



2025 PHOTOGRAPHER REGULATIONS

FOR INTERNATIONAL ICE CLIMBING COMPETITIONS

ANNEX 6 OF UIAA EVENT ORGANIZER AGREEMENT (EOA)

GENERAL

Photographs provided to the UIAA will be used in articles and stories on the UIAA website and social media platforms to broadcast news about the 2025 UIAA Ice Climbing World Tour.

The composition of photographs will be a combination of human interest and colour (both athletes and settings) and competition photographs on an agreed upon schedule, but with a certain amount of flexibility to account for breaking news – where warranted.

Two types of photographs are requested:

- News
- Marketing

Both categories, including schedule and mode of delivery, are explained in detail hereafter.

All photographs provided to the UIAA will be considered free of restrictions for editorial use. When publishing photos and when possible, whether on its website or social platforms, the UIAA will add the credit 'UIAA/name of photographer'.

1.1 PHOTOGRAPH QUALITY

The quality of photographs shall be for printing purposes (HD).

1.2 RIGHTS

The UIAA has the right to use photographs provided for its own editorial and marketing purposes. All images used for editorial purposes will be credited to the UIAA/name of photographer. Editorial images will be shared on the UIAA website, UIAA social media channels and made available to download in various resolution sizes on the UIAA Flickr Channel (or another photo sharing platform).

Photos on Flickr will bear the advisory. 'This photo is free of restrictions for editorial use only. The photo must be published with the full copyright information - UIAA/name of photographer'

The UIAA has the right to distribute images to news outlets for editorial purposes (with full credit), UIAA sponsors and non-commercial media outlets purely for promotion of UIAA Ice Climbing events.

As well as providing high-resolution images, the photographer has the right to provide the UIAA with a second set of images for UIAA social media which are watermarked. 'UIAA/name of photographer'. This is at the photographer's discretion. If these images are provided the UIAA will upload these to its primary social media channels (Facebook, Instagram, Twitter). Otherwise a watermark-free version will be used.

2. PHOTOGRAPHS: NEWS

2.1 OVERVIEW

The UIAA desires a variety of high-quality photographs which captures the arrival of athletes,

interesting profile shots or their interaction with each other, the popular devotion and the spectators. The photographs from across the event especially those of athletes in competition should capture as many nations as possible during the event. This is especially important for the qualification rounds when all the athletes are active.

2.2 SPECIFICS

The UIAA desires high quality action photographs of both male and female climbers which capture the excitement of the competition ice climbing but preferably in the context of a narrative. These photographs will be used by the UIAA Communication Manager to publicize the tour on multiple social media platforms and on the competition website and blog.

Examples:

- Past Glory: Last year's champions
- Young Talents: Promising youth athletes who have shown the potential to compete at the highest level
- Surprise: A climber who, through the elimination rounds, has surprised with strong climbs and is a contender
- Dejection: A climber who has been eliminated early on despite being a lead contender
- Local athletes: Ensure at a given venue, some focus is given to athletes from the host nation
- **Nationalities: Focus on providing images from as many nations as possible from the event.**
- The joy of winning
- The agony of defeat
- Audience interaction
- Crowd scenes
- Sponsor branding (see section below)
- A sense of the venue
- Finals:
 - Action
 - The moment of victory or defeat for a contender
 - Podiums



2.3 SCHEDULE OF DELIVERY

The photographer should be prepared to attend a short briefing with the UIAA Event Coordinator before the competition starts at the photographer's convenience. The photographer should contact the Event Coordinator – rob.adie@theuiaa.org – to arrange a time.

The photographer will send at least three (3) updates per day, ideally as soon as possible after each round of the competition, for the following three (3) to four (4) days:

- Arrival/Registration/Welcome Ceremony
- Day 1 of competition
- Day 2 of competition
- (Day 3 of competition where applicable)

The photographer should update the UIAA Event Coordinator and Communication Manager when news breaks – eg: shortly after someone wins or if there is a major disappointment.

Each of the respective days, the photographer shall send updates at the following moments:

- When competition starts; approximately 5 photos to get a sense of the scene.
- After each round of the competition; upload between 10 - 15 photographs for use on social media.
- End of competition; another 10 - 15 photographs within two hours after the prizegiving ceremony.

Note: On day of finals, the photographs should be uploaded or submitted as soon as possible.

In total, at least 100 images should be provided from each event.

2.4 MODE OF DELIVERY

The mode of delivery shall be coordinated between the UIAA Event Coordinator and the photographer prior to the competition. Possible options are:

- WeTransfer or similar file transfer site
- Email: Send photos to rob.adie@theuiaa.org and to news@theuiaa.org
- USB key

All photos shall bear the following captions: Name of athlete, country, competition category (men's/women's and lead/speed) and the stage of the competition (qualification/semi-finals/finals).

3. SAFETY & ATHLETE INTERACTION

3.1 SAFETY

All photographers granted media accreditation to take photographs at UIAA sanctioned events should have adequate safety equipment and training to be able to operate on and

around the climbing structure to allow them to operate without endangering themselves, any of the athletes, UIAA officials and members of the public.

Photographers who climb on the structure to take their photographs do so at their own risk and should do so using the correct PPE equipment and techniques to make sure they keep all stakeholders involved in the event safe – this includes keeping ALL items of their photography equipment secured to their person at all times.

3.2 ATHLETE INTERACTION

Photographers should not obstruct the progress of athletes on the structure in any way, especially where they are in a position to get close to the athletes (depending on the design of certain UIAA event structures).

Photographers should not interact with the athletes in any way whilst they are in competition – no shouting, conveyance of information or encouragement should be passed to an athlete at any time.

4. PHOTOGRAPHS: MARKETING

4.1 OVERVIEW

The UIAA desires a variety of photographs which shows “Outdoor Research” visibility on site.

4.2 SPECIFICS

The UIAA desires high quality photographs highlighting Outdoor Research presence on site. This includes, but is not limited to:

- Photographs of the ice climbing structure with *Outdoor Research* banners
- Photographs of athletes with *Outdoor Research* banner on the background
- Team photographs of the UIAA Jury wearing *Outdoor Research* down jackets
- Team photographs of the Local Organizing Committee wearing *Outdoor Research* down jackets
- Photographs of branding material from *Outdoor Research*
- Photographs of athletes part of “*Outdoor Research* Team” (check with UIAA Event Coordinator about names and bib numbers of respective athletes)



4.3 SCHEDULE OF DELIVERY

See above – section 2.3

4.4 MODE OF DELIVERY

The mode of delivery shall be coordinated between the UIAA Event Coordinator and the photographer prior to the competition. Possible options are:

- WeTransfer or similar file transfer site
- Email: Send photos to rob.adie@theuiaa.org and to news@theuiaa.org
- Dropbox: UIAA or photographer account or WeTransfer

All photos shall bear the following captions: Name of athlete, country, competition category (men's/women's and lead/speed) and the stage of the competition (qualification/semi-finals/finals).

UIAA International Climbing and Mountaineering Federation

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