

2022 NCHA PHOTOGRAPHY AND VIDEOGRAPHY POLICY

This 2022 NCHA Photography and Videography Policy (the “Media Policy”) applies to the following National Cutting Horse Association Events (“NCHA Event” or “NCHA Events”):

Triple Crown Events

- NCHA Super Stakes, Fort Worth, TX
- NCHA Summer Spectacular and Youth World Finals, Fort Worth, TX
- NCHA World Championship Futurity and World Finals, Fort Worth, TX

National Events

- NCHA Eastern National Championships, West Monroe, LA
- NCHA Western National Championships, Reno, NV

General Policy Provisions:

Media coverage of NCHA Events are central to the Association’s continuing efforts to promote and grow the sport of cutting. This Media Policy is designed to establish rules for taking photos or videos for personal use, safeguards the NCHA’s relationship with its Official Photographer and Official Videographer, and encourages attention from the news media, both inside and outside the Western performance horse industry.

NCHA secures official photographers and official videographers for the NCHA Events, and NCHA has the rights to the photos and videos from those NCHA Events. Photographers or videographers capturing images are not permitted to sell/transfer or otherwise give away any images taken at NCHA Events. The NCHA Official Photographer and the NCHA Official Videographer are the only authorized outlets for competition photos or videos.

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NCHA Official Photographer and the NCHA Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue- generating purposes for a product, service, business, stallion, etc. It is strictly forbidden for credentialed media, spectators, visitors or exhibitors to sell or give away photos or videos taken at NCHA Events. Unauthorized capture, recording, reproduction or re-broadcast of the live webcast from NCHA Official Videographer is strictly prohibited.

Flash photography or video cameras with lighting is strictly forbidden unless prior written consent is given by show management.

The NCHA may, at its sole discretion, eject and/or indefinitely ban from NCHA Events anyone who provides, or intends to use, photo or video footage in violation of this policy.

This policy applies only to professional photographers and videographers and does not

prevent spectators from using their cameras for **personal use**; however, spectators must also abide by the rules and regulations to ensure the safety of all exhibitors, vendors, sponsors and photographers.

Professional photography equipment, including, but not limited to, cameras with lenses with an overall length of 4 inches or more, tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are strictly forbidden for personal use. Media representatives with approved credentials are the only exception this clause.

Policy Guidelines:

All professional photographers and media companies not on assignment from a specific media at NCHA Events are required to apply for a private media pass and provide the accompanying fee OR be an Official Sponsor or Corporate Partner of the NCHA. Please note that Official Sponsors and Corporate Partners are still required to apply; however, no fee is required at this sponsorship level. Official letters of assignment are required to be submitted prior to the event.

NCHA Private Media Program:

- Private media passes are issued per company with two (2) photographers or videographers per pass and are priced as follows:
 - NCHA Super Stakes: \$300.00
 - NCHA Summer Cutting Spectacular & Youth World Finals: \$300.00
 - NCHA World Championship Futurity & World Finals: \$500.00
 - Triple Crown NCHA Event price: \$1,000.00
 - There is no fee associated with NCHA National Events; however, approved credentials must be issued and worn at all times.
- The private media fee must be applied for 30 days prior to the start of NCHA Event and paid three (3) days to the start of the show. Credentials will not be issued until the fee has been received by NCHA in full. Once the NCHA Event has begun, applications will be viewed within 48 hours of NCHA Marketing Department receiving the application. The application must be approved, and the fee must be paid before credentials will be issued.
- Private media must provide a comprehensive client list to NCHA Marketing Department at the time the fee is paid, prior to credentials being issued. Any approved private photographer or videographer may not solicit new clients beyond the client list submitted at the time of approval without written consent from NCHA Marketing Department.
- Private photographers and videographers may not post photographs or videos taken of people that are not on their client list to their social media accounts or in printed

materials during or after the conclusion of NCHA Events and may not solicit sales of those photographs or videos.

- Approved credentials are non-transferrable.
- All private photographers and videographers requesting credentials will be required to produce proof of insurance.

Media Photographers:

Photographers representing newspapers, magazines, websites, and other media, with purpose of appearing in print and online placements, must apply for media credentials and be approved by NCHA. Credentials are required for gathering content on site. Applying for a media credential is agreement that your photos and videos will only be used for media purposes and will not be sold or given away to exhibitors, visitors, non-media businesses, or for any use on social media, promotions, or advertising. Proof of assignment must be provided with the application. There is no fee for credentials for approved members of the media.

General Media Policy Rules:

Please note, these apply to all media, private media, and spectators that are photographing or videographing at NCHA Events.

- Credentials must be visible at all times.
 - *The only exception is content for **personal** use, wherein the use of professional equipment is prohibited.*
- All photography and videography must be conducted without disruption to event operations or limitations to accessibility of exhibitions, stairwells, entrances/exits, high traffic areas or other locations of interest to event visitors. Photography or videography from the arena floor, catwalks, cattle pens or any other area that may obstruct gates or access points during competition is strictly prohibited.
- Media may enter the show arena following the finals competition and/or during the award presentation **only after** NCHA has completed their interviews with champions.
- Media will act professionally at all times and respect any instructions given by NCHA Staff. Failure to do so will result in ejection from the Event and/or denial of future requests for credentials.
- Media will respect exhibitors and visitors and refrain from disturbing or disrupting them as they are preparing to show.