



Varsity Spirit Event Media Policy and Event Media Credential Request Process

Effective 2024-2025 Season

Event Media Credential Policy

Individuals applying for media credentials must adhere to the following guidelines:

- Be a current, working journalist or photographer for a recognized media outlet on assignment for the event. Media credentials are not extended to independent journalists, such as self-published writers, bloggers, podcasters or social media contributors/users. Varsity Spirit has the sole and exclusive right to approve, deny and distribute credentials for its events and does so at its discretion.
- The media outlet must have a public news website and an audited reader, viewer, or follower base exceeding certain minimum standards determined by Varsity Spirit.
- Unless otherwise approved by Varsity Spirit, working journalists or photographers applying for media credentials must be covering the event in a professional capacity for their employed or contracted recognized newsgathering organization or business.
- Media credentials are not intended for those who sell photos or images. Media credentials will not be issued to those involved in commercial ventures unless specially approved in advance and written consent is obtained from Varsity Spirit.
- Written confirmation of media credential approval from Varsity Spirit will be sent via email no later than 10 days prior to the start of the event.

Event Media Credential Request Process

To request a media credential for a Varsity Spirit event, complete [the Media Credential Request Form](#) found on Varsity.com at least 14 days prior to the start of the event.

Media will receive notification of credential approval/non-approval via e-mail. Receipt of media credentials in prior years does not guarantee media credentials for future events. Media credentials will be picked up at the event. Proper identification and verification of place of work for validation will be required.

Applications and all requested supplementary documentation must be submitted by the established deadlines.



Event Media Credential Rules and Guidelines

It is crucial that we all play our part in ensuring privacy, safety, and respect for all teams. Your support and commitment to following the rules and guidelines below are vital to maintaining a safe and positive event environment.

1. **Backstage/warm-up room photography or videography of any kind is strictly prohibited.** Photography or videography, including professional and personal cameras or video devices, is prohibited in the warmup area or any backstage area.
2. No photography from this event can be offered for purchase or resold for any purpose.
3. Approved media photographers may use a professional 70-200 mm lens.
4. Excessive lighting equipment, flash photography, tripods or drone equipment are not permitted.
5. Footage of full performances may not be published on the Internet or any other media, including, but not limited to, YouTube, Facebook, X (Twitter), TikTok, Instagram, and other streaming and/or social media platforms.
6. Single clips of footage used for publication from any single performance on the Internet or any other media may not exceed thirty (30) seconds in length per clip and may not include a full performance.
7. Media outlets are not permitted to display any live video portions of any performance on the Internet or any other media, including, without limitation, via technologies such as YouTube, Facebook, X (Twitter), TikTok, Instagram, and other streaming and/or social media platforms.
8. Content captured by a credentialed journalist or photographer cannot be distributed outside of the employed or contracted recognized newsgathering organization or business for commercial use.
9. For events held at the Walt Disney World Resort, photography/videography is not allowed in hotel rooms or public areas such as pools, restaurants, and hotel grounds.
10. Photography will be permissible only in the designated areas, provided that it does not interfere with Varsity Spirit photographers, Varsity TV, personnel, or the conduct of the event.
11. For the privacy and safety of the athletes, photos or videos of any athlete injury should not be shared, distributed or published.
12. Journalists and photographers must abide by the Event Staff's requests. Please be courteous and respectful to our staff and other media.

Please note: Failure to follow these Media Credential Rules and Guidelines could result in removal from the venue.

By applying for a credential, you agree to these Media Credential Rules and Guidelines. Application for credentials does not guarantee approval.

Varsity Spirit reserves the right to amend these rules at any time and can remove a photographer or videographer at any time for any reason.



Event Media Credential Usage

Varsity Spirit reserves the right to revoke credentials for unprofessional behavior or conduct.

Credentials are not transferable and must be worn at all times while in the venue.

Transferring a credential will result in the revocation of your credential and removal from the venue.

Non-compliance may lead to a permanent ban from obtaining future passes.