SPRUCE MEADOWS

Equine Tournament Photography Policy

18011 Spruce Meadows Way SW, Calgary, AB T2X 4B7 | Spruce Meadows Ltd.

1. Media Photographers

Media photographers representing any form of media — print, digital, broadcast, or social — must apply for and receive approval for media credentials prior to arrival at Spruce Meadows. Credentials are required for all on-site photography.

By applying for media credentials, photographers agree that all images captured are strictly for editorial/media use only. Images may not be sold, distributed to participants, or supplied to third-party businesses for use in social media, marketing, promotions, or advertising.

Media photographers must submit an application indicating each week of competition they intend to cover and must receive approval before conducting any photography on the property.

Media Workspaces (limited quantities)

- Power outlets (North American standard, 120V)
- Limited Wi-Fi access
- Lockers — first come, first served; photographers must supply their own lock

Spruce Meadows is not responsible for lost or stolen items. The Spruce Meadows Media Center is only operational during tournaments that feature FEI level competitions.

Apply online: sprucemeadows.com/media

2. Freelance, Private, Press Agency Photographers & Videographers

Freelance, private, and press agency photographers and/or videographers are required to submit a client list in accordance with the applicable deadlines, as outlined at sprucemeadows.com/media. All submissions must be received by the specified deadlines for each tournament — requests submitted after these deadlines will not be guaranteed consideration and must be reviewed on a case-by-case basis by the Spruce Meadows Media Team.

> **Fees Apply**
> Private client photographers may be subject to a fee, which varies by tournament. Confirm current rates for the specific event with the Spruce Meadows Media Team before applying.

PR agencies and photographers/videographers whose work does not conflict with Official Photographers may apply for a Media Pass, subject to the following:

- Applications must be submitted for each week of competition
- Approval must be obtained prior to any on-site activity
- PR agencies must provide proof of established client relationships and a detailed outline of intended coverage
- Applications are evaluated at the sole discretion of Spruce Meadows, based on factors including experience, reputation, services offered, and overall benefit to event exposure
- Approved applicants will receive credentials, which must be clearly visible at all times while working

Access & Positioning

- Official Photographers retain priority positioning inside, outside arenas and during prize-giving ceremonies

- Private photographers/videographers are only permitted inside competition arenas in outlined photographer pens, including during ceremonies

Additional Policies

- Drone use is strictly prohibited
- Workspaces and lockers are available under the same conditions outlined in Section 1

Apply online: sprucemeadows.com/media

3. Spectator / Personal Photography Policy

This policy does not restrict spectators from taking photos for personal, non-commercial use. However, all individuals must follow the guidelines below to ensure safety and fairness. This policy applies to individuals who are NOT professional photographers.

A professional photographer is defined as anyone who:

- Receives financial benefit from photography/videography, or
- Provides images or videos to exhibitors (free or paid)

Photography Clubs and Student Photographers

Photography clubs and student photographers (those currently enrolled in a photography or photo-journalism tyle program from a recognized institution) are welcome with prior approval under the following conditions:

- Requests must be submitted at least one week in advance to media.services@sprucemeadows.com
- A maximum of three photographers per area at any time
- All members must adhere to this policy in full

Personal Photography Rules & Best Practices

- Spectator Areas Only — photography is restricted to designated spectator areas
- Restricted Zones — no access near arena perimeters, ingates, warm-up areas, or barns
- No Solicitation — offering photography services (free or paid) is prohibited
- No Commercial Use — images may not be used to promote services or businesses
- Intellectual Property — all Spruce Meadows branding, imagery, and facilities remain protected and may not be used without written consent
- No Flash Photography (when shooting sport action or otherwise noted)
- No Drone Use
- Be Considerate — do not obstruct views or disrupt others
- Avoid Disturbance — no sudden movements or noise that may impact horses or riders

Enforcement

Failure to comply may result in removal from the property.

4. Media Photography (Non-Equine Events)

Media photographers covering non-equine events must notify the Spruce Meadows Media Coordinator in advance of arrival. Access may require escort by a Press Officer or designated representative.

Media intending to cover equestrian tournaments must follow the full media accreditation process outlined in Section 1.

For non-equine event inquiries: media.services@sprucemeadows.com

5. Third-Party Events

Spruce Meadows does not manage media access or credentials for third-party events held on the property. All inquiries must be directed to the respective event organizers.

6. Photography & Media Disclaimer

By entering Spruce Meadows, you acknowledge and consent to the possibility of photography, audio, and video recording.

Your presence constitutes consent to the use, publication, and distribution of such media for purposes including, but not limited to:

- News coverage
- Digital and social media
- Marketing and promotional materials

By entering the property, you release Spruce Meadows, its representatives, employees, and affiliates from any liability associated with the capture or use of such media. You also waive any rights to compensation or royalties arising from its use.

Contact

For questions or clarification regarding this policy, please contact:

media.services@sprucemeadows.com