

Overview

The National Reined Cow Horse Association (NRCHA) welcomes media coverage that helps promote and grow the sport. This policy establishes the standards for the gathering and distribution of photo and video content at NRCHA Premier Events. It also protects the work of the NRCHA Official Photographer and Official Videographer while supporting fair access for news media and approved commercial partners.

Questions may be directed to:

Callie McCarthy-Boevers, NRCHA Director of Marketing
callie@nrcha.com | 940-488-1491

Maci Meads, NRCHA Media Coordinator
maci@nrcha.com | 940-488-1234

Visitor Policy

Visitors, spectators, and exhibitors may capture photos and videos for personal use only. Personal use is defined as content shared only on non-monetized, non-business personal accounts with no intent to promote a product, service, horse, breeding program, sale, or professional activity. Anyone wishing to capture content for commercial use must apply for and receive a Commercial Media Credential before filming or photographing.

Use of professional-grade equipment is not permitted without an approved media credential.

All visitors may only capture content from spectator seating areas.

Violations of this policy may result in removal from the event grounds and/or disciplinary action under NRCHA rules.

Editorial Media Policy

Editorial media refers to individuals on assignment for recognized news outlets, magazines, equine publications, newspapers, digital publications, podcasts, television stations, or similar news-driven organizations.

Editorial media privileges are limited to coverage that provides news, reporting, features, or event results. Content may not be used for advertising, client work, sponsored posts, or any form of commercial promotion.

To be considered for an Editorial Media Credential for websites and social media, the NRCHA will evaluate current published content, including, but not limited to, regular coverage of NRCHA events, consistent news/feature updates, or representation by local tourism/media outlets.

Commercial Media Policy

Commercial media includes any photographer, videographer, or content creator gathering content for business, brand, stallion promotion, product marketing, sponsors, social media

2026 NRCHA Premier Event Media Policy

National Reined Cow Horse Association



accounts with monetized or promotional intent, trainers, ranches, companies, or personal brands.

Examples include, but are not limited to:

- Endorsed Riders
- Influencers
- Trainers
- Stallion Owners/Stations
- Breeders
- Brands and Advertisers
- Business services
- Freelancers hired by any of the above

Equipment Policy

Any content captured on professional-grade equipment requires a media credential.

Professional equipment includes, but is not limited to:

- Any camera with an interchangeable lens system (mirrorless or DSLR)
- Any lens capable of extending beyond 4 inches
- Any detachable or clip-on smartphone lens system
- Any stabilizer, tripod, monopod, or gimbal
- Any external microphone, lighting, or video rig
- Any device used for commercial-quality photography or videography, regardless of size or appearance

Logo Usage Policy

Use of the National Reined Cow Horse Association (NRCHA) logo, including the NRCHA acronym logo and the three-triangle mark, or any NRCHA premier event logo, is restricted to individuals and organizations with an active, contracted sponsor or partner agreement on file with the NRCHA.

Logos may not be lifted from NRCHA websites, broadcasts, social media, or publications for use on photographs, videos, advertisements, commercial posts, or promotional materials without:

1. written permission from the NRCHA, or
2. a current sponsor or partner agreement granting logo usage rights.

Unauthorized use of the NRCHA logos is prohibited and may result in the removal of credentials, denial of future credential requests, and additional disciplinary action under NRCHA rules.

Watermark Requirements

All approved Media Credential holders must place a visible watermark or business identifier on every photo or video captured at NRCHA Premier Events. Watermarks must be applied before any content is delivered to clients or posted online.

Watermarks must:

- Clearly identify the credentialed photographer or business

2026 NRCHA Premier Event Media Policy

National Reined Cow Horse Association



- Be placed in a manner that cannot be easily removed or cropped
- Not obscure NRCHA branding, sponsor placement, or competition elements

Failure to apply required watermarks may result in suspension or revocation of credentials, removal from the event grounds, and/or denial of future credential requests.

Restricted Areas Policy

Credentialed media may capture content only from NRCHA-approved media zones and spectator seating areas, unless written approval is granted by the NRCHA Media Department.

Visitors, spectators, and exhibitors may capture content only from spectator seating areas.

Editorial and Commercial media are prohibited from accessing restricted areas unless specifically authorized in writing by the NRCHA Media Department.

Restricted areas include but are not limited to:

- Announcer's stand
- Catwalks
- Cattle pens
- Arena floor
- Back gate
- Warm up pens
- Any area designated STAFF ONLY

Any credentialed media found capturing content in these areas without written approval from the NRCHA Media department will face disciplinary action, including, but not limited to, suspension, a fine, and a ban on credential approval for future NRCHA events.

Official Photographer & Videographer Protection

The NRCHA Official Photographer (Primo Morales) and Official Videographer (Equine Promotion) hold exclusive rights to competition photography and videography.

As a result:

- Commercial galleries of entire classes are prohibited
- Selling images taken at NRCHA events without a commercial pass is prohibited
- Reposting or reshaping official images with personal logos is prohibited
- Filming, capturing or rebroadcasting any portion of the official webcast is strictly prohibited

Marketing & Commercial Use

Photos and videos for advertising, brand marketing, stallion promotion or revenue-driven campaigns must be purchased from the NRCHA Official Photographer and/or Videographer or captured under an approved commercial media credential. Images used for marketing must not misrepresent NRCHA sponsors or alter official branding placement.

Disciplinary Actions

2026 NRCHA Premier Event Media Policy

National Reined Cow Horse Association



Violations of the NRCHA Media Policy may result in disciplinary action. Disciplinary measures may include, but are not limited to:

- Credential suspension for the remainder of the event
- A fine as determined by NRCHA management
- Revocation of future credential eligibility
- Removal from the event grounds
- Suspension of NRCHA membership privileges in accordance with NRCHA rules

Actions that may trigger disciplinary measures include:

- Capturing or posting content outside the approved client list
- Entering restricted areas without written approval
- Using professional equipment without a valid credential
- Commercial activity without a Commercial Media Credential
- Unauthorized use of the NRCHA logo or event branding
- Posting or selling images that violate Official Photographer/Videographer rights
- Recording, capturing, or rebroadcasting any portion of the official webcast

Repeated violations, refusal to comply with NRCHA staff, or actions that interfere with competition or the safety of horses, riders, or spectators may result in immediate removal and/or an indefinite ban.

Application Policy & Procedure

All individuals seeking media access at NRCHA Premier Events must complete the NRCHA Media Credential Request Form. One form is required per applicant, regardless of outlet or organization.

Media Credential Request Forms are available at NRCHA.com or by contacting the NRCHA Media Department.

Application for Editorial Media

Credential Requirements:

- Submit the NRCHA Editorial Media Credential Application
- Provide proof of assignment, if freelance
- Agree to use all content solely for editorial coverage
- NRCHA-issued media credentials must be visible at all times

Cost:

Editorial media credentials are issued at no fee.

Usage Rules:

Editorial media may not:

- Shoot for commercial clients
- Sell or distribute images
- Create sponsored posts or branded content
- Shoot mass galleries of competitors
- Post images of individuals outside of editorial assignments

Access for Commercial Media

Commercial Media Requirements:

- Be current NRCHA members in good standing
- Submit a Commercial Media Credential Request Form
- Provide a detailed client list
- Provide business tax ID
- Provide proof of insurance naming NRCHA and the host facility as additionally insured (minimum \$500,000 liability)
- Sign the NRCHA Media Code of Ethics
- Pay the commercial media fee before credentials are released
- NRCHA-issued media credentials must be visible at all times

Commercial Media Fee Structure:

The Commercial Media Credential fee is \$600 per credential per NRCHA Premier Event. Fees are non-refundable. Credentials are non-transferable.

Application Deadlines:

Commercial media applications must be submitted no later than the LAE draw date for the event. Applications received after the draw date will incur a \$125 per-client late fee, and review times may take up to 48 hours.

Client Restrictions:

Commercial media may only capture, store, deliver, or distribute content for clients listed on their approved client list. Capturing content of non-clients for future use, portfolio building, advertising, or later sale/distribution is prohibited.

No new clients may be added after badges are issued without NRCHA approval.

Posting content of anyone outside the approved client list is prohibited and may result in the suspension of the credential.

Applicants will be notified of approval via email once the NRCHA Media Department has reviewed the submission. Credentials will not be issued until all information is approved and all applicable fees are received.

All credentialed media must check in at the NRCHA Media Office upon arrival to receive their badge and media packet. Credentials are issued **one per individual** and are **non-transferable**.

Applications submitted after the event's posted deadline may require additional processing time and are subject to the late fees outlined in this policy.

Frequently Asked Questions

Q: Can I take photos or videos at NRCHA Premier Events?

A: Yes. Visitors, spectators, and exhibitors may capture content for personal use only and from spectator seating areas. Professional equipment or commercial use requires an approved Commercial Media Credential.

Q: What counts as commercial use?

A: Any content used to promote a business, brand, stallion, trainer, product, service, or monetized social media account.

Examples include:

- Sponsored posts
- Business or brand advertising
- Trainer/stallion promotion
- Social media business pages
- Website or client content
- Sale horse marketing

Q: When do I need a Commercial Media Credential?

A: You need one if you:

- Use content for business or marketing purposes
- Capture content for clients
- Are hired by a rider, trainer, owner, stallion program, sponsor, or brand
- Use professional-grade equipment, such as a camera with an interchangeable lens system, lenses longer than 4 inches, tripods, monopods, gimbals, stabilizers, or professional video/audio gear

Q: Where can media capture content from?

A: All media — editorial, commercial, or personal-use visitors — may capture content only from spectator seating areas unless written approval is provided by NRCHA.

No content capture is allowed in:

- Arena floor
- Catwalks
- Back gate
- Warm-up pens
- Cattle pens
- Announcer's stand
- Any STAFF ONLY or restricted area

Q: What is required to apply for media credentials?

A: All applicants must submit the NRCHA Media Credential Request Form, along with:

- Full contact information
- Outlet/business information
- Assignment verification for editorial coverage

2026 NRCHA Premier Event Media Policy

National Reined Cow Horse Association



- Full client list for commercial coverage
- Required supporting documents and insurance (for commercial media)
- Applications must be received by the event's LAE draw date.

Q: Why was my application denied or delayed?

A: Reasons may include:

- Missing documents or incomplete information
- Attempting to apply after the deadline
- Lack of verified editorial assignment
- Misalignment with NRCHA's editorial or commercial media categories
- Prior policy violations

Q: Do I need a credential to shoot my own horse?

A: Yes. If you use professional equipment or plan to post on a business, brand, or professional page, you must apply for a Commercial Media Credential.

Q: Can I post a gallery of every horse in a class?

A: No. Only the Official Photographer and Official Videographer hold the rights to class-wide or competition coverage.

Q: Can I use NRCHA logos on my photos or graphics?

A: Only with written NRCHA permission or an active sponsor/partner contract. Unauthorized use of the NRCHA trademark or the three-triangle logo is prohibited.

Q: Do Commercial Media Credential holders need to watermark content?

A: Yes. All photos and videos must include a visible watermark or business identifier before delivery or posting.

Q: Can I record or repost the webcast or livestream?

A: No. Filming, capturing, or rebroadcasting any portion of the webcast is strictly prohibited.

Q: What happens if someone violates the Media Policy?

A: Violations may result in:

- Credential suspension or revocation
- Fines
- Removal from the event
- Loss of future credential eligibility
- NRCHA membership disciplinary action