



Guidelines & Application for Social Media Photographers 2024 NRBC

Requirements for Social Media Photographer Credentials

- *Must have an established business with Tax ID.*
- *Must provide \$1 Million insurance policy naming NRBC and Expo Square as additional insured.*
- *Must fill out an application, sign agreement and submit with payment of \$750.*
- *Social media manager photographer credentials will be granted to photographers/media managers of trainers, stallions, businesses, etc. They will not be granted to photographers shooting for non-business enterprises or individuals. For owners wishing to photograph their own horses, please see the social media credential form section for owners.*
 - *Any public solicitation for new or non-business clients during the event is strictly prohibited.*
- *All photographs 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 taken inside the arena be posted to the photographer's personal or business page.***
 - *All photographs posted **must include** the photographer'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's business and/or personal pages and the clients' business/personal pages.***

Social media photographers can 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** on the photographer's personal or public pages, but the original posting must be on the client's page. Posted photos must have the photographer's watermark.

Access to Ford Arena:

There will be designated areas for photography for all accredited press representatives and social media representatives in the stands of the Ford Arena. In-arena photos may be taken from these locations only. Only press media and members of the NRBC Media Team will be allowed to photograph from the floor of the gate area.

Access to Super Duty Arena and Central Park Hall Arenas:

Photos will be allowed from the end area in Super Duty and Central Park Hall Arenas, but not in the gate area.

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 Reiner, WorldWide Slide, Quarter Horse New, 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.

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 NRBC and representing the NRBC, I agree that any social media posts I make will portray NRBC 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 NRBC produced events or using any photos taken prior to losing privileges.

Name Date