

2025 IRHA/IRHBA/NRHA Futurity – MEDIA ACCREDITATION

Press accreditation is granted at the sole discretion of the IRHA/IRHBA/NRHA Futurity Press Office to journalists assigned by recognized and well-established magazines, newspapers, news agencies, and publications, as well as television and radio networks, local TV and radio stations, websites, agencies representing renowned breeding farms and ranches, and other approved media outlets.

Websites will be considered for accreditation only if they regularly cover reining and are consistently updated with news and in-depth articles. Websites must also be free of offensive language and must represent the reining industry positively.

Freelance journalists must provide a letter of assignment from a recognized and approved publication in order to obtain accreditation. Photographers must provide a letter of assignment from the organization or outlet they represent, signed by the editor-in-chief or director.

Approved media representatives are required to report to the press office upon arrival to collect their credentials before gathering any material. They are also subject to the guidelines outlined in the Visitor/Member, Photography, and Videography sections.

Social Media Photographers Requirements

- The company must be registered and have a VAT number.
- Must provide a letter of assignment from a recognized sports association, breeding program, stable, or rider affiliated with a recognized stable.
- May photograph in competition ONLY the riders specified in the letter of assignment.
- Any changes to the list of riders included in the letter of assignment may be made on site and will be subject to approval by the event organization.
- May not publish competition photos on their own social media pages but may share official posts.
- May not sell competition photos to media outlets.
- Video recordings (reels, clips, or stories) may be taken exclusively for the riders named in the letter of assignment.
- Filming or publishing complete performance sequences is not permitted.
- The distribution or sale of videos to media outlets, publications, or other unauthorized entities is strictly prohibited.

Media Areas

Since many areas of the IRHA/IRHBA/NRHA Futurity venue are open to the public, all photography and videography must be conducted without interrupting the event or restricting access to the show arena, warm-up areas, stairs, entrances/exits, or other high-traffic visitor areas.

Accredited media may photograph or film only within designated areas of the venue for journalistic coverage purposes.

Arena and Award Ceremony Photos

Only the official event photographer and authorized media may enter the arena to take photos. Taking photos with flash or using video cameras with artificial lighting is strictly prohibited unless written consent is obtained from show management.

Video Recordings

Video recordings are not permitted without accreditation. For video credentials, applicants must send a letter on company letterhead specifying the project's purpose and timeline, along with all the information required in the application form.

Web content creators will be accredited only if they regularly cover IRHA events, provide consistent news updates, or represent a local tourism outlet hosting the IRHA event.

Visitor and Member Guidelines

The IRHA prohibits the use of photos and/or videos for commercial sale or distribution through websites, social media platforms, or any other medium without prior written consent from event management.

Compact cameras may be used by owners, members, fans, and media. However, the use of professional equipment—as defined by event management—is strictly prohibited. This includes, but is not limited to: DSLR cameras, lenses longer than 4 inches, and any camera supports such as tripods or mounted video equipment of any size.

Accreditation Requirements

To obtain accreditation, applicants must complete the accreditation form, attach a digital photo (headshot) for the personal badge, and send the complete documentation and payment of €250.00 + VAT (total €305.00) to info@teamforyou.net.

Payment Methods:

Bank transfer: Banca Monte dei Paschi di Siena S.P.A. – IBAN: IT47C0103036241000000684018 – BIC: PASCITM1V89 – Account holder: TFY srl.

PayPal: info@teamforyou.net – Amount: €260.00 + VAT (total €317.20) – A 3% surcharge applies to cover PayPal fees.

Once payment has been made, a receipt or invoice will be issued. If an invoice is requested, complete billing information must be provided along with the payment receipt for document issuance.