

Mustang Heritage Foundation Photography and Videography Policy

This Mustang Heritage Foundation Photography and Videography Policy (“Policy”) applies to any show that is produced by the Mustang Heritage Foundation. Shows currently include, but are not limited to, the following: Extreme Mustang Makeovers, Makeover Challenges, Mustang Heritage Foundation Open Shows, etc.

Visitor Policy

Other than provided in this Policy, MHF prohibits competitors, spectators and visitors at MHF shows from taking photography or videography footage intended for commercial distribution and use through publications, websites, social networking sites, or any other similar media. **Any such prohibited use is expressly forbidden without prior written consent from MHF show management.** For purposes of this Policy, “photography or videography footage” includes footage of subjects on the grounds where an MHF show is occurring, including but not limited to footage taken in competition arenas, warm-up pens, barns or stalls.

Unless approved in writing by show management, professional photography equipment, cameras with lenses longer than 4 inches and camera support pods or video cameras of any size mounted on a tripod are not permitted under any circumstances except by credentialed media.

The MHF show’s official photographer and videographer are the only parties permitted to provide others with competition photos or videos. This includes in kind sharing with competitors and via social media pages. All watermarked images shared will be considered professional photography and a policy violation if uncredentialed prior to the event. **Anyone, other than credentialed official sources, who provides or intends to use photos or video footage in violation of this policy can be ejected from the event and/or indefinitely banned from MHF shows.**

Media and Freelance Policy

Media credentials may be issued to journalists/photographers/videographers on assignment by recognized magazines, newspapers, websites, television and radio networks, publications, local television and radio stations, and other approved media outlets.

Requests for credentials must be made via email to: marketing@mustangheritagefoundation.org

Approved media are limited to taking photos and videos from the stands, in warm-up pens or walking the grounds. Please do not disturb exhibitors who are preparing to show. Additionally, media are not allowed on the arena floor and must remain clear of the entrance and exit gates. MHF has exclusive rights to the first interview with Show Champions – please respect this priority. By requesting accommodation, you also agree to not contact any Champion until after the interview.

Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

Websites (including social media outlets) will only be considered if they cover the Mustang Heritage Foundation on a regular basis and are consistently updated with news and features, or are local or

tourism-based sites for the area in which the event is hosted.

Logoed photos are strictly forbidden. Shooting images and placing a photographer's logo on any images taken at an MHF show, other than by the show's official photographer is strictly forbidden.

Photographers will not be allowed to take photos of multiple exhibitors in a prelims or finals class.

Photos can only be taken if credential application is approved by MHF. Media and freelancers can request specific photos by marketing@mustangheritagefoundation.org.

Credentials, if granted by show management, must be worn prominently and at all times while at the event. Media MUST act professionally at all times and follow all instructions given by event staff or run the risk of being removed from the event grounds.

Violation of the above can be grounds for immediate removal from the event premises and/or an indefinite ban from future events.

By reaching out to MHF, media and freelancers agree to the terms contained herein and to promote the Mustang Heritage Foundation and its programs and events in a positive way.

All applicants must be 18 years of age or older. Certain exceptions may apply. Please inquire.

MHF reserves the right in its sole discretion to deny any media credential request.