



MTTA Photography, Videography, and Media Policy

This MTTA Photography, Videography and Media Policy (“Policy”) applies to the March to the Arch .

Visitor Policy

Other than provided in this Policy, MTTA prohibits competitors, spectators, and visitors at the March to the Arch Horse Show from taking photography or videography footage intended for commercial distribution and use through publications, websites, social networking sites, or any other similar media. Any such prohibited use is expressly forbidden without prior written consent from show management. For purposes of this Policy, “photography or videography footage” includes footage of subjects on Will Rogers grounds including but not limited to footage taken in competition arenas, warm-up pens, barns, or stalls.

Unless approved in writing by show management, professional photography equipment, cameras with lenses longer than 4 inches, and camera support pods or video cameras of any size mounted on a tripod are not permitted under any circumstances except by credentialed media.

The March to the Arch Horse Show’s official photographer and videographer the only parties permitted to provide others with competition photos or videos. Anyone, other than credentialed official sources, who provides or intends to use photos or video footage in violation of this Policy can be ejected from the event and/or indefinitely banned from March to the Arch Horse Show and events.

Media and Freelance Policy

Media credentials may be issued to journalists/photographers/videographers on assignment by recognized magazines, newspapers, websites, television and radio networks, publications, local television and radio stations, and other approved media outlets.

Requests for credentials must be made via the Credential Request Application form on the MTTA website, or in writing on company letterhead by the general manager, editor, news director, or sports director, and must include the names and titles of those needing credentials. If a request is made in writing on company letterhead, MTTA must subsequently receive a completed Credential Request Application verifying agreement to comply with this Policy.

Approved media are limited to taking photos and videos in warm-up pens or walking the grounds. Please do not disturb exhibitors who are preparing to show. Additionally, all media must remain outside of all show pens and clear of the entrance and exit gates. MTTA staff and Jeff Kirkbride Photography will have the exclusive right to photograph into the arena and represent the event. Approved media shall not offer any photo sessions (paid or unpaid).

Requests from individuals not employed by an accredited media outlet will not be considered. Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.



Websites (including social media outlets) will only be considered if they cover the MTTA on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for the area in which the event is hosted.

Logoed photos are strictly forbidden. Shooting images and placing a photographer's logo on any images taken at a March to the Arch Horse, other than by the MTTA official photographer is strictly forbidden.

Photographers will not be allowed to take photos of multiple exhibitors in a prelims or finals class. Photos can only be taken if credential application is approved by MTTA. Media and freelancers can request specific photos by emailing mtta2005@aol.com or requesting editorial images from Jeff Kirkbride Photography.

Credentials, if granted by show management, must be worn prominently and at all times while at the event. Media MUST act professionally at all times and follow all instructions given by event staff or run the risk of being removed from the event grounds. Violation of the above can be grounds for immediate removal from the event premises and/or an indefinite ban from future events.

Periodical and Brochure Distribution Policy

MTTA prohibits the distribution of magazines, periodicals or brochures at the Will Rogers Memorial Center during the March to the Arch event unless they are an official communication tool for one of our corporate, affiliate, or alliance sponsors/partners. In addition, a MTTA sponsor at a level of Gold or higher may be granted distribution rights at the discretion of show management.

Distribution of magazines, periodicals or brochures without express written consent from show management is expressly forbidden. Distribution fees may apply. MTTA may request a copy of the magazine or brochure prior to granting permission.

By signing the application for credentials, media and freelancers agree to the terms contained herein.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please inquire. MTTA reserves the right in its sole discretion to deny any media credential or periodical distribution request.



Application for Credentials

Name: _____

Company: _____

Name of Publication: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Cell: _____

Email: _____

Where your work will appear:

Media Type: Print Publication _____ Photography _____ Online Magazine _____

I have read the MTTA Media Policy and agree to comply:

Signature

Date

All applications must be on file prior to admittance for media purpose. Media badge must be worn while on grounds as representative of media during the March to the Arch Horse Show. Media passes may be obtained at the show office by completing this form and returning to the show office upon check in.

For Inquiries:

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