

# North American Reining Stakes Media, Photography & Videography Policy

Other than provided in this policy; competitors, spectators and visitors at the NARS are prohibited from taking photography or videography footage intended for sale or commercial distribution and use through publications, websites, social networking sites, or any other similar media. Prohibited use is expressly forbidden without prior written consent from NARS.

“Photography or videography” includes footage of subjects at Senator Bob Martin Eastern Agricultural Center, Williamston, NC, and Tulsa Expo Center, Tulsa, OK, including but not limited to; footage taken in show arenas, warm-up pens, barns or stable area. Unless approved by NARS, professional photography equipment; cameras with lenses longer than 4 inches and/or video cameras of any size mounted on a tripod are not permitted except by credentialed media. The NARS’s official photographer, videographer, media director and lifestyle photographer are the only parties permitted to sell or provide others with competition photos or videos. Anyone who provides or intends to use photos or video footage in violation of this Policy can be ejected from the event.

## Media and Freelance Policy

FREE Media credentials may be issued to journalists/photographers/videographers on assignment by; recognized publications, websites, television/radio stations, networks and other approved media outlets. Approved media are limited to taking photos and videos from the stands, in warm-up pens and/or walking the grounds. Please do not disrupt exhibitors who are preparing to show. Additionally, all media must remain outside of all show pens and will not be allowed in exit gates at floor level. Shooting from the viewing stand is acceptable. Freelance journalists must provide proof of assignment from an approved outlet to be considered for accreditation. If credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers can only receive a credential based on the publications they are representing and on a pre-approved story concept with an approved outlet. Logos from accredited media publications or organizations are allowed. Media and freelancers can request specific photos by emailing [NAreiningstakes@gmail.com](mailto:NAreiningstakes@gmail.com).

## PAID MEDIA CREDENTIALS

Social Media photographers contracted to work for individuals entered in the show will be allowed to photograph at the show at a rate of \$500 per photographer for the week of the show. Arena action photos may only be posted on the social media page of the client, NOT the photographer’s page. The photographer can share the client’s social media photo to their business and personal page. All social media photos must be watermarked with the photographer’s logo or signature. These watermarks should be small and tasteful, but not in an area that is easily cropped out of a photo. Logos can be added to the competition arena photos if the logo is that of a named NARS sponsor. There are no restrictions on logos being added to photos taken outside of the competition arena. In addition, the NARS logo is allowed to be used on social media photos from both in and out of the arena. Please contact us if you need a high-resolution logo.

Violation of the above will be grounds for immediate removal from the event premises. By signing the application for credentials, media, freelancers and social media photographers agree to the terms contained herein and to promote the NARS and the NRHA in a positive way. All applicants must be 21 years of age or older. NARS reserves the right in its sole discretion to deny any media credential request.

Application FREE Credentials Requested (Please check all that apply):

Media  Videographer  Photography  Other: \_\_\_\_\_

Name: \_\_\_\_\_

Publication/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone (Cell/Office): \_\_\_\_\_

Email: \_\_\_\_\_

Where and when your work will appear: \_\_\_\_\_

I verify that I am 21 years of age and am on assignment for: \_\_\_\_\_

I have read the Photography & Videography Policy and agree to comply.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

Please return to: NAreiningstakes@gmail.com

Or **Please return to Show Management Prior to start of event**

PAID Credentials Requested:

If you are supplying social media coverage for an individual please state name of individual(s) you will be photographing and whether video or photo. Remember that photos must only be posted on customer's social media page, and then share from your business page.

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I have read the Photography & Videography Policy and agree to comply. SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_

PRINTED NAME

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return to: [NAreiningstakes@gmail.com](mailto:NAreiningstakes@gmail.com)

Please