



Land Rover Kentucky Three-Day Event April 23-26, 2020

The Competition

The **Land Rover Kentucky Three-Day Event presented by MARS Equestrian** will be held April 23-26, 2020, at the Kentucky Horse Park in Lexington, KY. The event draws approximately 80,000 spectators and is seen by millions more on worldwide digital streaming and telecasts including a telecast on NBC in the United States.

The Land Rover Kentucky Three-Day Event presented by MARS Equestrian 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 Land Rover Kentucky, Badminton and Land Rover Burghley Five Star Events in succession.

The first Five Star Event in the Americas, the Land Rover Kentucky Three-Day Event is the premier competition for the top horses and riders in the Olympic sport of Eventing. This year's Event has added importance as it will help determine which riders are selected for this year's U.S. Olympic Team.

The Land Rover Kentucky Three-Day Event will also host a \$225,000 Invitational Show Jumping Grand Prix presented by Hagyard Equine Medical Institute in Rolex Stadium on Saturday, April 25, after the completion of the Land Rover Kentucky cross-country phase. In addition to the \$225,000 Invitational Grand Prix, there will be a \$36,000 1.45m FEI ranking class on Friday, April 24, following the completion of the LRK3DE dressage phase.

Eligibility for Media Credentials

In order to be eligible to receive Media 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 official media credentials application.

To ensure that those receiving media credentials are bona fide members of the media, 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.

PLEASE NOTE

Video: Media credentials to cover the Land Rover Kentucky Three-Day Event will be granted on the condition that you agree not to shoot any video of the competition. Should you wish to secure video of the competition, please contact Carr-Hughes Productions at (518) 584-0202. Please be advised that posting of competition video on any website or social media page without written consent will be cause for revoking your credential and possible legal action.

Still Photography: Any commercial photography, or advertisement thereof, taken of competition without prior written consent from event management is expressly forbidden. Providing complimentary photos to exhibitors is also prohibited. Violation of these rules will be grounds for immediate removal from the premises.



2020 Media Credential Application

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 Media Credential application must be completed for each person.**

PLEASE CHECK ONE

- Journalist
- Photographer
- Editor

PLEASE CHECK ONE

- Newspaper Radio
- Magazine News Agency
- Television Website

PLEASE CHECK IF YOUR ARE

- 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 application.

I will attend the Land Rover Kentucky Press Tour of the Cross-Country Course on Thursday, April 23.

I also plan to cover the \$225,000 FEI Show Jumping Grand Prix presented by Hagyard Equine Medical Institute on Saturday, April 25, following Cross-Country.

**PLEASE RETURN THIS APPLICATION WITH LETTER OF ASSIGNMENT
 NO LATER THEN APRIL 10, 2020**

Classic Communications, 38 Mechanic Street, Suite 101, Foxboro, MA 02035-2042
 (508) 698-6810 x12 – Telephone abby@classic-communications.com

PLEASE DO NOT FAX