

**SHERIDAN WYO RODEO™**  
**Media Information and Application for Credentials.**

The **Sheridan WYO Rodeo™ (SWR)** is a nationally recognized, top ranked, professional rodeo. We promote our community, Sheridan, Wyoming, and the Western lifestyle and culture through our brand. To the extent possible, we intend to assist journalists and photographers by giving them access to get photos, interviews and information, without endangering themselves, and without interfering with the rodeo or related productions. With that in mind, we expect the media to observe the procedures that are outlined in this document, and the criteria regarding the use of all materials and photographs obtained at the Sheridan WYO Rodeo.

Upon our receipt of this application, we will review your application for media credentials, and inform you of approval of **Full Credentials** or **Limited Credentials**, which will be stated on your credentials.

**Full Credentials:** Full credentials are valid for all four performances and slack performances of the Sheridan WYO Rodeo and will be issued only to the following:

- 1) Paid employees of media outlets.
- 2) Writers or photographers with a valid letter of assignment from a media outlet. We do request that all individuals in this category provide us with a copy of their work when it is published.
- 3) PRCA photographers with a membership card valid for the current year.

**Limited Credentials:** Limited Credentials are issued on a case-by-case basis to freelance writers and photographers without a valid letter of assignment. Limitations will be noted on your credentials.

**Access to Grounds and Vehicle Passes**

You must have your credentials and parking pass on your person to gain access to the grounds. Your credentials may not be used by anyone else. You will be required to wear your wristband to access the grounds during SWR events. You may be asked to show identification to gain access to the SWR venue. Your credentials and parking pass can be revoked for non-compliance.

**Arrival:** When you arrive at the Sheridan County Fairgrounds the first time, inform the gate attendant that you are going to the **Rodeo Ticket Office to pick up your media credentials and vehicle pass**, and the attendant will let you in without paying for parking. The Rodeo Ticket Office is in the west parking area of the fairgrounds, in front of the grandstands. Parking is limited. Vehicle parking passes will be issued to holders of credentials on a day by day basis.

**Arrival time: Due to heavy traffic and limited parking, we strongly suggest that you arrive on the grounds, and check in at the Rodeo Ticket Office, before 6 p.m. for evening performances.**

**Information**

PRCA Rodeo slack will begin at 9:00 a.m. each day, Wednesday through Saturday.

The World Championship Indian Relays® will start promptly at 7:00 p.m. and the PRCA rodeo performance will follow immediately each night, Wednesday through Saturday.

We will allow photographers in the pit in front of the main grandstand. No photographers will be allowed in the pit without proper credentials. No photographers or media persons are allowed in the arena at any time, unless by prior approval of the SWR.

The livestock alleys and platform behind the bucking chutes are busy and dangerous. No photographers or media persons will be allowed in these areas without prior permission of the SWR, and an escort.

During the World Championship Indian Relays<sup>®</sup>, no persons, including those with media passes, are allowed in the arena or on the track, without prior permission of the SWR, and an escort.

Access to the arena photo pit in front of the main grandstand and behind the roping and bucking chutes is limited, and will be prioritized as follows:

- 1) Authorized PRCA photographers
- 2) Television cameras and employees of media outlets
- 3) Journalists on assignment
- 4) Freelance photographers with Limited Credentials

**Dress:** As a PRCA professional rodeo, SWR has a dress code for all media persons while in the photo pit, behind the roping or bucking chutes, and near the rodeo arena. A hat, long sleeved shirt, and long pants or jeans are required. Close toed shoes or boots are recommended for your safety.

**Safety vest:** All media persons must wear a high-visibility safety vest while in the photo pit, behind the roping or bucking chutes, and near the rodeo arena. We will issue you a safety vest at the Rodeo Ticket Office when you check in. There will be a \$25 refundable charge for the vest. The \$25 will be refunded to you upon return of your vest.

We want to make your work as safe and easy as possible. Please feel free to contact us if you have questions, or we can be of any service. SWR's primary media contact persons are:

Hayden Heaphy [hayden@davisandcannon.com](mailto:hayden@davisandcannon.com) (307) 751-8990 cell  
Vicki Kane [vicki@kemperodell.com](mailto:vicki@kemperodell.com) (307) 752-0567 cell

**For more information go to [SheridanWYORodeo.com](http://SheridanWYORodeo.com)**

### **Photo and Video Rights**

The Sheridan WYO Rodeo is a PRCA sanctioned event. All photograph, film and video rights are owned by the Professional Rodeo Cowboys Association (PRCA) and the SWR. We will not issue credentials to photo, film and video crews for private or commercial use without prior written permission of the PRCA properties department.

Per PRCA Bylaw 15.8.1 the PRCA retains all rights in and to the filming, taping, recording in any media now or hereafter known, still footage/photography, radio or television broadcasting or reproduction in any manner or form thereof of any PRCA sanctioned event. All inquiries should be directed to:

Tanner Ward  
Corporate Partnerships Manager  
PRCA Properties  
719-528-4728  
[tward@prorodeo.com](mailto:tward@prorodeo.com)

However, we can allow photo, film or video of the World Championship Indian Relays<sup>®</sup> without PRCA approval. If photographs or video are for publication by or through legitimate public news or media outlets (including electronic media, websites and blogs) we can allow publication without express PRCA approval. If you intend commercial use or publication of photographs and images taken at SWR, you must have prior written permission of the PRCA and SWR. **When published, all photographic and video images must credit the image(s) as being of, or taken at the Sheridan WYO Rodeo, and/or the World Championship Indian Relay Races at the Sheridan WYO Rodeo.**

**Agreement to observe regulations and Release of Liability**

All persons who want media credentials must agree to abide by all rules and regulations of SWR, and agree to release SWR and the PRCA from all claims and liability for property damage and personal injury.

In order to obtain media credentials, you must sign the agreement on the next page, and submit it to the Sheridan WYO Rodeo as part of your application for credentials. Please see **Media Credentials Agreement and Release of Liability** on last page.

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## **MEDIA CREDENTIALS AGREEMENT and RELEASE OF LIABILITY**

In consideration of receiving media credentials to the Sheridan WYO Rodeo, I understand and agree that:

- 1) I will cooperate with SWR staff and will comply with any and all rules, directions and restrictions imposed by the SWR.
- 2) Media credentials may be revoked by SWR media staff at any time for failure to follow such directions and restrictions.
- 3) The primary commercial use of any and all photographs and images taken by me will be for news coverage of the SWR events in newspapers, magazines, journals, and other print and electronic media, such as web sites, blogs etc.
- 4) Any other commercial use or publication of photographs and images taken by me at SWR is prohibited without prior written permission of SWR.
- 5) If I fail to comply with item 4. I understand that I may be barred from taking photos or video at the SWR, and I agree to pay the Sheridan WYO Rodeo a \$500.00 fee for each commercial use of a photo or image without permission of SWR.
- 6) Photographers with valid and current Professional Rodeo Cowboys Association (PRCA) photographer cards shall have all rights granted under the rules of the PRCA.
- 7) I understand that I may be asked for identification to gain access to the SWR venue and that my pass can be revoked for noncompliance. I will not let my credentials or parking pass be used by any other person.

I assume all risks, and **I UNCONDITIONALLY HOLD HARMLESS, RELEASE, AND AGREE TO INDEMNIFY**, the **Sheridan WYO Rodeo, Inc.**, and all of its directors, agents, employees, representatives, and other participants, spectators and volunteers (collectively referred to as "Releasees") from all claims of legal liability of any kind, for bodily injury or death sustained by me, my spouse, dependents or minor children, or damage to my property and livestock, whether foreseeable or unforeseeable, due to the intentional or negligent conduct of Releasees, the actions of other persons, livestock, hazards on the premises, or the use of any livestock, horses or equipment that may be rented or borrowed from the Releasees, or others.

I certify that I have read and understand the above.

Signed by: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**For Credentials, complete and return this signed form by email to:** Hayden Heaphy [hayden@davisandcannon.com](mailto:hayden@davisandcannon.com) (307) 751-8990; or Vicki Kane [vicki@kemperodell.com](mailto:vicki@kemperodell.com) (307) 752-0567  
**Or, by regular mail to:** Sheridan WYO Rodeo, Box 742, Sheridan, WY 82801