



**Southwest Reined Cow Horse Association
2026 Media Policy**

Media Policy

Media credentials may be issued, at the SRCHA show management's discretion. Anyone seeking media credentials is required to complete a Media Credential Form. Photography/Videography without credentials is strictly prohibited. Unauthorized capture, recording, reproduction, or broadcast of the live webcast is strictly prohibited.

Photographer/Videographer Fee

Photographers/Videographers working the event for commercial use, supplying images or videos to a customer base, or anyone using professional photography equipment must meet the following criteria in order to capture content at Southwest Reined Cow Horse Association events:

- Complete Media Credential Form
- Pay a media fee of \$300 (per event)
- Provide a copy of business tax ID
- Provide proof of liability insurance
- Be in good standing with the NRCHA & SRCHA
- Provide a client list at the time of form completion
- Late Fee \$100 when applying after deadline

Payment must be made before the start of the event.

The \$300 photographer fee must be paid by each photographer/videographer per SRCHA event. Fees are non-refundable.

Payment can be check, cash or card. Card will have service fee.

Media badges can be picked up with High Cotton Promotions during the show.

No soliciting for clients during the event. All clients must be on the client list prior to the start of the show.

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 SRCHA approval.
Posting content of anyone outside the approved client list is prohibited and may result in the suspension or revocation of media credentials.

Restricted Areas Policy

Credentialed media may capture content only from spectator seating areas, unless written approval is granted by the SRCHA.

Restricted areas include, but are not limited to:

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

Violation of this policy may result in the suspension or revocation of media credentials.

Accredited Media

Freelance writers, photographers and videographers must provide proof of assignment from an approved publication or network before credentials are issued.

Freelancers receiving credentials on this basis must also agree that the content (images, interviews, etc.) they gather will only be used for a current assignment, not for future work.

Official Event Photographer: High Cotton Promotions (HCP)

Official Event Videographer: Equine Promotions

HCP will be handling the collection of Media Credential Forms, payment, and distribution of badges. SRCHA management will review forms and approve or deny credentials as they see fit.

Contact Kelsey with HCP at kelsey@highcottonpromotions.com with further questions.