

Ruby Buckle Media & Credentialing Policy

Applies to all Equine Network events

1. Exclusive Media Rights

All photography, videography, and audio recording rights at Equine Network events are reserved. No outside photographer, videographer, or media outlet may capture, produce, or distribute content from the event for commercial, promotional, or client-delivery purposes without prior credentialing and payment of the fees outlined below.

2. Credentialing Requirement

Any photographer or videographer intending to shoot clients, competitors, or event activity must register and be credentialed through the event office before shooting begins. Shooting without a valid credential is prohibited and will result in removal from the premises.

3. Fee Structure

- Initial credentialing fee: \$500 per photographer/videographer, due at check-in. This fee covers the media operator and requires submission of a complete client list (contestant names and draw positions) at the time of check-in.
- Additional clients: \$100 per client added to the media operator's roster at any point during the event. Additions must be reported to the event office before shooting the new client.

4. Client List Submission

Client lists must be submitted in writing (or via the designated digital form) at check-in. Any shooting of individuals not on the submitted and paid-for list is considered unauthorized and subject to enforcement under Section 7.

5. Credential Display

Approved media must wear event-issued credentials visibly at all times while on the grounds. Credentials are non-transferable.

6. Restrictions on Credentialed Media

All credentialed photographers and videographers are subject to the following restrictions in addition to the credentialing and fee requirements above:

- Use of captured content: Photos and video captured at Ruby Buckle may be used only for paid client delivery. Use of captured content in personal portfolios, on social media, or in any other self-promotional context is not permitted without prior written approval from the event media office.
- Drones and aerial equipment: Ruby Buckle takes place in an indoor arena. Drones and any other aerial photography or videography equipment are not permitted at any time during the event.

- Credentialed media must follow all reasonable on-site direction from event staff regarding shooting locations, equipment, and access to restricted areas.

7. Enforcement

Unauthorized filming or photography, or violation of the restrictions in Section 6, will result in one or more of the following: removal from the venue, revocation of credentials without refund, forfeiture of captured content, and prohibition from future Equine Network events. Any commercial distribution of unauthorized content may be pursued through legal channels.

8. Event Organizer Rights

Equine Network retains full rights to all official event media and reserves the right to photograph, film, and record the event for its own promotional, broadcast, and archival use. By entering the premises, attendees and participants consent to this use.

9. Sponsor and Stallion Owner Media Access

Event sponsors and stallion owners whose nominations, stud fees, or contributions help fund Equine Network events (collectively, “Funding Partners”) receive media access tiered by their level of participation. All Funding Partner media use is subject to the restrictions in Section 9.4.

9.1 Baseline License (all Funding Partners). All confirmed sponsors and contributing stallion owners receive a royalty-free, perpetual license to use official Equine Network event media (photos and video clips captured by the event’s official media team) in their own marketing, social media, website, and internal communications. Use requires visible credit or tag to Ruby Buckle / Equine Network on social platforms.

9.2 Content Package (mid-tier Funding Partners and above). Funding Partners at designated mid-tier levels and above receive a curated post-event media package, including a set number of branded photos and short-form video clips. For contributing stallion owners, this package may be curated to feature the stallion’s offspring competing at the event, where such footage is available. Specific deliverables are defined in the individual sponsorship or stallion agreement.

9.3 Credentialed Partner Crew (title/presenting sponsors and major stallion contributors). Title and presenting sponsors, and stallion owners contributing at a designated major level, may bring their own photographer or videographer on-site at no credentialing fee, subject to the following:

- The crew must register and be credentialed through the event office before shooting.
- Credentials are issued in the Funding Partner’s name and are non-transferable.
- All captured content may be used only for the Funding Partner’s own marketing purposes (including stallion promotion).

9.4 Funding Partner Media Use Restrictions. Media obtained under this section—whether from the baseline license, content package, or Partner crew—may not be:

- Resold, licensed, or distributed to any third party;
- Delivered to or used by individual contestants, competitors, or their representatives;
- Used to produce client-delivery content of the kind governed by Sections 1–4.

Any Funding Partner wishing to offer contestant-facing media must do so through a separately credentialed and fee-paying media operator under Sections 2 and 3.

10. Questions

Media credentialing and Funding Partner media questions should be directed to the event media office prior to arrival.