Rolex Kentucky Three-Day Event
April 27- 30, 2017

The Competition

The **Rolex Kentucky Three-Day Event** will be held April 27- 30, 2017, at the Kentucky Horse Park in Lexington, KY. The event draws approximately 75,000 spectators and is seen by millions more on worldwide telecasts including a telecast on NBC in the United States.

The 2017 Rolex Kentucky Three-Day Event features the 20th Rolex USEF Four Star Championship for the U.S. Equestrian Team Foundation Pinnacle Cup. The Rolex Kentucky Three-Day Event attracts the world's best horses and riders to compete for their share of $400,000 in prize money as well as a shot at the $350,000 Rolex Grand Slam of Eventing, which is awarded to any rider who wins the Rolex Kentucky, Mitsubishi Motors Badminton and Land Rover Burghley Four Star Events in succession.

The only Four Star Event in the Western Hemisphere and one of only 6 in the world, the Rolex Kentucky Three-Day Event is the premier competition for the top horses and riders in the Olympic sport of Eventing.

Eligibility for Press Credentials

In order to be eligible to receive Press Credentials, you MUST:

1. Be an adult of legal age and a reporter, editor or photographer associated with or on assignment for a recognized publication, news service, newspaper, website or radio or television station;

2. Submit a letter of assignment, on the assigning company's letterhead, with the request for press credentials.

To ensure that those receiving press credentials are bona fide members of the press, and to maintain eligibility for the following year, you MUST provide this letter of assignment.

Editors assigning more than one photographer are asked to designate ONE primary photographer.

NOTE: Photographers wishing to shoot from within the arena will be expected to adhere to a strictly enforced dress code.

Use Accompanying Form to Request Press Credentials

Press credentials should be requested using the accompanying form. Press admission and parking passes will be mailed to those approved for credentials. Please mail the completed form to Classic Communications at the address on the form.

2017 Request for Press Credentials

NAME: _____

PUBLICATION/ORGANIZATION: _____

ADDRESS TO WHICH
CREDENTIALS SHOULD BE SENT: _____

CITY/STATE/ZIP CODE: _____

COUNTRY: _____

TELEPHONE (cell/office): _____

FAX: _____

E-MAIL: _____

MUST BE SIGNED BY EDITOR: _____
(Assignment Editor Signature)

***ATTENTION EDITORS:** If you are assigning more than one photographer, please designate the name of your primary photographer. You may designate only **ONE** primary photographer. **A separate Press Credentials application must be completed for <u>each</u> person.**

PLEASE CHECK ONE ARE

☐ Journalist
☐ Photographer
☐ Editor

PLEASE CHECK ONE

☐ Newspaper ☐ Radio
☐ Magazine ☐ News Agency
☐ Television ☐ Website

PLEASE CHECK IF YOU

☐ IAEJ Member
☐ **Editor** *please check if this is your primary photographer*

I verify that I am an adult and that I am on assignment for _____;
a **letter of assignment on the assigning company's letterhead** is enclosed with this request.

[ ] I will attend the Rolex Kentucky Press Tour of the Cross-Country Course on Thursday, April 27.

PLEASE RETURN THIS FORM <u>WITH LETTER OF ASSIGNMENT</u>
NO LATER THEN APRIL 15, 2017, TO:

Classic Communications, 38 Mechanic Street, Suite 101, Foxboro, MA 02035-2042
(508) 698-6810 x10 – Telephone info@classic-communications.com

PLEASE DO NOT FAX