



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