

## APPLICATION AND AGREEMENT FOR MEDIA CREDENTIALS

### SHERIDAN WYO RODEO™ **World Championship Indian Relay Races™**

The Sheridan WYO Rodeo™ (SWR) is a nationally recognized, top ranked, professional rodeo sanctioned by the Professional Rodeo Cowboys Association (PRCA). The **World Championship Indian Relay Races™** feature the best Indian relay horse racing teams in the nation. 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. In consideration of receiving media credentials, you agree to observe the procedures that are outlined in this Agreement, and terms of use of all materials and photographs obtained at the Sheridan WYO Rodeo.

#### **Credentials**

**This Application for Media Credentials must be submitted no later than July 1st.** We will review your application for Media Credentials and inform you of approval. The Sheridan WYO Rodeo issues two types of media credentials, **On Assignment Credentials** or **Freelance Credentials**. A media and photography fee of \$150.00 is charged for media credentials for Freelancers (not on assignment). Credentials are valid for all four (4) evening performances and all morning slack performances of the Sheridan WYO Rodeo, unless noted otherwise.

**Assignment Credentials:** Assignment Credentials will be issued only to the following:

- 1) PRCA member photographers with a membership card valid for the current year.
- 2) Paid employees of media outlets.
- 3) 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.

**Freelance Credentials:** Freelance Credentials are issued in the sole discretion of Sheridan Wyo Rodeo to freelance photographers and writers who do not qualify for Assignment Credentials.

**Media credentials consist of a Media Pass on a lanyard which will be issued to you when you first arrive at the rodeo grounds. You must visibly display your Media Pass at all times while on the rodeo grounds. Your Media Pass may not be used by anyone else.**

#### **Access to Grounds and Parking Pass**

**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 Pass and Parking 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. Parking Passes will be issued to holders of Media Passes on a day by day basis, only if available. You must have your Media Pass on your person to gain access to the grandstands and rodeo arena. Also, you may be required to wear a wristband to access the grounds during SWR events. Your Media Pass and Parking Pass can be revoked for non-compliance.

**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**

**Morning Slack.** PRCA Rodeo slack details have changed. Please check the current brochure online for details.

**Evening performances.** The World Championship Indian Relay Races™ will start promptly at **7:00 PM** each evening. The PRCA Rodeo performance will follow the relay races immediately each night, Wednesday through Saturday.

**Photo Pit.** Photographers with a Media Pass will be allowed to take photos from the pit in front of the main grandstand. No photographers will be allowed in the photo pit without a Media Pass. Space in the Photo Pit is limited, and access 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 a Media Pass

**Arena.** Only PRCA member photographers with a Media Pass are allowed in the performance arena. No other photographers or media persons are allowed inside the performance arena at any time.

**Alleys and Chutes.** 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.

**Gold Buckle Club.** No persons, including those with Media Passes, are allowed inside or outside the designated Gold Buckle Club area.

**Relay Races.** No persons, including those with Media Passes, are allowed in the arena or on the track before or during the World Championship Indian Relay Races™.

**Dress.** Recommended attire is a hat, sleeved shirt, and long pants or jeans. Close toed shoes or boots are recommended for your safety.

## **Photo and Video Rights**

**All photography and video rights belong to the PRCA and Sheridan WYO Rodeo, Inc. 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.** 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. Only PRCA card- or permit-holding photographers and credentialed media photographers may shoot photos on the rodeo grounds using a professional lens. Fans may take photos from the stands, but only with cell phones or small cameras that have no extended lens. Persons using cameras with an extended lens attachment, without the proper credentials, can be expelled from the rodeo grounds.

If photographs or video are for publication by or through legitimate public news or media outlets (including electronic media, websites and blogs) SWR can allow publication without express PRCA approval.

All inquiries regarding PRCA photo rights should be directed to:

Justin Shaw, Media Director  
Professional Rodeo Cowboys Association  
[jshaw@prorodeo.com](mailto:jshaw@prorodeo.com)  
719-528-4704

**We require that you provide the Sheridan WYO Rodeo, Inc. with a sample of at least twelve (12) photos you take at the Sheridan WYO Rodeo within sixty (60) days after the last rodeo performance. Images should be provided by uploading to Drop Box, or a similar service, not on CD. Failure to provide copies of images will result in you not receiving a Media Pass for any future performances of the Sheridan WYO Rodeo.**

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

By submitting this application for Media Credentials you agree to abide by all rules and regulations of the PRCA and SWR as they pertain to photo rights. You also 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.

**Contact.**

**For Credentials, complete and return this signed Application by email to one of our media contact persons:**

**Hayden Heaphy:** [hayden@davisandcannon.com](mailto:hayden@davisandcannon.com) (307) 751-8990 Mobile  
**Zane Garstad:** [zgarstad@sheridan.edu](mailto:zgarstad@sheridan.edu) (307) 751-0121 Mobile  
**Kelly Pascal Gould:** [kelly@pascalpr.com](mailto:kelly@pascalpr.com) (303) 324-6723 Mobile

**Or, by regular mail to: Sheridan WYO Rodeo, Box 742, Sheridan, WY 82801**

**For more information go to [SheridanWYORodeo.com](http://SheridanWYORodeo.com) or call 307-675-9963**

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## **MEDIA APPLICATION, AGREEMENT and RELEASE OF LIABILITY**

### **Sheridan WYO Rodeo<sup>™</sup> and World Championship Indian Relay Races<sup>™</sup>**

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. or personal use.
- 4) Any other commercial use or publication of photographs and images taken by me at SWR is prohibited without prior written permission of SWR and /or the PRCA, as set forth in the Media Application.
- 5) If I fail to comply with item 4. I understand that I may be barred from taking photos or video at the 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 may be required to show a Media Pass issued by SWR to gain access to the venue, and that my Media Pass can be revoked for noncompliance. I will not let my Media Pass or Parking Pass be used by any other person.
- 8) All photograph, film and video rights of the rodeo are owned by the Professional Rodeo Cowboys Association (PRCA) and the SWR. I will request permission from PRCA before using photos in a commercial manner.

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**I assume all risks. I unconditionally release, hold harmless, and agree to indemnify, the Sheridan WYO Rodeo, Inc., and all of its directors, agents, employees, representatives, other participants, spectators, volunteers, contractors, and premises owners (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, horses, equipment, or hazards on the premises.**

Signed by \_\_\_\_\_

Date: \_\_\_\_\_

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

Media Outlet Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Cell Phone# \_\_\_\_\_

Name of Editor \_\_\_\_\_

Editor's Phone# \_\_\_\_\_

Editor's Email \_\_\_\_\_

Expected Date/Timeline for Publication \_\_\_\_\_

Please share further details here, especially if you would like to be considered for additional, escorted access throughout the Fairgrounds: