

RIATA CHAMPIONSHIPS

PRESS & MEDIA CREDENTIALS

SEPTEMBER 23–27, 2026 • LAZY E ARENA, GUTHRIE, OK • \$5.5M+ PAID IN 2025



The Riata Championships welcomes qualified news media, broadcast journalists, and industry publications to cover the 2026 event at the Lazy E Arena. Coverage falls into three tiers – Visitors & Spectators, Commercial Photographers & Content Creators, and Credentialed Media – each with its own rules on equipment, fees, and content use. This guide covers who qualifies for a Press Media Credential, how to apply, and what's expected once you're credentialed.

APPLICATION DEADLINE

Monday, September 21, 2026

DECISION TIMELINE

By email, Sept 22, 2026

MEDIA FEE

\$300 base + \$50/client (commercial)
Walk-up (no application): \$400 + \$50/client
No fee – credentialed press

QUESTIONS

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CREDENTIAL TIER S

TIER 1

Visitors, Spectators & Exhibitors

- Personal photos & video allowed
- No commercial use (websites, social media, publications, etc.)
- No professional equipment – lenses longer than 4", tripods/monopods, or stabilizers
- Violations = ejection and/or ban from future events

TIER 2

Commercial Photographers & Content Creators

- Media fee: \$300 base + \$50 per client represented, paid before the event
- Walk-up (no advance application): \$400 base + \$50 per client, subject to availability
- Pay at the entry office – cash or credit card (+4% credit card fee)
- Images should carry the photographer's own watermark or credit
- Violations may result in removal from the event and/or a permanent ban

TIER 3

Credentialed Media (Press)

- Credentials issued at Riata's sole discretion via the Media Credential Request Form
- Proof of assignment may be required
- Freelancers & content creators: content limited to the approved assignment; must disclose their client
- Selling images/footage outside the approved assignment is prohibited

APPLICATION REQUIREMENTS

- Full name & the publication, horse owner, or roper you represent
- Mailing address (city/state/zip) & phone number
- Email address, and website if applicable
- When and where your coverage will appear
- List of horses/trainers/ropers you wish to cover
- Proof of assignment (freelancers, upon request)

APPLICATION CHECKLIST

- 1 Complete the Media Credential Request Form (page 3) with your contact & coverage details
- 2 Riata reviews all applications – credentials are limited and awarded at Riata's sole discretion
- 3 Receive your decision by email by September 22, 2026
- 4 If approved, sign the form certifying you've read and agree to the Media Policy
- 5 Wear your credential visibly, Sept 23–27, 2026

Good to know: This document summarizes Riata's Media Policy. See page 2 for full access, conduct, and content-use rules, and page 3 for the credential application form.

MEDIA POLICY – PHOTOGRAPHY & VIDEOGRAPHY

We're proud to welcome the best photographers, videographers, and journalists in the industry to the Riata Championships – here's how to work with us so the event runs smoothly for competitors, fans, and media alike.



ACCESS & RESTRICTED AREAS

PERMITTED

- Designated media work areas
- Approved public event spaces at Lazy E Arena
- Main Arena, Outside Arena, Stalls at the Lazy E (no access inside any arena during competition)

NOT PERMITTED WITHOUT PRIOR APPROVAL

- Production, staging, and interview areas
- Private events, hospitality areas & after-hours functions

CONDUCT & EQUIPMENT

- ✓ All approved media must follow Riata guidelines and wear credentials visibly at all times.
- ✗ Professional equipment – lenses longer than 4", tripods/monopods, stabilizers, or mounted video cameras – requires an approved Commercial or Credentialed Media pass; not permitted for personal/spectator use.
- ✗ No blocking, roping off, or reserving seating, aisles, or concourse areas.
- ✗ No standing on Main Arena gate platforms or obstructing arena gates.
- ✗ No shooting or filming in warm-up areas or back gates without written approval.

CONTENT USAGE POLICY

- ✓ Approved editorial, association, broadcast, magazine, or industry coverage on behalf of the credentialed outlet or client.
- ✗ Selling, licensing, or distributing content outside the approved assignment or client engagement.
- ✗ Private, promotional, client-based, sponsor, or commercial use without the appropriate fee or credential.
- ✗ Real-time livestreaming, social live coverage, webcasts, or podcasts.
- ✗ Content that portrays the event in a negative, misleading, or unsafe light.

Dual-use disclosure: Commercial images should carry the photographer's own watermark or credit. Credentialed press media are not charged a media fee but must disclose their client/assignment on the application – selling or licensing content outside that assignment is prohibited for every tier. See page 1 for the current fee schedule.

APPROVAL PRIORITY

- Outlets with large national audiences
- Local Oklahoma / regional media
- Previous Riata coverage history
- Roping & western performance horse publications
- Recognized breed & discipline associations
- Demonstrated professional event-coverage record

Any violation of Riata's Media Policy – by visitors, commercial photographers, or credentialed media – may result in removal from the event and/or a permanent ban. Credentials are issued at Riata's sole discretion and may be revoked at any time for misuse.

Lucas Gentry
Riata Roping Office
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(505) 280-6044

MEDIA APPLICATION

CREDENTIAL REQUEST FORM - 2026

Complete this form and return it to the Riata Roping Office along with any required proof of assignment. Full policy details are on pages 1–2.



MEDIA FEE

\$300 base +
\$50/client –
commercial only

PAYMENT

Entry office –
cash/card (+4%)

WALK-UP RATE

\$400 base +
\$50/client

DEADLINE

Mon, Sept 21,
2026

RETURN TO

lucas@riatabuckle.com

- ☐ **TIER 1** **Visitors, Spectators & Exhibitors** – personal use only, no credential required
- ☐ **TIER 2** **Commercial Photographer & Content Creator** – \$300 base + \$50/client (walk-up: \$400 base + \$50/client)
- ☐ **TIER 3** **Credentialed Media** – press/editorial assignment

YOUR NAME

CITY / STATE / ZIP

EMAIL ADDRESS

WHEN / WHERE WILL YOUR COVERAGE APPEAR

LIST OF HORSES / TRAINERS / ROPERS YOU WISH TO COVER

- ☐ *I have read the full Riata Media Policy (pages 1–2 of this document) and agree to abide by its terms and conditions. I understand that failure to do so will result in removal from the event and/or denial of future media credential requests.*
- ☐ *I further agree to the terms on the Release of Liability Form.*

SIGNATURE

DATE

AMOUNT PAID

FOR OFFICE USE ONLY • AMOUNT PAID RECORDED ABOVE • CREDENTIAL ISSUED AT RIATA'S SOLE DISCRETION