

### Overview

Media coverage is essential to the success of Gold Buckle Futurities. To ensure fair and comprehensive coverage, we have established the following media policy. This policy applies to all media representatives, including photographers, videographers, reporters, and bloggers, seeking access to the events produced by Gold Buckle Futurities.

### Visitor Policy

Visitors, spectators and exhibitors are permitted to take photographs and record video for personal use only. Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, social networking sites, or similar media. This policy applies at all events produced by Gold Buckle Futurities.

### Media Pass Fee

Photographers working at the event for commercial use, supplying images to a customer base, or otherwise using professional photography equipment must pay a usage fee. A media pass for events produced by Gold Buckle Futurities is priced at \$200. This fee grants access to all public areas of the event. Media representatives must display their media pass prominently at all times while on the event premises. Payment must be made prior to the start of the event and can be in the Show Office at each event.

### Application Process

Media representatives must apply for a media pass at least two weeks prior to the event. Applications should be submitted online through the event website via the link labeled Media Credentials Request Form. Each application must include the following:

- Name of media outlet
- Name and contact information of the representative
- Media type

### Approval Process

Applications will be reviewed by the event organizers, and approval will be granted based on the following criteria:

- Circulation and reach of the media outlet
- Relevance of the coverage to the event
- Professionalism and past coverage quality of the media outlet

### Distribution of Media Passes

Approved media representatives can receive their media badges in the Media Room at each event. Media passes are non-transferable and can only be used by the approved representative.

### Conduct and Responsibilities

Media representatives are expected to adhere to the following guidelines while covering the event:

- Respect the privacy and rights of participants and attendees
- Follow all event rules and guidelines
- Do not obstruct or interfere with the event proceedings
- Do not use drones for photography or videography.
- Do not engage in any activity that may be detrimental to the image, reputation, or appearance of any animal athlete.
- Respect exhibitors and refrain from disturbing or disrupting them as they are preparing to compete.
- Media representatives are not permitted to be in the show arena, cattle pens, or any other area that may obstruct gates or access points.

### Rights of Event Organizers

The event organizers of GBF reserve the right to:

- Refuse or revoke media passes at their discretion.
- Request copies of any coverage produced during or after the event.
- Enforce any additional rules or guidelines deemed necessary for the protection of the event, employees, equine athletes and competitors.

### Contact Information

For media inquiries or to apply for a media pass, please contact:

Chad Laxton, *GBF Communications Manager*

info@goldbucklefuturities.com or (417) 772-6023

### Disclaimer

Gold Buckle Futurities reserves the right to modify this media policy at any time without prior notice. All media representatives are responsible for reviewing and complying with the latest version of this policy.