



2009 PRO MOTOCROSS MEDIA GUIDELINES

Media Coordinator: Brandon Short Brandon@mxsports.com (951) 203-2605

Updated 4/27/09

MEDIA CREDENTIALS & INFORMATION

- Media credentials are approved on a case-by-case basis. All applicants must complete the credential application and sign a liability release.
- Media applications must be received no later than three weeks prior to the event. Applications must be accompanied by an assignment letter from an accredited publication or media outlet. Media credentials will not be offered to freelance journalists or photographers who are not on assignment. Pre-event articles or feature stories are also strongly recommended to assist in publicizing the event. Marketing and advertising representatives from approved publications will be credentialed only if they are on editorial assignment.
- MX Sports Pro Racing, Inc. ("MX Sports") has the right to approve or deny media access at any time, for any or no reason, and has complete discretion regarding the issuance of media credentials. Credentials may be revoked for inappropriate behavior or for not adhering to the rules and regulations.
- No one under the age of 18 will be issued a credential.
- Pre- and post-race press releases and race results are disseminated on a regular basis to various media outlets and publications. Please contact the Media Coordinator if you wish to be added to the distribution list.

MEDIA/PHOTOGRAPHY REGULATIONS & GUIDELINES

- Media Members must observe all local track guidelines and regulations. If unsure, please seek information from the Media Coordinator or on-site security personnel. Do not begin work as a Media Member unless you understand the rules and regulations set forth by each specific track.
- Media Members are prohibited from signaling or cheering from the infield, standing in or on the edge of the racetrack, or otherwise interfering with the race.
- Any defaced or fraudulent credentials will be confiscated. No stickers, pictures, or other tampering with a pass or photo will be permitted.
- Media Members will be required to dress appropriately. Shirts must be worn at all times; sandals are not allowed. Media Members deemed to be dressed inappropriately may be required to remedy the situation or face credential revocation.
- **SEASON Credential:** A photo headshot must be submitted with an application for a Season Credential.
- **PRESS Credential:** Thor Media Center, Paddock, and general spectator access. No infield access.
- **PHOTO Credential:** Infield access for still photography, Thor Media Center, Paddock, and general spectator access. All photographers issued a PHOTO credential with infield access will be required to wear an official Photo Vest and must keep a safe distance from the race course, or relocate as instructed by track officials.
- A credit card and photo identification are required in order to obtain a Photo Vest. Photo Vests must be returned by closure of the Thor Media Center (one hour following the post-race press conference), or the credit card will be charged \$100 for the value of the vest. If it is necessary to return a vest earlier, please make arrangements with the Media Coordinator.
- Media Members agree and hereby do assign to MX Sports and its affiliates (collectively, "MX Sports Entities"), all copyrights in any or all still or motion picture, audio or video recordings or other format now known or created in the future, illustrations, references to or descriptions of the Event, or any other form of media captured at the Event(s) (collectively the "Works"), whether taken or made by or on behalf of, or otherwise obtained by the Media Member to whom the credential has been issued. Media Member agrees to execute any additional document(s) which in the opinion of MX Sports Entities or any one of them are necessary to effect recordation of the foregoing assignment.
- MX Sports hereby grants to Media Member a royalty-free, non-exclusive, limited, revocable license ("Licensee") to use the Works, illustrating, describing, relating to, or referring to the Event(s) for editorial purposes only.
- Any non-editorial use of any or all of the Works (including to but not limited to any use in advertising, sales promotion or merchandising) is strictly prohibited. Specifically, it is understood and agreed that the Works may not be used for advertising or commercial purposes nor used in any way to imply commercial endorsement or sponsorship, or for any commercial use whatsoever, without the express written consent of MX Sports. The Works may not be used as part of any film or program devoted entirely or substantially in its entirety to the Events. The Works shall not exceed two (2) minutes in the aggregate within any film or program. Additionally, television stations are prohibited from making available Event film or tape to any other organization even though the planned use may be editorial in nature. Such film or tape may be aired only by the specific station or entity to whom this credential is issued.



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- VIDEO: Video recording of any kind will not be permitted during Practice, Qualifiers, or Final competitions of any class at any event on the racetrack or anywhere within the grounds without prior written approval and confirmation. Only registered and approved television stations and broadcast partners are permitted to film the events. Any Media Member caught with a video camera will forfeit their credential, and the videotape will be confiscated. To acquire filming rights, please contact the Media Coordinator and provide a formal request.

ON-SITE MEDIA INFORMATION

- Media Will Call will be located near the main entrance at each event. Hours are Friday: 12 noon to 5 pm and Saturday: 7 am to 2 pm.
- The Thor Media Center will be on-site for all credentialed media and will provide the following: working internet connection; pre-entry lists and post-race results; live timing and scoring monitor; live television feed; complimentary beverages and lunch on Saturday.
- A Post-Race Press Conference, featuring the top three overall finishers in each class, will be conducted immediately following the races on Saturday in the Thor Media Center.



2009 SEASON MEDIA APPLICATION

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SEASON MEDIA CREDENTIAL APPLICATION AND AGREEMENT

By submitting the following application for media credentials, I hereby acknowledge that I have read the above 2009 Pro Motocross Media Guidelines and agree to abide by same. In the event of my failure to do so, I fully understand that my media credential will be revoked and I will no longer be an approved member of the AMA Pro Motocross media. I further understand that MX Sports Pro Racing has the absolute discretion to remove any and all AMA Pro Motocross footage/film/photos from my media device.

FULL NAME _____ DOB _____

ADDRESS _____

MEDIA OUTLET _____ SUPERVISOR NAME _____

BUSINESS PHONE _____ CELL PHONE _____

EMAIL _____ FAX _____

PLEASE CHECK APPROPRIATE CREDENTIAL: PRESS ACCESS _____ PHOTO ACCESS _____

By signing this document, I agree to the following terms:

1. I am at least 18 years of age.
2. Any and all photos taken by me at this event will be used only in the performance of my duties/responsibilities with the media outlet I represent and will not be resold.
3. I agree to wear a media vest approved by MX Sports Pro Racing at all times while on the infield/track area. If I use a vest issued by MX Sports Pro Racing, I will return the vest at the conclusion of the event. If I do not return the vest as required, my privileges may be revoked and I will be charged \$100 for the cost of the vest.
4. I agree to comply with any/all instructions given to me by MX Sports Pro Racing and track officials.
5. I agree to reference the Lucas Oil AMA Pro Motocross Championship in all published or broadcast work as a result of my assignment.
6. I agree to provide MX Sports Pro Racing with two (2) copies of the work published, printed or broadcast as a result of my assignment (Mail to: MX Sports Pro Racing, 122 Vista Del Rio Dr., Morgantown, WV 26508).

Any violation of these terms will result in immediate revocation of media credentials. MX Sports Pro Racing reserves the right to determine, at its sole discretion, what determines a violation of these terms.

MEDIA RELEASE OF LIABILITY As a condition of being permitted to enter and/or use the race facilities, premises and equipment at the AMA Pro Motocross Championships, I AGREE to RELEASE, HOLD HARMLESS and INDEMNIFY MX Sports Pro Racing, Inc., Alli, Alliance of Action Sports, LLC, Daytona Motorsports Group, LLC, dba AMA Pro Racing, event promoters, sponsors and all real and personal property owners, and their parent companies, officers, directors, owners, employees, agents and representatives, hereafter "Releasees", from any and all claims for injury, death or property damage, including those caused by NEGLIGENCE or other fault of Releasees. I agree to assume all risks associated with photographing, videoing, recording, spectating, use of the facilities and any other activities associated with my assignment and/or presence at the events. I agree that any claim or suit that I may bring must be brought exclusively in the State of West Virginia and the laws of the State of West Virginia shall govern. If any portion of this agreement is deemed unenforceable, all other parts shall remain in full force and effect. I intend this RELEASE to be interpreted as broadly as permissible by law.

SIGNATURE _____ DATE _____

*With approval, applicant must complete in its entirety the 2009 Pro Motocross Credential Application which includes submitting a passport-size photo and notarizing the Annual AMA Pro Racing Liability Release. Credential application must be received by MX Sports Pro Racing in Morgantown, WV no later than three weeks prior to the event needed.

EMAIL: Brandon@mxsports.com

MAIL: Media Credentials, c/o Brandon Short, 28202 Cabot Road, Suite 300, Laguna Niguel, CA 92677

*You will be notified by email upon approval of your application. Credentials will be available at on-site Media Will Call.