

Cinch RSNC 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: \$300 per photographer/videographer, due at event. This fee covers the media operator and requires submission of a complete client list (contestant names) at the time of check-in.
- Additional clients: \$50 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 at check-in. Any shooting of individuals not on the submitted 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 the event 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: 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 fined and/or be pursued through legal channels.

8. Event Organizer Rights

Equine Network retains full rights to all official event media and reserves the right to document the event for its own promotional, broadcast and archival use across known and unknown platforms through known and unknown mediums. By entering the premises, attendees and participants consent to this use.

9. Sponsor Media Access

Event sponsors whose contributions help fund Equine Network events (collectively, “Funding Partners”) receive media access. All Funding Partner media use is subject to the restrictions in Section 9.4.

9.1 Baseline License (all Funding Partners)

All confirmed sponsors receive a royalty-free, perpetual license to use official Equine Network event media (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 Cinch RSNC / Equine Network on social platforms.

9.2 Content Package

Funding Partners receive a curated post-event media package, including a set number of branded photos and short-form video clips.

9.3 Credentialed Partner Crew

Sponsors 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.

9.4 Funding Partner Media Use Restrictions

Media obtained under this section 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.

Additional [Media Policy FAQs](#)