



**Semper Fortis – Always with Courage**

## **Kamloops International Cup (KIC) Media Access Policy**

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### **1. Purpose**

This policy defines the expectations for media personnel attending the Kamloops International Cup. It protects the rights of our official media partner, **Fallsway Marketing & Media**, while maintaining a professional and respectful environment for all.

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### **2. Official Media Partner**

**Fallsway Media** is the exclusive official photo and video partner of KIC. They have:

- Full priority access to all media zones.
- Exclusive rights to official photography and videography.
- First-right positioning for key moments, matches, and behind-the-scenes content.

Other media personnel **must not obstruct or interfere** with Fallsway Marketing & Media in any way.

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### **3. Media Accreditation Requirements**

All media personnel must:

- Apply through our official form at <https://www.kamloopsinternationalcup.com/media>
- Submit examples of past work and a description of intended usage.
- Sign a Media Conduct Agreement before receiving credentials.

Approval is **not guaranteed** and is issued at KUFC's sole discretion.

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#### **4. Conduct and Behavior Standards**

All accredited media must:

- Wear a visible **KIC Media Pass** at all times.
- Remain within **designated media zones**.
- Refrain from entering restricted areas (e.g., team benches, medical zones, locker rooms) unless explicitly approved.
- Treat Fallsway Marketing & Media and all KUFC personnel with **professional respect**.

Any unprofessional, hostile, or obstructive behavior will result in **immediate removal** from the event.

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#### **5. Content Use and Rights**

- All media must credit **Kamloops International Cup** when publishing content.
  - Tag official Kamloops International Cup social channels.
    - Instagram: @kamloopsintcup
    - X (Twitter): @kamloopsintcup
    - Facebook: Kamloops International Cup
  - Commercial use, sale of images, or sponsor-tagging of content is prohibited unless pre-approved in writing by KUFC.
  - KUFC reserves the right to request removal of any content that misrepresents the event or violates this policy.
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#### **6. Liability & Revocation**

- KUFC is not liable for lost or damaged equipment.
- Accreditation can be revoked at any time for violations of this policy.



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**Apply Here:**

<https://www.kamloopsinternationalcup.com/media>