

**2026 USPC Festival Official Event Photographer and/or Videographer
Request for Proposal (RFP)**

Event: 2026 USPC Festival

Date/Duration of Event: July 13–19, 2026

Location: Kentucky Horse Park, Lexington, Kentucky

Issued by: United States Pony Clubs (USPC)

Overview

The United States Pony Clubs (USPC) invites qualified professional equine photographers and videographers to submit proposals by **March 30, 2026** to serve as the Official Event Photographer(s) and/or Videographer(s) for the 2026 USPC Festival. The Festival is a multi-discipline educational and championship event drawing competitors and families from across the country. Education runs July 13–16, and Championships runs July 16–19. For more information, visit www.ponyclub.org/events/festival.

Scope of Work

The selected photographer company (or coordinated group of photographers) must be capable of capturing high-quality, engaging photos while covering multiple disciplines occurring simultaneously throughout the week. If one company has sufficient staffing to cover up to 8 disciplines at once, that is preferred. Otherwise, USPC may consider awarding contracts to multiple photographers.

- Dressage (4-5 competition rings)
- Mounted Games (1 competition ring)
- Show Jumping (2 competition rings)
- Tetrathlon (1 competition area per phase)
- Polocrosse (1 competition area)
- Trail (1 competition area)
- Gymkhana (1 competition area)
- Foxhunting (Thursday AM – 1 area)

Photography Requirements

1. Competition Coverage:

- Individual stills of each rider’s performance in all mounted disciplines
- Tetrathlon phases, including riding, shooting, running, and swimming
- Action photography reflecting intensity and sportsmanship

(continued next page)

2. Event Coverage also includes:

- Candid photos of competitors, families, volunteers, and officials
- Team photos (scheduled or candid)
- Turnout inspections
- Awards ceremonies
- Educational clinics, to be held at the beginning of the week, Monday–Wednesday
- Behind-the-scenes moments reflecting the USPC mission

3. Work collaboratively with the USPC staff

Videography

If proposing videography services, please outline scope of coverage, equipment and staffing, editing turnaround timelines, and access methods for USPC marketing use.

Media Ownership and Usage Rights

The Official Event Photographer/Videographer shall retain ownership of all media produced at the event and all rights to sell said media.

Deliverables

The photographer/videographer must grant the United States Pony Clubs usage rights to all images and/or video produced, allowing use in print and digital publications, including USPC-owned websites, blog, social media, email marketing, promotional materials, etc., including possible syndication to other organizations, upon request. The photographer/videographer agrees to provide requested images and/or video in a high-resolution format (e.g., jpegs, MP4 format) in a timely manner or coordinate with USPC to establish access to media files.

On-Site Requirements

The Official Event Photographer/Videographer is required to reserve one 10' x 10' Trade Fair Exhibit space for a nominal fee (even if operating primarily from a trailer). Tables and chairs are available at an additional charge. Vendors wishing to offer team photos by appointment must note this on their Vendor Application.

Proposal Requirements

- Company overview and contact information
- Relevant equine and multi-discipline event experience
- Portfolio samples (links preferred)
- Staffing plan and simultaneous coverage strategy
- Sales and fulfillment model
- Marketing collaboration process
- Proof of liability insurance

(continued next page)

Selection Criteria

- Experience in equine and multi-discipline event photography
- Ability to staff simultaneous disciplines
- Quality and consistency of portfolio
- Professionalism and reliability
- Sales infrastructure and customer service
- Clarity regarding marketing usage rights
- Overall value to participants and USPC

Please submit by email to Gillian Stover, USPC Activities and Events Director, activities@ponyclub.org. The selected vendor will be chosen and notified no later than April 17, 2026. Please also direct questions to Gillian.

USPC reserves the right to accept or reject any proposal, negotiate terms, and award contracts to one or multiple vendors as deemed in the best interest of the organization.