



ROOFTOP RODEO

Media Credential Request

The Rooftop Rodeo will take place July 5 – 10, 2024. We will be offering credentials to those members of the media who are on assignment only. Those who meet the requirements below and fill out this form prior to **July 1** and send to cindy@rooftoprodeo.com will be giving first consideration.

REQUIREMENTS FOR PRESS CREDENTIALS

- Applicants must be paid employees of media outlet or a freelance writer or photographer with a valid letter of assignment from the media outlet.
- Only photographers who are members in good standing of the Professional Rodeo Cowboys Association (PRCA) and are approved by the Rooftop Rodeo will be allowed in the arena. The Rooftop Rodeo reserves the right to limit the number of PRCA photographers in the arena at any one time.
- Any secondary, non-editorial or commercial use of any image, film or drawing of the Rooftop Rodeo or participants is prohibited without prior written consent of the Rooftop Rodeo, PRCA and any person in the image. Press must respect the guests at the show and be “invisible” when taking photos or videos.
- If your Rodeo coverage is web based it must be easily available to everyone visiting your site.
- The Rooftop Rodeo is sanctioned by the PRCA which “retains all rights in and to the filming, taping, and recording in any media” therefore no photos or videos may be sold without prior permission of the PRCA. You must abide by all PRCA guidelines for photos and videos you may obtain these by contacting the PRCA at 719-593-8840 or visiting their website at www.prorodeo.com.
- The PRCA does not allow any livestreaming on any platform and any videos posted are limited to 90 seconds.
- All photos must clearly be identified as being taken at the Rooftop Rodeo.
- The Rooftop Rodeo will restrict access to certain areas for safety reasons and require western attire to access some areas as outlined in PRCA rules. Details will be provided to those granted credentials.
- Publications/websites must be pertinent and subject to approval by the Rooftop Rodeo.
- Any still camera with a lens longer than 3 inches or professional video camera requires a press pass.
- The application must be filled out completely and a signed waiver included to be considered.
- Early application increases the likelihood of approval as a limited number of passes will be issued.

Name: _____ Job Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Cell Phone: _____ Email: _____

Please let us know if you have any interview requests or story ideas that we can help set up for you.

I acknowledge that I have read and meet the requirements for being granted a media credential for the Rooftop Rodeo and I agree to abide by all of the guidelines presented. **I also understand that all images, video and interviews attained by me and my organization granted under these privileges remain the property of the Rooftop Rodeo and that a press pass may be revoked by the Rooftop Rodeo at any time and for any reason. No images may be used for commercial purposes or sold in any way without permission from the Rooftop Rodeo and the Professional Rodeo Cowboys Association.**

Initials

Rooftop Rodeo Media Waiver of Liability

I understand and acknowledge that rodeos generally are dangerous activities by their inherent nature. Participation in a rodeo as a competitor, independent contractor, official, laborer, photographer, volunteer, or observer in areas to which access to the general public is restricted (including, without limitation, the rodeo arena, competition area, chutes, pens and other areas reserved and intended for use or access by the rodeo participants or otherwise restricted to the general public) exposes the participant to substantial and serious hazards and risks of property damage, personal injury and/or death.

I HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE ROOFTOP RODEO, THE TOWN OF ESTES PARK, ITS OFFICERS, DIRECTORS, EMPLOYEES, VOLUNTEERS, AGENTS, SUBCONTRACTORS AND ASSIGNS (herein referred to as Releasees) for any cause relating to participation and/or volunteering in Rooftop Rodeo activities. Furthermore I RELEASE FROM ALL LIABILITY TO THE UNDERSIGNED, my/our personal representatives, assigns, executors, heirs and next of kin FOR ANY AND ALL CLAIMS, DEMANDS, LOSSES OR DAMAGES AND ANY CLAIMS OR DEMANDS THEREFORE ON ACCOUNT OF ANY INJURY, INCLUDING BUT NOT LIMITED TO THE DEATH OF THE PARTICIPANT AND/OR VOLUNTEER OR DAMAGE TO PROPERTY, ARISING OUT OF OR RELATING TO THE ROOFTOP RODEO EVENT(S) CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE RELEASEE OR OTHERWISE.

I acknowledge that I have read this release of liability, policies and understand its contents.

Printed Name: _____

Signature: _____ Date: _____