



# UNION OMAHA

## 2026 Media Access & Coverage Guidelines

Thank you for your interest in a media pass with Union Omaha. This program is designed to be a mutually beneficial relationship allowing approved parties the access and ability to create and post great content about our matchday atmosphere.

To ensure a professional, safe, and efficient matchday experience, all accredited media outlets are required to comply with the following guidelines. These policies apply to all media personnel attending matches hosted by the Club and will be strictly enforced.

By applying for a media pass with Union Omaha, you are consenting to these guidelines. Violations of the following guidelines will result in revocation of media access at future events and could result in removal from the premises during an event. Continued approval is contingent upon being a good partner to our club and respectful of the enforced parameters.

### 1. Pre-Match Coordination

- All media outlets must submit a request via the Union Omaha website form for approval. Calling the office or emailing a staff member will not be considered an application.
  - For single match passes submission must be minimum 72 hours prior to kick-off of the requested match.
  - For full season passes submission must be a week prior to the first requested match.
  - Accreditation requests submitted after these deadlines will be denied.
- An approved media pass is non-transferable, all individuals that want a media pass must apply and be approved individually.
- The media pass application must include both the name of your associated media outlet and a copy of your portfolio for the Union Omaha creative staff to evaluate.
- You will receive an approval notification minimum 24 hours prior to kick off.
  - Along with the approval you will receive a shot list, these are suggestions from the club to you to increase the variety of assets created each matchday.
- Only approved personnel will be granted stadium access.



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## 2. Matchday Arrival & Check-In

- Media representatives are required to arrive early enough to complete the sign-in process prior to kickoff.
- Upon arrival, all media must:
  - Arrive at the will call ticket office to check out your media pass.
  - Present valid identification that matches your approved application.
  - Sign the check-out sheet to receive the associated media pass.
  - Wear the media pass from this point until check out.
    - The media pass must be visible.
    - Violations of this policy will result in non-approval for future events.
- Once you have checked out your media pass and enter Morrison:
  - Go to the press box to check out your media vest.
  - Wear both the media vest and media pass at all times.
  - Go to the media areas and begin collecting assets.

## 3. During the Match

- All media personnel not employed full time by Union Omaha must stay behind the field boards at all times.
- Utilize the club provided shot list to increase the likelihood of the club utilizing your assets and continuing to approve media access.
- Ensure that you are following all safety guidelines and not interfering with the game on the pitch.



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## 4. Media Credentials & Assets

- Media passes, vests, equipment, and anything else provided by Union Omaha are property of the club and must be returned before leaving the premises.
  - Loss of or damage to items provided by the club will impact future accreditation eligibility.
  - Multiple violations will result in non-approval for future events.
- Union Omaha retains the rights to all images and video assets captured at our matches.
- All assets (photographs, videography, etc) must be sent to Union Omaha within 12 hours of match completion unless otherwise approved in writing.
  - The USL requires a 24-hour turnaround, and we need to give our staff enough time to process all the incoming assets
  - Failure to submit collected assets on the requisite timeline will result in non-approval for future events.
- Ways to share with us
  - Google Drive – create a matchday folder and share access to [design@unionomaha.com](mailto:design@unionomaha.com)
  - We Share – Send a link that does not expire to [design@unionomaha.com](mailto:design@unionomaha.com)
  - File type must be JPG, PNG, ARW, or MP4
  - All Images/Assets collected and sent to Union Omaha must be RAW non-edited files/footage.

## 5. Check-Out & Credential Return

- All media pass personnel must sign out upon departure from the stadium.
- Media passes and media vests must be returned before exiting the venue.
- Failure to return credentials will result in denial of future access.



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## 6. Social Media & Digital Coverage

- Media outlets are required to tag the Club and/or collaborate with the Club on all social media posts related to match coverage.
- Proper tagging ensures accurate attribution, visibility, and partnership alignment across platforms.

## 7. Compliance & Enforcement

- Media outlets that fail to comply may face:
  - Revocation of current credentials
  - Denial of future media access
  - Removal from approved media lists
  - Removal from an ongoing event

For questions or to coordinate coverage, please contact email [design@unionomaha.com](mailto:design@unionomaha.com).