

(Revised March 23, 2009)

I. Freelance and Team Photographers and Videographers (including spectators):

For safety and insurance reasons, only those meeting the criteria of sections II or III below will be eligible for media credentials.

If you are not covered by sections II or III you are free to photograph or video the event from any unrestricted location for your own personal use. For example, your personal web site, Facebook, and YouTube are all considered personal uses of your photos or video.

In addition, you are free to give or sell your work to any publication or to teams for their promotional purposes. Any other use requires the written permission of Rally America, Inc. If you are unsure, feel free to e-mail media@rally-america.com.

II. Accredited Media:

Accredited Media is defined as persons holding a letter of assignment issued by a recognized media source. The rules are different for writers than photographers and videographers.

1. Rally America will issue a Photo/Video vest, a media card and a wristband to approved photographers and videographers
 - a. It is understood that accredited photographers and videographers work is for the exclusive use of the media source which issued their letter of assignment. Any other use requires the written permission of Rally America, Inc.
 - b. The issued vest numbers will be provided to the Chief of Controls. Anyone without the correct Photo/Video vest, card and wristband will have their credentials immediately revoked.
 - c. Photographers and videographers are free to work on any part of the course in a safe manner. However, failure to follow the directions of all event officials at all times will result in immediate revocation of credentials.
 - d. Photographers and videographers must demonstrate a satisfactory understanding of rally operations to receive credentials.

- e. Photographers and videographers must be in place before “00” car enters the stage and remain in place until after “Green Light” car passes their location. Any movement inside this window can result in injury or death and will, therefore, result in immediate revocation of credentials.
 - f. Rally America, Inc. holds all of the media rights and intellectual property for the Rally America National Championship Series. From time to time we may request photos from photographers or footage from videographers for our promotional use.
2. Rally America will issue a media card and a wristband to writers.
- a. Writers will have access to areas normally closed to the general public, such as event organizer meetings, award ceremonies and press conferences. They will not have the same unlimited access to the stages as photographers and videographers.
 - b. Rally America will supply writers with photographs from our staff photographers and/or the event photographers to writers for publication purposes.
 - c. If deemed necessary, Rally America will issue a vest allowing full access at spectator areas and super special stages with the following conditions:
 - i. A media liaison will be assigned to each group to act as their guide, ensure media safety and adherence to media rules.
 - ii. Rally America will work with the event organizer to designate official photography spots at spectator areas and superspecial stages.
 - iii. This service will be available on an event-by-event basis.

NOTE: Please contact Rally America’s Marketing Director with regard to your story deadlines so that photographs are provided in a timely manner.

III. Event, Rally America Staff, and Series Sponsor Photographers & Videographers:

Rally America will assign at least one “Staff Photographer” to each event as well as a “Video Crew” to document the event for promotion or broadcast.

Each event's Organizing Committee may assign up to three "Event Photographers" to their event. Series Sponsors may designate "Series Sponsor Photographers and/or Videographers" as determined by their Sponsorship Agreement with Rally America.

Event Photographer:

1. The event chairman will nominate "Event Photographers" to Rally America's Marketing Director. Rally America retains the right to refuse credentials to nominated photographers if there have been documented disciplinary issues with the individual.
2. Each "Event Photographer" is allowed one assistant
3. "Event Photographers" must make their photographs freely available to the event organizer and Rally America for promotional purposes.
 - a. Photos must be available for "Accredited Media" immediately after the event for publication.
 - b. Photos must be available to Rally America and the event organizer during or immediately following the event for use on web sites and accredited publications reporting the event.
 - c. "Event Photographers" will be credited for work used by Rally America, event organizers, and "Accredited Media".
4. "Event Photographers" are allowed to sell photographs to any rally team for promotional (not commercial) purposes. "Event Photographers" are expected to photograph all teams. As teams are no longer allowed to have their own photographers on stage, the "Event Photographers" are their primary source of promotional photographs. In addition, "Event Photographers" are free to give or sell their work to any publication or display their work in promotional folios and websites. Any other use requires the written permission of Rally America, Inc. If you are unsure, feel free to e-mail media@rally-america.com.

Staff Photographer and Video Crews:

1. Each "Staff Photographer" is allowed one assistant
2. "Staff Photographers" must make their photographs freely available to the event organizer and Rally America for promotional purposes.
 - a. Photos must be available for "Accredited Media"

- immediately after the event for publication.
 - b. Photos must be available to Rally America during the event for use on web sites and publications reporting the event.
 - c. “Staff Photographers” can expect proper accreditation for their work by Rally America, event organizers, and “Accredited Media”.
3. “Video Crew” staffing will be determined on a case-by-case basis.

Series Sponsor Photographers or Videographers:

1. A series sponsor may nominate “Series Sponsor Photographers or Videographers” to Rally America’s Marketing Director. Rally America retains the right to refuse credentials to nominated photographers or videographers if there have been previous disciplinary issues with any individual.
2. Each “Series Sponsor Photographer” is allowed one assistant
3. “Series Sponsor Video Crew” staffing will be determined on a case-by-case basis.
4. “Series Sponsor Photographers and Videographers” work for the sole purpose of promoting series sponsors and the sponsor’s products and teams.

The following applies to all Event, Rally America Staff, and Series Sponsor photographers & Videographers:

1. Rally America will issue a Photo/Video vest, a media card and a wristband to approved photographers and videographers
 - a. It is understood that accredited photographers and videographers work is for the purpose described above. Any other use requires the written permission of Rally America, Inc.
 - b. The issued vest numbers will be provided to the Chief of Controls. Anyone without the correct Photo/Video vest, card and wristband will have their credentials immediately revoked.
 - c. Photographers and videographers are free to work on any part of the course in a safe manner. However, failure to follow the directions of all event officials at all times will result in immediate revocation of credentials.

- d. Photographers and videographers must be in place before “00” car enters the stage and remain in place until after “Green Light” car passes their location. Any movement inside this window can result in injury or death and will, therefore, result in immediate revocation of credentials.
- e. Rally America, Inc. holds all of the media rights and intellectual property for the Rally America National Championship Series.



ACKNOWLEDGEMENT OF MEDIA CREDENTIAL GUIDELINES
(must be signed by all applicants for Rally America media credentials)

I acknowledge that I have read and understand the **Rally America Media Credential Guidelines**.

I understand and acknowledge that I CANNOT sell or license Rally America footage or photographs in any way.

I understand and acknowledge that I am solely responsible to relay these guidelines to all persons with whom I have allotted credentials and/or those persons who are under my control.

I have read and understand all of the abovementioned guidelines for credentialed media, and hereby agree to abide by these guidelines. By signing this agreement, I hereby realize that any violations of these guidelines will result in the revocation of my credential(s), my removal from Rally America events and may result in legal action being taken against my company.

If a media outlet does not sign the form, Rally America has the right to deny that media outlet credentials.

I agree to adhere to the above:

Name (Please print)

Title

Media Outlet

Date

Signature