



2026 Private Photographer Credentialing Program

Traverse City Horse Shows (TCHS) welcomes a limited number of professional private photographers to operate on-site during the 2026 show season. This program is designed to maintain a high standard of professionalism and organization while supporting a collaborative creative environment.

The presence of credentialed content creators not only enhances the experience for their individual clients but also contributes to the broader energy and visibility of the venue. These guidelines ensure that all photographers can operate respectfully and effectively within the unique environment of Flintfields Horse Park.

Credentialing Overview

- Weekly Credential Fee: \$750 per photographer
- Series Discount Options:
 - Spring Series (4 weeks): \$2,600 (*Save \$400*)
 - GLEF (6 weeks): \$3,900 (*Save \$600*)
 - Tournament of Champions (3 weeks): \$2,000 (*Save \$250*)
 - Full Season: \$7,500 (*Save \$2,250*)
- Maximum Photographers per Business: No more **than two (2) photographers per business** may be credentialed per competition week. This limit includes affiliated entities and contractors. Rotation or substitution beyond the approved two is not permitted without prior written approval from TCHS.
- Applications for full-season and series passes are due by May 30, 2026. Weekly credentials may be accepted on a rolling basis, subject to availability. Space is limited, and TCHS reserves the right to close applications at any time. Early submission is strongly encouraged.
- Credential Pick-Up: Credentials will be available for on-site pickup upon arrival. It is encouraged that photographers coordinate a pickup time in advance. All payments must be completed prior to receiving credentials.
- Non-Transferable: Each credential is issued to an individual and may not be transferred or shared.
- Administrative Discretion: TCHS reserves the right to modify credential terms or fees at its sole discretion.

Official Photographer Designation & Event-Specific Exclusivity

TCHS may designate an Official Photographer for specific events or championships during the season. When such designation includes exclusivity, private photographers may be restricted or prohibited for that event.

Any event-specific exclusivity will be publicly identified in advance.

2026 NAYC Dressage (July 28–August 2, 2026)

Centre Line Media is designated the Exclusive Official Dressage Photographer for the 2026 FEI North American Youth Championships – Dressage. Private photographers are not permitted to operate for dressage competition or related dressage championship activities during NAYC Dressage.

This exclusivity applies solely to dressage competition and related championship activities and does not restrict private photographers from operating during hunter and jumper competition on the same dates.



Rules & Restrictions Continued

To ensure safety, fairness, and quality, all private photographers must follow these rules:

1. **Credentialing is Mandatory.** Any individual photographing with the intent to sell, promote, or distribute images from TCHS must obtain a credential in advance. Professional photography for private use or portfolio development may be subject to review and must also receive approval from TCHS. Attempting to circumvent this policy by operating under a different business name, media designation, or social media management capacity shall be considered a violation.
2. **No Public Sales.** Images taken at Flintfields Horse Park may not be posted or sold through public galleries, websites, or storefronts. Photos may only be delivered to pre-existing contracted clients for whom the photographer was retained prior to arrival on-site. TCHS does not require submission of client lists but reserves the right to audit activity if issues arise regarding solicitation or public sales.
3. **No Solicitation.** Recruiting new clients on-site is strictly prohibited.
4. **Restricted Access Areas:**
 - No access inside arenas (except for awards with approval).
 - No shooting from bridle paths, the field of play, or directly beneath/in front of in-gates.
 - Positioning priority is given to the Official Photographer and TCHS's in-house photography team.
5. **No Remote Equipment:** No use of mounted, remote, or ring-side cameras without prior written approval.
6. **Insurance Requirement:** Proof of general liability insurance (\$1M per occurrence minimum) is required. Certificate must name Traverse City Horse Shows LLC and Flintfields Horse Park LLC as additionally insured via endorsement.
7. **Indemnification:** All photographers agree to indemnify, defend, and hold harmless TCHS and its partners from any liability arising from their presence or work on-site.
8. **No Commercial Use:** This restriction does not prohibit photographers from displaying images for personal portfolio use or self-promotion, provided such use does not imply official endorsement by TCHS.
9. **On-Site Conduct:** Photographers must always behave professionally and courteously. TCHS reserves the right to remove individuals from the premises for violations of this policy without refund.

The TCHS Photography Collective

The TCHS Photography Collective is an optional initiative that highlights the work of credentialed creatives through weekly image selections. Photographers interested in contributing may indicate so on their application. Participating photographers may be featured in TCHS weekly recaps, social media highlights, or other spotlight opportunities. Additional benefits may be introduced as the season progresses.

Payment & Refund Policy

- Full payment is required prior to receiving credentials and beginning any photography. Payment may be submitted in advance via credit card or made on-site at the show office upon arrival but must be completed before credentials are issued or any shooting begins.
- Refunds will be issued (minus credit card fees) if cancellation is made prior to credentialed week(s).

Questions?

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2026 Private Photographer Credential Application

All payments must be completed prior to credential issuance.

Photographer Information Name: _____

Business Name (if applicable): _____

If applying under a business entity, all photographers operating under that entity must submit separate applications.

Email: _____ Phone: _____

Website/Portfolio: _____

Emergency Contact Name & Phone: _____

Credential Requested

Weekly (\$750/week): List specific competition week numbers (e.g., Spring II, GLEF 3):

By Series

Spring Series (4 weeks – \$2,600)

Tournament of Champions (3 weeks – \$2,000)

GLEF Series (6 weeks – \$3,900)

Full Season (13 weeks—
\$7,500 / \$7,000 if paid in full by May 1)

Note: Private photographers are not permitted to operate during NAYC Dressage (July 28–August 2, 2026). See policy for details.

Certificate of Insurance attached (naming Traverse City Horse Shows LLC and Flintfields Horse Park LLC as additional insured via endorsement)

If different from above, invoice to be issued to (Business Name): _____

Optional Participation I'm interested in contributing to the TCHS Photography Collective (details to follow; optional and non-binding)

Acknowledgment By signing below, I certify that I have read, understand, and agree to abide by the 2026 Private Photographer Rules & Credentialing Program. I understand credentials are issued per individual and are non-transferable. I understand that violation of these policies may result in revoked access without refund.

Signature: _____ Date: _____