



**Media Credential Request Form**  
**Rodeo All-Star Weekend, April 13-14, 2018**

**Please note the following information and requirements to submit for media credentials:**

- **Media Credentials are issued to broadcast, print and online media assigned to cover Rodeo All-Star.**
  - Media staff must be listed on the website, with name and title appearing on the editorial capacity.
  - Print/online media must provide a copy of a recent (within one year) article for the assigning publication.
- **Media access for freelance photographers and/or freelance journalists without editorial assignment *will not be granted*.**
  - Freelance journalists are **required to submit an assignment letter** from the general manager, editor or news director on official company letterhead - of the media outlet, in order to apply for a media credential.
- **Media access for social media content *will not be granted*.**
- Only submit the **names of personnel covering the event**. Do not submit names of promotions, sales personnel, administrative, or non-media personnel. All requesting personnel must include position and/or title with application.
- Media credentials are non-transferable, are issued specifically for the person who was approved through the credential process and may not be given or loaned to another person for any reason.
- **Rodeo All-Star may provide escort for any credentialed media personnel.**
- **Rodeo All-Star reserves the right to grant or refuse media access for any reason.**

<b>Name of media outlet:</b>
<b>Check one:</b> Newspaper/Print:___ Radio:___ Television/Cable:___ Online/Website:___ Other(fill-in):_____
<b>Website:</b>
<b>Name of contact person:</b>
<b>Email address:</b>
<b>Business Phone #:</b>
<b>Cell phone #</b>

Have you covered a Rodeo All-Star event in the past: Yes\_\_\_ No\_\_\_ Which year(s)? \_\_\_\_\_

**Please list the names and titles of individuals requesting credentials:**

Name:	Title:

Additional names can be added upon request.

**Please indicate which days you will be covering the Rodeo All-Star: Check all days or individual dates.**

<b>Rodeo Semi Final rd 1 – 7:00pm</b>	<b>Friday, April 13</b>	
<b>Rodeo All-Star Concert 9:45pm</b>	<b>Friday, April 13</b>	
<b>Rodeo Semi Final rd 2 – 2:30pm</b>	<b>Saturday, April 14</b>	
<b>Rodeo Finals - 7:00pm</b>	<b>Saturday, April 14</b>	

**Return completed form to:** Karen Woods, Director of Marketing & PR, 4655 Humboldt Street, Denver, CO 80216,  
[kwoods@nationalwestern.com](mailto:kwoods@nationalwestern.com) Phone 303-299-5522 Fax 303-292-1708

**Media credentials will be available for pick up Friday April 13 at the NW Complex, 3<sup>rd</sup> Floor reception desk, open daily 9am-5pm.**