your Name/Outlet]” in the email subject line.

If you have any questions regarding the form or credential process, contact Maddie at the email above for assistance.

Owners - Guidelines & Application



Guidelines and Application for Horse Owners 2025 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.**

Approved Locations

ARENA	DESIGNATED PHOTO AREAS	RESTRICTIONS
OG&E Coliseum	Two designated areas at each end (Must remove all equipment at the end of every 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.

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 NRHA 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 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 or using any photos taken prior to losing privileges.

Name

Date

Submitting Your Media Credential Form

Once you've completed your NRHA Media Credential Form, please submit it by email to **Maddie Weber** at **mweber@nrha.com**.

Be sure to:

- Attach the completed form as a PDF or Word document.
- Include "Media Credential Submission – [Your Name/Outlet]" in the email subject line.

If you have any questions regarding the form or credential process, contact Maddie at the email above for assistance.