

2024 National Reining Horse Association (NRHA) European Futurity

Guidelines & Application for Press Media

Name: _____

Credentials Requested (Please Check All That Apply):

____ Media ____ Videographer ____ Photography ____ Social Media

Publication/Organization/Social Media (trainers, stallions, businesses, etc.): _____

Address: _____

City/State/Zip Code: _____

Telephone (Cell/Office): _____ Email: _____

MEDIA PROFESSIONALS

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 European Futurity for established publications/online for editorial content only.

- During events, Media Professionals will be allowed access to the arena and adjacent area for interviews and photos. But, during awards ceremonies, photos **may not** be taken of the “official” awards shots set up by the official show photographers.

Arena Access: There will be designated areas for photography – not in the gate area or warm up arenas — for all accredited press representatives and social media representatives in the CremonaFiere Arena.

Use of photos, videos, reels:

- Photos/videos/reels may be used for editorial content by online and print publications for named media.
- Photos/videos/reels may **NOT** be given or sold to any entity that is not a well-established media source.
- Photos/videos/reels can only be posted on media outlet’s social media pages or websites. Photos/videos/reels cannot 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 (total) can be aired prior to NRHA television coverage of the event.

Photography/videos/reels for Social Media Clients:

- Photographer/Videographer must have an established business with Tax ID.
- *Social media manager credentials will be granted only to photographers/videographers/media managers of trainers, stallions, businesses, etc. They will not be granted to photographers/videographers 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/videos/reels must be posted to the **client’s business page**. In no situation may a photograph/video/reel taken inside the arena be posted to the photographer’s personal or business page.*
 - *All photographs/videos/reels posted must include the photographer’s watermark in a visible location.*
- Social media photographers/videographers will be allowed to shoot whichever riders they wish (who are connected to their client), but photos/videos/reels 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/videos/reels must have the photographer’s watermark.

By being granted the privilege of taking photos/videos at NRHA owned events and representing the NRHA, I agree that any social media posts I make for clients 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/videos at this and future NRHA produced or owned events or using any photos taken prior to losing privileges.

Name: _____ Date: _____

Email to: NRHA European Futurity Media Contact Simona Diale – internationalhorsepress@gmail.com