



2024 Media Policy

This 2024 ABHA Photography and Videography Policy (the “Media Policy”) applies to the 2024 ABHA National Finals Event:

Overview: The purpose of this media policy is to set guidelines for appropriate content gathering and distribution of the Australian Barrel Horse Association (ABHA) premier event.

This policy safeguards the associations partnerships while encourages attention from the news media, both inside and outside the performance horse industry. Media coverage of the event is central to the Association’s continuing efforts to promote and grow the sport.

General Policy: The Australian Barrel Horse Association (ABHA) secures official photographers and official videographers for the event. ABHA retains the rights to all photos and videos at the event in agreement with creatives/contractors. Photographers or videographers capturing images are not permitted to sell/transfer or otherwise give away any images taken at the ABHA National Finals event. The ABHA Official Photographer and the ABHA Official Videographer are the only authorised outlets for competition photos or videos & are distributed at the discretion of ABHA.

Official Photographers: An official position authorised to use the arena and ‘on sand’ position in the supply of professional competition photographs of the ABHA National Finals event for media publication & member use meeting the following criteria:

- Have a signed ‘Media Code of Conduct’ on file with ABHA.
- Provide a copy of their business certificate of currency.
- Commit to at least 4 (four) shots in the arena of each competitor in each entry slot to be available for the ABHA member to view with the option to purchase from the official photographer.
- At least 1 (one) presentation shot taken in mind of the member, horse owner & horse breeder.
- At least 1 (one) presentation shot taken in mind of the class sponsor.
- Top 4 (four) places for each round supplied to the ABHA for media publication to announce results.
- The supply of any shot taken be available for media publication within a timely manner & must not exceed a 12 hour period of the shot being taken.
- All shots taken remain the property of ABHA & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after ABHA have had access to deny use.
- Hi-res photos to be supplied to the ABHA on request during the event.
- No competition shots taken from the arena are to be public or published on any platform without expressed written permission & the consent of ABHA in writing within 15 days of the events completion date.
- All Media Policy guidelines must be followed.

Official Videographers: An official position authorised to use the arena and ‘on sand’ position in the supply of professional competition videos of the ABHA National Finals event for media publication & for member use meeting the following criteria:

- Have a signed 'Media Code of Conduct' on file with the ABHA.
- Provide a copy of their business certificate of currency.
- Commit to recording each competitor in each class for purpose of public livestream with approved ABHA Graphics/Logo & approved sponsors logo & be available for the ABHA member to purchase.
- Presentation video recorded for purpose of public livestream with approved ABHA Logo & approved sponsors Logo.
- The supply of any video recorded be available for media publication within a timely manner & must not exceed a 12 hour period of the being recorded.
- All video/footage recorded remains the property of ABHA & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after ABHA have had access to deny use.
- No competition video recorded from the show arena be public or published without expressed written permission & the consent of ABHA in writing within 15 days of the events completion date.
- All Media Policy guidelines must be followed.

Visitor Policy: Visitors, spectators and exhibitors at the ABHA National Finals event 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, websites, social networking sites or similar media. This policy applies to the entire show grounds at the ABHA National Finals event including, but not limited to, competition arenas; warm up arenas; stables/stalls and stable/stall areas; and camping areas.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilising device are not permitted under any circumstances. Media representatives with ABHA approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

Photographer/Videographer Fee: Photographers/Videographers who wish to freelance at the event supplying images to a direct customer base, or anyone using professional photography equipment must meet the following criteria to capture content at the ABHA National Finals event:

- Have a signed 'Media Code of Conduct' on file with the ABHA.
- Formally apply for Media Credentials to the ABHA.
- Upon approval pay a media licensing fee of \$89 per day to the ABHA.
- Fees are non-refundable.
- Provide a copy of their business certificate of currency.
- Agree that all imagery/video/footage remains the property of ABHA & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after ABHA have had access to deny use.
- Credentials are non-transferable to another applicant.
- All Media Policy guidelines must be followed at all times.
- Any breach of the terms will result with one warning & then removal of rights to capture content at the discretion of the ABHA with no refund of fees.

Media Credentials:

Media credentials may be issued, at Australian Barrel Horse Association (ABHA)'s discretion, to journalists/photographers/videographers on assignment for recognised magazines, newspapers, websites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the Event Media Credential Form and email it to: marketing@abha.com.au

Marketing/Commercial Policy: The Australian Barrel Horse Association (ABHA) supports its valuable partners and sponsors and recognises that their business related and revenue-generating endeavours are connected to ABHA events. Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the ABHA Official Photographer, and the ABHA Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

However, Media Credentials are/ & will be negotiated with sponsorship benefits through the ABHA Partnerships Programs.

NOTE: Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

Official Logo: Using the ABHA Logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the Australian Barrel Horse Association (ABHA). Do not lift the logo from the website and place on photographs, advertisements, or social media posts without either 1) expressed written permission from the ABHA or 2) a valid, active Sponsor Partner agreement with the Australian Barrel Horse Association (ABHA).