# Guidelines & Application for Social Media Photographers
## 2026 The Qualifier

Requirements for Social Media Photographer Credentials:

- *Must have an established business with a federal tax ID number.*
- *Must provide at least $1 million per occurrence commercial general liability insurance policy naming The Run For A Million, Inc (TRFAM). and Bosque Ranch Headquarters, LLC, as additional insureds.*
- *Must fill out an application, sign, and submit with payment of $500.*
- *Social media photographer credentials will be granted to photographers/media managers of riders, trainers, stallions, owners, and those otherwise approved by The Qualifier (referred to herein as 'clients'). They will not be granted to photographers shooting for non-business enterprises or other individuals.*
  - *Any solicitation for new or non-business clients during the event is strictly prohibited.*
- *All photographs must be posted to the client's business page (or personal page only if that is the primary one used for business promotion). **In no situation may a photograph taken at the event be posted to the photographer's personal or business page**.*
  - *All photographs posted **must include** the photographer's watermark in a visible location.*
- *Short video clips for reels can be used and posted. No more than 15 seconds of continuous run are allowed. **Reels may be posted to both the photographer's business and/or personal pages and the clients' business/personal pages**.*

Social media photographers can photograph riders connected to their client, but photos may **only** be posted on the **client's** social media page. Once posted there, they can be **shared** on the photographer's personal or public pages, but the original posting must be on the client's page. Posted photos must have the photographer's watermark.

**Access to Arena:**

There will be designated areas for photography for all accredited press representatives and social media representatives in the stands of the competition arena. In-arena photos may be taken from these locations only. Only press media and members of the Qualifier Media Team, Bosque Ranch Media Team, or the Last Cowboy Film Crew will be allowed to photograph from the floor of the gate area.

- Under no circumstance may a social media representative impede the work of the Qualifier Media Team, Bosque Ranch Media Team, or the Last Cowboy Film Crew.

**Use of photos**:

- Photos taken may be used for graphics (still front images/enlarged photos/etc.) created for the client and used by the client.
- Photos may be used for editorial content online and in print publications by accredited news media, including International Horse Press, the Reiner, WorldWide Slide, Quarter Horse News, Western Horseman, etc.

**The Qualifier/TRFAM Use**

- As reciprocal rights granted to TRFAM in consideration of participation in the event, the undersigned hereby grants to TRFAM, without payment of any fee whatsoever, an unlimited, worldwide, perpetual, irrevocable, license to use any image or video captured by the undersigned at the event for TRFAM's own marketing and advertising efforts, including use on its website, social media channels and print advertising. The undersigned agrees to deliver any such photograph or video to TRFAM as reasonably requested from time to time.

Name_____ Cell Phone_____ Email _____

Address_____ City-State-Zip_____

Name of Business_____

Business License Number/Tax ID_____ Liability Insurance of $1 Million (List Insurer)_____

Attach COI to this form.

By being granted the privilege of taking photos at The Qualifier and representing The Qualifier, I agree that any social media posts I make will portray The Qualifier/TRFAM and the sport of reining in a positive light. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future The Run For A Million-produced events and will lose the right to use any photos taken prior to losing privileges.

_____     _____
Name                                                                      Date