



World Equestrian Center – Ocala 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.

[Submit a Media Application](#)

For special event media applications, please visit wec.net/media

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.

[Submit Photography Pass Applications Here](#)

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 ocalamedia@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.
- All photography club members must follow the rules outlined in the Resort Photography Policy.

Personal Photography Rules and Best Practices:

- **Spectator Areas Only:** Personal photographers may only photograph from designated spectator areas. 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 or warm-up areas, or inside the barns.



- **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.

World Equestrian Center – Ocala Resort Photography Policy

To maintain a safe and enjoyable experience for all guests, the following photography rules are in place at World Equestrian Center. These rules are in addition to those that pertain to equestrian events.

For this policy, small and professional cameras are defined as:

Small Cameras: smartphones, point-and-shoot cameras, or compact mirrorless cameras intended for personal photography.



Professional Cameras: cameras equipped with detachable lenses, external flashes, tripods, or other professional gear (e.g., DSLR and full-frame mirrorless cameras) are considered professional equipment.

This policy does not apply to private events where groups have rented event spaces and hired a professional photographer.

Resort Photography Rules:

Restricted Areas: Only personal photography with small cameras is allowed in the following areas: hotels, pools, restaurants, retail shops, and indoor event spaces. Professional cameras are strictly prohibited in these locations.

Personal photography with a professional camera is permitted outside restricted areas, pending all policy rules being followed. Please reference the Equine Events Photography Policy for rules regarding equestrian facilities, including the arenas, spaces around arenas, barns, and all other locations where horses are permitted.

No Professional Photography: Professional, commercial, or group photo sessions, including but not limited to product shoots, headshots, or portrait sessions, are not permitted on the property. Official Photographers may provide portrait session photography.

No Large Equipment: The use of professional equipment such as tripods, external lighting, or drones is strictly prohibited.

No Promotional Use: Photos or videos taken on the property cannot be used commercially, including headshots, promoting photography services, or any product or business on social media or other platforms. 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.

Enforcement: Violations of this policy may result in immediate removal from the property. Any images or videos taken in violation of this policy and shared publicly in any way must be removed upon request. World Equestrian Center reserves the right to take further legal or administrative action to ensure compliance. World Equestrian Center has the right, at its sole discretion, to withhold or withdraw consent to photography and videography of the resort and related property.



We appreciate your understanding and cooperation in maintaining the privacy and enjoyment of all our guests.

Media Photography

Media Photographers representing any form of media, whether print, digital, broadcast, or social and on assignment, must notify the World Equestrian Center Press Officer, [found here](#), before arrival on the property. Media photographers must be escorted by the Press Officer or their representative during their time on the property.

Media seeking to cover equestrian events must apply for media credentials and be approved by World Equestrian Center. Please reference the Equine Events Photography Policy for rules and application.

Third-Party 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 ocalamedia@wec.net