2026 NRHA Futurity® & Adequan® NAAC Media Guidelines

Media Credential Eligibility

Media credentials may be issued to the following categories:

Press Media - Journalists on assignment from recognized magazines, newspapers, broadcast networks, or established digital media outlets.

Social Media Professionals & Agencies - Photographers, videographers, or agencies producing content on behalf of approved farms, trainers, or businesses.

Please refer to the appropriate application for additional category-specific requirements.

You must be 18 years old or older to obtain a media credential unless prior written authorization is obtained from NRHA Marketing Department. Please contact Maddie Weber at mweber@nrha.com.

For questions, please reach out to mweber@nrha.com

Media Credential Issuance & Use

- **No shooting of any kind is permitted without an NRHA-issued credential assigned specifically to you.**
- **Use of another person's credential is strictly prohibited.**
- **No shooting awards ceremony from in-arena or any other location. Set awards photos MUST be purchased from the official show photographer.**

Failure to comply may result in immediate credential revocation and removal from the event.

Credential Pick-Up & Check-In

All approved media must:

1. **Confirm payment has been received by the Show Office prior to credential pick-up.**
2. **Check in at the Media Room located in the OG&E Coliseum before capturing any content.**
3. **Receive credentials from the NRHA Marketing & Outreach Department.**

All credentialed media are subject to NRHA Visitor/Member, Photography, and Videography Guidelines

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Visitor/Member Guidelines

- **No commercial photography or videography without prior written NRHA approval.**
- **Professional equipment (DSLR cameras, lenses over 4", tripods) is prohibited outside approved media areas.**
- **Flash photography is not permitted at any time.**
- **All equipment must be removed from the stands at the conclusion of each day.**
- **NRHA retains copyright over all event images and footage. Unauthorized sale, use, or distribution is strictly prohibited.**
- **Treat the event, participants, staff, and fellow media with respect.**
- **Any form of theft—including camera gear, credentials, merchandise, or digital content—is grounds for immediate removal and potential loss of future NRHA access.**

Professional conduct is mandatory.

Photography Guidelines

- All third-party photography requires NRHA approval.
- Only **one watermark** is permitted on distributed images.
- Photographer watermark **must be clearly visible on all posted images.**
- Official NRHA logos may only be used by approved sponsors and partners.
- **No watermarks or logos may be added to images produced by the NRHA Official Show Photographer.**
- **Set awards photos may not be taken from the stands or designated photo areas.** Set awards images must be purchased from the Official Show Photographer.

Videography Guidelines

- Accredited press media may air **no more than 2.5 minutes** of competition footage prior to NRHA television coverage.
- Social media video limits:
    - **Maximum total clip length:** 30 seconds
    - **Maximum continuous run:** 15 seconds
- **No watermarks or logos may be added to videos produced by the NRHA Official Videographer.**

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 and Official event photographer** 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** or fill out the appropriate form on the link provided on NRHADerby.com