



APPLICATION FOR ACCREDITATION AS SOCIAL MEDIA PHOTOGRAPHER / VIDEOGRAPHER

Surname, first name: _____

Mobile number: _____

E-mail address: _____

Country: _____

Name and tax ID of your company: _____

Name of the clients you are working for at the WRC 2025: _____

Requirements

- You must have a company with a tax ID.
- You must fill out the application, sign it and present it to the show office when you first arrive at the CS Ranch.
- The signed application together with a payment of CHF 800,- at the CS Ranch show office entitles you to an accreditation for Social Media Photographer / Videographer - please note: Payment is **ONLY** possible via credit card.
- Social Media Photographer/Videographer accreditations are awarded to photographers/media managers of trainers, stallions, companies, etc. They are not awarded to photographers who take photos for non-commercial companies or private individuals.
- Owners or teams wishing to photograph their own horses, please use the second section of this form (Application for Accreditation as Social Media Photographer / Videographer for Owners and Teams).
- All photos must be published on the client's company page (or only on the client's personal page if this is primarily used to promote the company). Under no circumstances may a photo taken in the arena be published on the photographer's personal or business page.
- All published photos must include the photographer's watermark in a visible location.
- Short video clips / reels lasting a maximum of 15 seconds can be used and posted. The hashtags #WRC2025 and #WorldReining must be used when posting. Reels can be posted on the photographer's business and/or personal page as well as on their client's business/personal page.
- Any public solicitation of new clients during the event is strictly prohibited.

/2



**Schweizer
Vermögensberatung**



/2

Social media photographers may photograph the riders they are hired by/associated with their client. The photos may only be published on the client's social media page. Only after they are posted there can they be shared on the photographer's personal or public pages. The published photos must be labelled with the photographer's watermark.

Use of photos

- The photos taken may be used for graphics (window displays, enlarged photos, etc.) created for the customer and used by the customer's team.
- The photos may be used for editorial content on the Internet and in print publications
- In-arena-action-photos may not be used for print publications and advertising purposes.
- Reaction photos, e.g. a cheer after a high score, may be used in print publications.

Use of the official WRC 2025 logo

The official WRC 2025 logo may only be used if this contract has been signed and confirmed by SMA.

Designated areas for Photographers / Videographers

Once accreditation has been granted, media representatives may only photograph or film in designated areas of the arena for the purpose of covering the WRC 2025.

I hereby agree that any posts I publish on social media will portray the WRC 2025 and the sport of reining in a positive light. I also agree to abide by the guidelines set forth in this document. I understand that if I do not do so, I will lose the privilege to photograph/film or use photos/videos taken at this event prior to losing the privilege.

Name and signature: _____



Confirmed by SMA

Date, Stamp, Signature SMA



Schweizer
Vermögensberatung