



World Equestrian Center – Wilmington Equine Events Photography Policy

Media Photographers

Media Photographers representing any form of media, whether print, digital, broadcast, or social, must apply for media credentials and be approved by World Equestrian Center. Credentials are required for any on-site photography.

By applying for media credentials, photographers agree that their images will be used solely for media purposes. They may not be sold, given to participants, or provided to third-party businesses for use in social media, promotions, or advertising.

Media Photographers must apply for credentials for each week of competition they intend to cover and must receive approval before engaging in any photography at the facility. Media workspaces are available and equipped with WiFi.

To apply for media credentials, please email bailey.beal@wec.net.

Freelance, Private, and Press Agency Photographers & Videographers

Any form of photography or videography that directly conflicts with the services provided by Official Photographers is prohibited. This includes, but is not limited to providing galleries of images to exhibitors, soliciting services or conducting business out of an on-site location or public point of sale online, portrait sessions, and personalized video and photography packages.

PR agencies and photographers/videographers whose services do not conflict with Official Photographers may apply for a Photography Pass, subject to the following guidelines:

- Photographers/videographers must submit a Photography Pass Application for each week of competition they intend to cover. Approval must be obtained prior to any photography on-site.
- Applications must be submitted at least 14 days before the competition week that is being requested.
- PR agencies must provide proof of existing client relationships and a detailed outline of their intended coverage.



- Approvals are granted at the sole discretion of World Equestrian Center. Consideration criteria include, but are not limited to: the nature of services offered, experience, reputation, and the potential for increasing exposure of the venue and its events.
- Approved photographers/videographers will be issued credentials, which must be visibly worn around the neck while shooting.

Official Photographers have priority in all positions outside the arenas and during prize-giving ceremonies. Private photographers/videographers are not permitted inside arenas, including during prize-giving ceremonies. Drone use is strictly prohibited.

Workspace and WiFi access will be available to credentialed photographers.

To apply for a photography pass, please email bailey.beal@wec.net.

Spectator/Personal Photography Policy

This policy applies to professional photographers and does not restrict spectators from using cameras for personal, non-commercial use. However, all spectators must follow the rules to ensure the safety of exhibitors, horses, officials/staff and professional photographers.

For the purposes of this policy, a professional photographer is defined as any individual who financially benefits from selling images or services, or who provides galleries of photos or videos to exhibitors, whether for sale or free of charge.

Photography clubs are welcome to photograph exhibitions, with the following conditions:

- Photography Clubs must seek permission for their planned attendance, including an outline of what they wish to photograph, at least one week in advance by sending inquiries to **bailey.beal@wec.net**. Permission must be granted before photography takes place on property.
- No more than three photographers may photograph any one area at the same time.
- All photography club members must follow the rules and best practices for personal photography, as stated below.

Personal Photography Rules and Best Practices:

- **Spectator Areas Only:** Personal photographers may only photograph from the stands of each arena. It is strictly prohibited to position yourself or photograph from along or near any part of the arena perimeter, within or immediately outside of the in-gate, the R +L Arena and the Annex Arena holding area, the Sanctuary holding area, warm-up areas, or inside the barns. Photographers may not enter the arena for award presentations.



- **No Solicitation of Services:** Other than Official Photographers, no one may solicit photography services of any kind on-site or online, including offering free or paid photos or videos to exhibitors.
- **No Commercial Use:** Images or videos taken on the property may not be used for commercial purposes, including promotion of any photography or videography services. All trademarks, service marks, logos, images, and facilities of World Equestrian Center are the sole property of World Equestrian Center (Arena Horse Shows of Ocala, LLC). They may not be used, reproduced, displayed, or distributed without written consent.
- **Flash Photography** is strictly prohibited.
- **Drone Use** is strictly prohibited on the property.
- **Be Mindful of Other Spectators:** Be considerate of those around you. Avoid blocking other people's views with your camera, equipment or movement, especially if you are in a crowded space.
- **Avoid Disruptive Behavior:** Do not make loud noises, sudden movements, or position yourself in the direct line of sight or in a way that might distract or disturb horses and riders.
- **Enforcement:** Violating this policy may result in removal from the property.

Third-Party Equestrian Events

Please be aware that World Equestrian Center does not manage the credentialing or permissions for third-party events. Inquiries should be directed to third-party management.

Photography Disclaimer

By entering the premises of World Equestrian Center (World Equestrian Center), you enter an area where photography, audio and video recording may occur. By entering the property, you consent to photography, audio and/or video recording, and the release, publication, exhibition or reproduction to be used for news, web, social media, advertising and other promotional purposes by World Equestrian Center and its affiliates and representatives. In entering the World Equestrian Center grounds, you release World Equestrian Center, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, images, video and/or audio recordings. All rights to royalties, claims of payment in connection with any use of the media materials listed above, are waived, regardless of whether a fee or admission is charged, or sponsorship applied. You have been fully informed of your consent, waiver of liability, and release before entering World Equestrian Center grounds.

Questions regarding this policy can be directed to **bailey.beal@wec.net**.