NCHA PHOTOGRAPHY AND VIDEOGRAPHY POLICY

This 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 and International Circuit Championship, 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

General Policy Provisions:

Media coverage of NCHA Events is 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, safeguard the NCHA's relationship with its Official Photographer and Official Videographer, and encourage attention from the news media, both inside and outside the Western performance horse industry.

The NCHA secures official photographers and official videographers for the Triple Crown Events, and therefore 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.

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, is **strictly forbidden for personal use**. Media representatives with approved credentials are the only exception to this clause.

Policy Guidelines:
All professional photographers and media companies at NCHA Events are required to apply for a private media pass and provide the accompanying fee. The NCHA Marketing and Sponsorship department has the sole discretion to approve sponsor media credentials. Please
note that approved sponsors are still required to apply; however, no fee is required. Official letters of assignment are required to be submitted prior to the event.

NCHA Private Media Program:

- Private media passes are issued per client with one (1) photographer or videographer per pass and are priced as follows:
    - NCHA Super Stakes & National Circuit Championship: $500.00
    - NCHA Summer Cutting Spectacular & Youth World Finals: $500.00
    - NCHA World Championship Futurity & World Finals: $750.00
    - Triple Crown NCHA Event price: $1,500.00
    - There is no fee associated with NCHA National Events; however, approved credentials must be issued and worn at all times.
- Media credentials must be applied for 30 days prior to the start of the NCHA Event and paid before receiving the media pass. Credentials will not be issued until the fee has been received by NCHA in full. Once the NCHA Event has begun, it is at the sole discretion of the NCHA Marketing and Sponsorship department to approve when time allows.
- Private media must provide an executed agreement **per each client** they are applying to photograph or video.
- 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-transferable.
- All private photographers and videographers requesting credentials will be required to produce **proof of insurance**.
- **Lenses may be no larger than 200mm in length.**

Newspapers, Magazines, Press Releases, Etc:

Photographers/videographers 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. Proof of assignment must be provided with the application. **There is no fee for credentials for approved members of the media, but the NCHA must approve photos and videos before going to print or publish**.

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, cattle boxes, 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.
- Box seats may not be used to photograph or video unless the photographer or videographer is the seat holder or provides written permission from the seat holder. Written permission must be produced to the NCHA prior to the start of the show.
- 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. Dirt access is otherwise prohibited.
- 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.

Q&A

What do you mean by client?

A client includes, but is not limited, to an individual or business that hires applicant to capture photo and/or video content. Examples include:

- Applicant is hired to capture content of a horse trainer. Should applicant be approved, they would be allowed to capture photos and/or videos of said trainer only. Please note, this does not allow access to capture photos and/or videos of their clients. If you would like to photograph their clients, a separate application per client is needed.
- Applicant is hired to capture content for a stallion station. Should applicant be approved, they would be allowed to capture photos and/or videos of stallions who stand at that station only. Please note, this does not allow access to capture photos and/or videos of their offspring. If you would like to photograph their offspring, a separate application is needed.
- Applicant is hired to capture content of a brand or product. Should applicant be approved, they would be allowed to capture photos and/or videos of said sponsored rider(s) of that brand or product. Please note, this does not allow access to photograph every individual wearing that brand or using that product, if you would like to photograph those individuals a separate application is needed.

