

Big Guns in Cowtown Media Policy

The NRCHA Foundation welcomes media coverage of Big Guns in Cowtown and appreciates the role media plays in sharing the stories of the athletes, teams, charities, and supporters who make this event possible.

Due to the unique format of Big Guns in Cowtown and extremely limited working space within Cowtown Coliseum, media access will be highly restricted. The NRCHA Foundation's priority is to provide appropriate coverage of the event while maintaining a safe, professional environment for athletes, horses, event personnel, spectators, and credentialed media.

Media Credentials

All individuals capturing photo or video content in a media capacity during Big Guns in Cowtown must be approved and credentialed in advance by the NRCHA Media Department.

Credential priority will be given to:

- Approved editorial media covering Big Guns in Cowtown
- Official event sponsors and partners with media access included as part of their partnership
- Approved team or athlete media representatives, as space allows

Submitting a credential request does not guarantee approval. Due to space limitations, the NRCHA Media Department may limit the number of credentials issued to any organization, team, athlete, sponsor, or media outlet.

Media credentials are non-transferable and provide access only to the areas designated by the NRCHA Foundation.

Credential Fee and Application Deadline

All media credential applications for Big Guns in Cowtown must be submitted no later than **October 15, 2026**. Due to the extremely limited number of media positions available, late applications may not be considered.

Approved **editorial media** covering Big Guns in Cowtown are exempt from the media credential fee.

All other approved media, including photographers, videographers, content creators, and individuals capturing content on behalf of an athlete, team, sponsor, or other organization, will be subject to a **\$250 media credential fee per person**.

Payment of the media credential fee does not guarantee approval or unrestricted access. All applicants must receive approval from the NRCHA Media Department before attending in a media capacity.

Athlete, Team, and Sponsor Media

Big Guns in Cowtown brings together athletes representing a variety of organizations, sponsors, and brands. Because media space is extremely limited, brands or organizations that sponsor individual athletes but are not official sponsors or partners of Big Guns in Cowtown are not eligible to receive event media credentials solely based on that relationship.

Athletes and teams may designate an approved photographer or videographer to capture content on their behalf, subject to credential availability, the \$250 media fee, and all access restrictions outlined in this policy.

This restriction applies to **onsite media access only**. It is not intended to limit how athletes or teams distribute their content following the event. Athletes and teams may share content captured on their behalf with their personal sponsors, partners, charities, or other organizations at their discretion.

The NRCHA Foundation encourages teams to consolidate their media needs whenever possible. Due to space limitations, requests for multiple photographers, videographers, or content creators representing the same team may not be accommodated.

Media Areas and Event Access

Due to the limited space and unique configuration of Cowtown Coliseum, credentialed media access will be restricted to designated shooting locations.

Designated Media Seating:

- Section N, Row 10, Seat 1-7
- Section N, Row 9, Seat 1-15
- Section N, Row 8, Seat 1-21

Unless otherwise authorized below, all credentialed media must capture event photography and video from their assigned seats. Media may not relocate to other seating sections, aisles, walkways, arena-level areas, or other event spaces to capture content without prior approval from the NRCHA Media Department.

Bucking Chutes: Access to the bucking chutes is reserved for approved editorial media and approved team shooters. Team shooters may access the bucking chute shooting area **only during their team's run** and must return to the media seating immediately following the run.

All other credentialed media must shoot from their assigned seats and will not have access to the bucking chute area.

Media must keep equipment contained within their assigned space and ensure cameras, lenses, monopods, bags, or other equipment do not obstruct aisles, spectator sightlines, or event operations.

Any additional access, including behind-the-scenes, athlete preparation, awards, or other restricted areas, will be at the discretion of the NRCHA Media Department.

The NRCHA Media Department reserves the right to adjust media access or designated shooting locations at any time based on safety, space, production requirements, or event operations.

Post-Event Content Use

The NRCHA Foundation encourages athletes, teams, charities, sponsors, and media outlets to help extend the reach of Big Guns in Cowtown following the event.

Content legally captured by an approved credentialed photographer or videographer may be delivered to the individual or organization for whom it was captured and subsequently shared for post-event editorial coverage, social media, athlete promotion, sponsor recognition, and similar promotional purposes.

An organization does not need to have received an onsite media credential to share content it has lawfully received from an athlete, team, photographer, videographer, or the NRCHA-provided media asset library.

Content use must not imply that a brand or organization is an official sponsor, partner, producer, or owner of Big Guns in Cowtown or the NRCHA Foundation unless such a relationship exists.

Event marks, logos, and other NRCHA Foundation intellectual property may not be altered or used in a manner that suggests an unauthorized partnership or endorsement.

Commercial Content Use

The NRCHA Foundation recognizes the importance of athletes and teams being able to provide event content to the sponsors and organizations that support them. Content captured on behalf of an athlete or team may be shared with those organizations for post-event social media, sponsor recognition, athlete promotion, websites, and similar organic promotional use.

A media credential does not, however, grant unrestricted commercial photography or videography rights. Dedicated brand campaigns, product photography, paid advertising, merchandise, or other commercial uses centered on Big Guns in Cowtown require prior written approval from the NRCHA Media Department and, when applicable, the content creator.

Commercial shoots or branded content productions may not be conducted onsite without prior written approval.

NRCHA Media Asset Library

To help reduce the number of media personnel required onsite while ensuring athletes, teams, charities, sponsors, and partners have access to quality event content, the NRCHA Media Department will provide a post-event media asset library.

The library is expected to include a mix of:

- General event photography and candid moments
- Awards and event atmosphere
- Approximately two to three action images per team
- Approximately two to three candid images per team
- Short-form vertical/reel footage featuring each team

The asset library will be made available following the event for use by athletes, teams, charities, sponsors, partners, and other approved parties.

Unless otherwise noted within the asset library, provided assets may be used for social media, websites, post-event coverage, sponsor recognition, athlete promotion, and other organic promotional purposes.

Users must follow any photographer or videographer credit requirements provided with the assets. Images or video may not be sold, licensed to third parties for resale, materially altered in a misleading manner, or used in paid advertising or merchandise without prior written approval from the NRCHA Foundation and, when applicable, the content creator.

Editorial Media

Editorial media credentials will be considered for established publications, news organizations, digital outlets, and other media entities providing legitimate editorial coverage of Big Guns in Cowtown.

Because space is extremely limited, preference may be given to outlets providing broader event coverage rather than coverage focused exclusively on a single athlete, team, sponsor, or commercial interest.

Proof of assignment or additional information regarding intended coverage may be requested as part of the credentialing process.

Professional Conduct

Credentialed media are expected to conduct themselves professionally and in a manner that does not interfere with athletes, horses, officials, event staff, production personnel, or spectators.

Flash photography or other equipment that may distract horses or competitors is prohibited in competition areas.

Credential holders must comply with all NRCHA staff, venue, and event rules. Credentials may be revoked at the discretion of the NRCHA Media Department for failure to comply with this policy or instructions from event personnel.

Questions and Special Requests

The NRCHA Foundation recognizes that Big Guns in Cowtown brings together athletes, teams, charities, sponsors, and media organizations with different content needs. Requests that fall outside this policy will be considered individually when possible.

All media credential requests, commercial-use questions, and special content requests should be directed to the NRCHA Media Department. Please direct all questions to callie@nrcha.com.