



WORLD'S  
CHAMPIONSHIP  
HORSE SHOW®

OFFICIAL  
MEDIA  
PARTNER

· 2026 ·

PROGRAM GUIDELINES

# WORLD'S CHAMPIONSHIP HORSE SHOW

## 2026 Official Media Partner Program

### *Rules & Guidelines*

## 1. Program Overview

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The World's Championship Horse Show (WCHS) Official Media Partner Program provides approved media outlets with the opportunity to capture and distribute high-quality photo and video content from the most prestigious Saddlebred event in the world. Official Media Partners are granted exclusive access and commercial rights at the show not available to the general public, in exchange for meeting the program's partnership obligations.

## 2. Partner Obligations

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To remain in good standing, Official Media Partners must fulfill the following obligations:

- Pay a non-refundable registration fee of \$1,500 prior to the event.
- Provide two (2) full-page advertisements following the event for the upcoming year — one in a winter publication and one in a spring publication.
- Actively promote the World's Championship Horse Show via social media.
- Provide WCHS access to photos and videos captured during the event daily via upload methods provided from the show or login access to the Media Partner's official gallery. Content must be provided without the expectation of compensation from the show and is expected to be used on the official World's Championship Horse Show's channels with appropriate credit provided. Kentucky Venues also reserves the right to use photos and videos captured by Official Media Partners on its own social, print, and promotional assets (including the annual report) at no cost and without attribution.
- Comply with all rules and policies governing media partner access as set forth in this document and as directed by show management on-site.

## 3. Official Media Partner Benefits

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Upon acceptance into the program, Official Media Partners shall receive the following:

### 3.1 Media Passes

- Three (3) media passes are included with the registration fee, providing in/out access to the World's Championship Horse Show and Kentucky State Fair throughout the full duration of the show with designated access areas. Premium parking is not included but may be purchased separately.

- Additional media passes are available for purchase at \$350 per pass. Requests for additional passes are subject to availability and must be requested through the application for the Official Media Partner Program.

### 3.2 Commercial Photography Rights

Official Media Partners are granted commercial rights to capture still photography — including for resale — in the following authorized locations: the North Wing, the lower bowl of Freedom Hall, and designated areas of the Makeup Ring.

### 3.3 Commercial Video Rights

- Limited commercial rights to capture video content for use on social media and for resale in the following authorized locations: the North Wing, the lower bowl of Freedom Hall, and designated areas of the Makeup Ring.
- Video content is limited to promotional use highlighting clients and classes, and must not compete with or diminish the value of the official WCHS livestream.

*Note: Live streaming, full-performance recording, and rebroadcasting are strictly prohibited. All content is subject to WCHS request for removal and must comply with applicable guidelines.*

### 3.4 Branding & Promotional Recognition

- Branding and promotional placement on select WCHS platforms, including the official WCHS website and social media channels.
- Dedicated bins for partner publications in the North Wing Lobby, with additional locations around the property at show management's discretion.

### 3.5 Publication Distribution

- Permission to distribute partner publications at designated locations throughout the property and within the suites.

### 3.6 Official Partner Designation

- Use of the WCHS Official Media Partner badge to identify the partner as an "Official Media Partner of the World's Championship Horse Show." The badge incorporates the protected WCHS trademark and will be provided to each partner publication subject to usage guidelines.

## 4. Photo & Video Capture Policy for Restricted Areas

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To minimize distractions and ensure a safe, focused environment for competition, several areas of the show are restricted and require specific authorized access.

### 4.1 Authorized Content Capture

Only the following personnel are permitted to capture content in restricted and show areas:

- Official show photographers
- Official show videographers
- Approved Official Media Partners

#### 4.2 Restricted Areas

Restricted areas include, but are not limited to:

- Freedom Hall
- The Makeup Ring
- Stopher Walk
- Warm-Up Arenas

#### 4.3 Conduct in Show Areas

All permitted personnel are required to follow the direction of show management and staff at all times. Rules and policies are subject to change at the discretion of show management. Official Media Partners are expected to remain mindful of all individuals in and around the rings and to conduct themselves in a manner that supports the best possible show experience for exhibitors and guests.

### 5. Violations & Enforcement

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The following actions may result in removal from the event premises and/or immediate revocation of media credentials:

- Unauthorized photo or video capture in restricted areas.
- Solicitation of photography or videography services without Official Media Partner status.
- Failure to comply with instructions issued by show management or staff.
- Failure to provide agreed upon photography & video.
- Any conduct deemed disruptive to the competition or the attendee experience.

Any individual or outlet found in violation of these policies will be asked to leave the show grounds. Show management will verify photo and video asset delivery daily and may suspend or revoke media partner access where assets are not provided. All credentialing decisions are at the sole discretion of show management and are non-negotiable.

### 6. Personal Photography & Videography

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Personal photography and videography captured with non-professional equipment and not for resale or monetization purposes are permitted from general admission ticketed areas. Full recording of classes or the entire event is strictly prohibited.

Except for the restricted-area access rules in Section 4, which apply to all attendees, the rules set forth in this document apply exclusively to commercial media partners. Personal, non-

commercial photography or videography in restricted areas is permitted only with express prior approval from show management. For personal photography and videography policies applicable to exhibitors and general attendees, please visit [wchorseshow.com](http://wchorseshow.com).

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*Questions regarding the Official Media Partner Program may be directed to the Kentucky Venues Communications Department at [communications@kyvenues.com](mailto:communications@kyvenues.com).*