

Ruby Buckle Media & Credentialing Policy

Frequently Asked Questions

For Contestants & Fans

Can I still take photos and videos on my phone?

Yes. Personal photos and videos from competitors, family, and fans are always welcome. This policy only applies to commercial and professional media — photographers and videographers producing content for sale or client delivery.

Can my family film my run from the stands?

Yes. Phone or personal camera, for personal use — no credential needed.

Can I still hire a photographer to shoot my runs?

Absolutely. They just need to be credentialed through our media office before the event. Point them our way early and we'll get them set up.

What if I decide last-minute that I want a specific photographer?

They can credential on-site at check-in for \$500 and add you to their client list for \$100. Same applies if they add you mid-event — \$100 per client addition.

What does this cost me as a contestant?

Nothing directly. Contestants don't pay credentialing fees — your photographer handles that.

How will my photographer know which runs are mine?

Client rosters are submitted by contestant name and draw position, so your photographer will have everything they need to find you in the lineup.

Why is this changing?

Media coverage at Ruby Buckle has been open range for a long time. This policy adds structure: better accountability for the photographers working your runs, clear rights for the sponsors and stallion owners investing in the event, and a more consistent experience all around. Personal sharing stays open.

Can I repost a photo someone else took of my run?

That's between you and the photographer — standard usage rules still apply. Make sure you have their permission before posting.

For Photographers & Videographers

How do I get credentialed?

Visit the Ruby Buckle media office at check-in, or contact us in advance. You'll pay the \$500 credentialing fee and submit your complete client list — contestant names and draw positions.

What counts as a "client"?

Any contestant whose runs you've been hired to shoot or whose content you plan to deliver for a fee.

What if I want to add a client during the event?

Come to the media office and add them for \$100 before you shoot them. Shooting individuals not on your paid roster is considered unauthorized.

What if a client's draw position changes?

Come update us at the media office — no additional fee for roster changes to existing paid clients. We just need accurate info so credentialing stays clean.

Are credentialing fees refundable?

No — fees are non-refundable once paid.

Do I need separate credentials for each event?

Yes. Credentials cover the specific event you've registered for.

Can I use shots in my portfolio or on my social media?

No. Images and footage captured at Ruby Buckle are for paid client delivery only. Use in personal portfolios, social media, or other self-promotion is not permitted without written approval from the event media office.

What about drone footage?

Drones are not permitted. Ruby Buckle takes place in an indoor arena, and no aerial photography or videography is allowed.

I've worked Ruby Buckle for years — does that change anything?

We value the photographers and videographers who've helped tell this story. The process still applies, but reach out early and we'll make it smooth.

Where can I shoot from?

Being in the arena or alleys, and any other competition area is strictly off-limits. You can shoot from the stands around the Lazy E . Our office has ultimate discretion on if a shooting spot is interfering with the success of our event.

For Sponsors & Stallion Owners

Do I get access to event media?

Yes. All confirmed sponsors and contributing stallion owners receive a baseline license to use official Ruby Buckle media in your own marketing.

What's in a content package?

Mid-tier and above Funding Partners receive a curated post-event package — branded photos and short video clips. Stallion owners can have their package curated around offspring competing at the event, where footage exists. Specific deliverables are defined in your individual agreement.

Can I bring my own photographer?

Title/presenting sponsors and major stallion contributors can bring their own credentialed crew at no fee. Crew still needs to register with the media office, and footage is limited to your own marketing use.

Can I share event media with contestants or offspring owners?

No — Funding Partner media can't be delivered to individual contestants or their representatives. That's reserved for credentialed media operators. If a contestant wants images, route them to one of our credentialed photographers.

Can I tag riders in my social posts?

Yes. What's restricted is transferring files or content to contestants for their own use.

General

When does this take effect?

Starting with this year's Ruby Buckle in Guthrie OK.

Who do I contact?

Ruby Buckle media office — office@therubybuckle.com. Staff will also be available on-site at check-in.

Where's the media office during the event?

The main check in office at all events.