

USA<sup>TM</sup>  
LACROSSE



USA LACROSSE  
SPONSOR WITH MEDIA  
RIGHTS POLICY

## USA LACROSSE SPONSORSHIP WITH MEDIA RIGHTS POLICIES

USA Lacrosse appreciates your support in covering our event. We focus on creating a professional work environment for all sponsors with media rights (“SWMR”). By applying for a credential for a USA Lacrosse event, SWMR agrees to read this document, and take the time to fully understand it before signing below, which indicates you are in full agreement with its terms and conditions. SWMR agrees to abide by these terms and conditions as well as the terms of their Sponsorship/Licensing Agreement with USA Lacrosse. If any conflict should exist, the Sponsorship/Licensing Agreement (“Sponsorship Agreement”) shall prevail.

Online credential applications are available for each USA Lacrosse event. Contact Brian Logue, Senior Director of Communications, [bloque@usalacrosse.com](mailto:bloque@usalacrosse.com) for a link to the credential application form.

**SWMR Policy Terms and Conditions – All such terms and conditions below shall apply, unless specified in the Sponsorship Agreement otherwise.**

Sponsor shall have the right to assign their media access rights to a Professional Photographer/Videographer.

SWMR must prove a specific assignment that relates to lacrosse and reflects the Terms and Conditions in their executed and active Sponsorship Agreement with USA Lacrosse.

USA Lacrosse may limit the number of media credentials issued per SWMR.

SWMR may only use photographs/video for the term of their sponsorship agreement only. Any additional usage shall require written pre-approval by USA Lacrosse.

Should the event have a rights-holder broadcaster, USA Lacrosse shall provide additional guidelines that may limit the type of content captured.

### **Prohibited**

Athlete, Coach, Official, and USA Designated Personnel interviews must take place in designated areas outside game time. SWMR or Photographer/Videographer is/are prohibited to engage with an Athlete in seating and playing areas designated for Player performance.

SWMR may ensure all watermarks embedded in USA Lacrosse provided photos/videos are viewable to the end user. If the platform requires a different size image to ensure watermark is visible by the end user, please contact USA Lacrosse.

## **Photographers**

Photo Assigned Position: Photographers shall be assigned a specific area to shoot single frames from. No photos shall take place less than 10 feet/3 meters from the team bench and official scoring areas. No shots shall take place from the endlines. Switching positions shall solely take place during timeouts or conclusion of a quarter.

Lighting/Strobes require prior written permission from USA Lacrosse.

## **Video Photographers**

Warm-ups, live stand-ups (at least 30 minutes prior or after the game), award ceremonies, sponsor presentations and post event interviews must be conducted in designated areas.

Usage of video clips or highlights of a game may begin after the game's completion only.

## **Media Area**

Credentialed media must stay in media designated areas only. Internet usage in the media center is for work-related purposes only. Media areas need to be a place where professionalism is maintained.

The Credential pickup area shall be communicated to credentialed media prior to the event. Credentials are non-transferable. Credentialed media must present a valid ID when requested to do so.

All postgame interviews must be conducted off the playing field and may not begin until after the official trophy presentation has concluded and/or after the postgame press conference, if applicable.

Parking for media credentials is on a case-by-case basis, depending on venue and space.

Risks: By applying for credentials outlets and their representatives acknowledge and assume the risks that comes from viewing sporting events including being struck or injured by participants, and flying objects such as balls, sticks, and other sports equipment.

Access, Issuance, And Revocation: USA Lacrosse reserves the right to deny or revoke credentials at any time should it determine a risk exists to the safety of the event and/or attendees/performers. Scheduled events may be cancelled or rescheduled at USA Lacrosse's sole discretion.

USA Lacrosse cannot guarantee Wi-Fi, electrical capabilities, food, or drink.

Each person issued access must sign these Guidelines.

**I have read and agree to abide by the above stated Guidelines and understand that failure to comply with any of the above may result in penalties, including, but not limited to, the loss of my accreditation.**

Thank you for covering USA Lacrosse events. We appreciate it. If you have any questions, please contact the USA Lacrosse communications department.

Full Name: \_\_\_\_\_ Outlet: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Signed forms need to be scanned and submitted to [blogue@usalacrosse.com](mailto:blogue@usalacrosse.com)**

### **Primary Media Contacts**

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