



2025–2026 OFFICIAL MEDIA CREDENTIAL POLICY

Effective: August 1, 2025 – July 31, 2026

Bull Teams Only is a contractor-driven team competition. Media coverage must accurately represent the team format and eight-point bonus system.

1. Purpose

This policy provides structured media access while protecting the safety, integrity, and commercial rights of Bull Teams Only (BTO), its contractors, athletes, partners, and sponsors.

2. Credential Eligibility

Credentials may be granted to recognized media outlets, verified freelancers on assignment, broadcast partners, and approved content creators aligned with the BTO brand.

3. Credential Types

A. Editorial Media (print and digital) B. Photography (still photography only) C. Broadcast/Video (approved crews only) D. Limited Creator Access (approved by BTO marketing)

4. Access Limitations

Media must remain in designated areas. No access to stock pens, contractor prep areas, restricted back-of-house areas, or bucking chutes unless specifically approved. Arena floor access may be revoked at any time for safety.

5. Usage Rights

Content may be used for editorial purposes only. Commercial resale requires written consent. No live streaming permitted without a broadcast agreement. BTO may request copies of published content.

6. Conduct & Safety

All credentialed media must follow safety protocols, wear credentials visibly, follow staff instructions, and avoid interference with riders, contractors, bulls, or staff.

7. Social Media & Branding

Media are encouraged to tag @btobullteamsonly. No sponsor overlays conflicting with BTO sponsors. No distortion or misrepresentation of competition format.

8. Revocation

BTO reserves the right to revoke credentials for safety violations, unauthorized commercial use, disruptive conduct, or brand misrepresentation.

9. Liability

All credentialed media assume inherent risk associated with bull riding events and release BTO and its partners from liability. Proof of insurance may be required for broadcast crews.

10. Final Authority

All credential decisions are made at the sole discretion of Bull Teams Only.