



Williams Lake Stampede Association
800 Mackenzie Ave S
Williams Lake, B.C. V2g 1E4

January 29, 2024

Subject: New Accreditation Requirement for Photography/Videography at Canadian Professional Rodeo Association (CPRA) Events

Dear Valued Photographers and Media Personnel,

We hope this message finds you well. We are writing to inform you of an important update regarding photography/video services at Canadian Professional Rodeo Association (CPRA) events.

As of July 10, 2023, the CPRA has implemented a new accreditation requirement for all photographers/videographers covering CPRA-sanctioned rodeo events across Canada. The CPRA, as a governing body for professional rodeo events in Canada, continually strives to uphold the highest standards of safety, animal welfare, and professionalism within the industry. In line with this commitment, the association has implemented a mandatory accreditation process for all participating rodeo professionals.

This new requirement is designed to ensure that individuals involved in CPRA-sanctioned events adhere to industry best practices, safety protocols, and ethical standards. Accreditation will cover various aspects, including animal welfare practices, participant safety guidelines, and adherence to the CPRA Code of Conduct.

The CPRA believes that this accreditation process will not only enhance the overall integrity of professional rodeo events but also contribute to the well-being of both the athletes and the animals involved. The association is confident that this initiative will further solidify Canada's reputation as a leader in promoting responsible and sustainable rodeo practices.

Accreditation Process:

Photographers interested in covering CPRA events are required to apply for accreditation by completing the official CPRA Photography Accreditation Form available through our website <https://williamslakestampede.com/media>. The form requires basic information about your photography business and previous experience covering similar events.

Benefits of Accreditation:

1. **Access:** Accredited photographers will have official access to CPRA events, providing enhanced opportunities to capture compelling moments within the rodeo arena.
2. **Recognition:** CPRA-accredited photographers will be recognized on our official website and event materials, offering increased visibility within the rodeo community.
3. **Collaboration:** Accredited photographers may have the chance to collaborate with CPRA for promotional materials and publications, expanding exposure for your photography services.

Please note that accreditation is valid for 1 year and must be renewed annually to maintain eligibility for coverage at CPRA events.

We believe that this accreditation process will further elevate the standard of photographic coverage at CPRA events and strengthen our collaboration with talented professionals like yourself.

Should you have any questions regarding the accreditation process or require additional information, please don't hesitate to reach out to our team at info@williamslakestampede.com or 250-392-6585.

We appreciate your ongoing support and dedication to capturing the spirit and excitement of professional rodeo, and we look forward to your potential involvement with CPRA events through this accreditation initiative.

Best regards,

Amber Nustad
General Manager
Williams Lake Stampede Association