



## **Licensing & Commercial Rights**

### **Spectators & Non-Media Credentialed Personnel**

#### **PPIHC PROHIBITED USES:**

No third party is permitted to use the PPIHC's brand name, trademarks, service marks, logos, photos, slogans, maps, captured video, etc. in any advertisement promoting the sale of goods or services of any person or organization or in any manner which implies an endorsement of the goods or services of any person or organization.

#### **RELEASE OF MEDIA AND INTELLECTUAL PROPERTY RIGHTS:**

Any and all PPIHC events shall not be recorded or photographed for commercial purposes without the express written consent of The Pikes Peak International Hill Climb ("PPIHC").

All media (including images, photos, video footage, and audio recordings) and intellectual property rights related to or associated with PPIHC and PPIHC events (collectively, "Media"), including the Pikes Peak International Hill Climb auto race (the "Race"), belongs to PPIHC, and is wholly reserved in perpetuity to PPIHC and its licensees. All Media from or related to PPIHC events, including but not limited to photos and footage, are part of the PPIHC's intellectual property and can be used by PPIHC and/or its licensees for promotional purposes or any other purposes. All Media belongs to PPIHC and is for the PPIHC's exclusive (except as agreed to by PPIHC), perpetual, and worldwide usage.

Any unauthorized use or sale of Media, including, but not limited to, reproduction, retransmission, or the making of or inclusion of Media into a broadcast, internet, web, motion picture, DVD or tape program, or any other form of distribution, without the prior express written consent of the PPIHC, is strictly prohibited. The licensing or sub-licensing of Media from PPIHC events shall be strictly forbidden without the prior express written consent of the PPIHC. The PPIHC has the sole and exclusive rights to all Media, including but not limited to images and footage taken by spectators at PPIHC events and/or persons without media credentials.

#### **PPIHC DRONE POLICY:**

Drone usage at the PPIHC Event and/or ancillary events is prohibited.

PHOTO SUMMARY:

- The PPIHC owns all rights for videos/photos that are taken and/or captured by spectators.
- Spectators cannot resell any videos/photos.

## **Licensing & Commercial Rights**

### **Competitors, Owners and Crew**

PPIHC PROHIBITED USES:

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All Competitors, Vehicle Owners, and/or Crew Members, relinquish and release all advertising rights for their involvement in the Pikes Peak International Hill Climb. Competitors grant the PPIHC the right to acquire, reproduce and use photographs/footage of themselves and their associated racing equipment in addition to the use of any statement of fact and testimonial copy about their accomplishments in racing in any publicity, advertising, or fundraising activity. There is no time or geographical limit upon this grant.

PPIHC MEDIA AND INTELLECTUAL PROPERTY RIGHTS RELEASE/WAIVER:

All media and intellectual property rights are wholly reserved in perpetuity to The Pikes Peak International Hill Climb and its licensees. Any unauthorized use or sale of footage from the PPIHC Website, the PPIHC Event (or ancillary events), including but not limited to the making of or inclusion into a broadcast, internet, web, motion picture and/or DVD or tape program is prohibited. Reproduction or retransmission of event footage or images without the express written consent of the PPIHC is strictly prohibited. The PPIHC has the sole and exclusive rights to all footage and photos taken by spectators and/or those without media credentials. All photos and footage are part of the PPIHC's intellectual property and can be used for promotional purposes and/or sale and/or distribution. All media is for the PPIHC's non-exclusive, perpetual and worldwide usage.

Any and all PPIHC events shall not be recorded or photographed for commercial purposes without the express written consent of the Pikes Peak International Hill Climb.

The licensing or sub-licensing of film clips or footage from the event shall be strictly forbidden without the express written consent of the Pikes Peak International Hill Climb.

As an entrant, footage is to be used only for personal purposes and must not be used for any other purpose, commercial or otherwise. The PPIHC owns the rights and licensing for all footage from the 2017 Race including, but not limited to, any and/or all practice days, Race Day, and Fan Fest. All photos and footage are part of the PPIHC's intellectual property and can be used by the PPIHC for promotional purposes, sale and/or distribution. All media is for the PPIHC's non-exclusive, perpetual and worldwide usage.

COMMERCIAL USE: No product or service, race team, sponsor of a team, sponsor of the Event, and/or any endemic or non-endemic company may use copy, photos, and/or footage for commercial advertising, in any format, from the Event, including any/all ancillary Race Week events, without additional commercial licensing arrangements and written permission from the PPIHC.

IN-CAR FOOTAGE:

Entrants choosing to film their own in-car footage will be required to provide PPIHC Officials with the footage upon completion of the competitors run on Race Day. All footage will be transferred to the PPIHC for storage and then returned to the competitor for personal use after the data has been transferred. Additionally, in-car video from the 2017 Race will be uploaded to the Official PPIHC YouTube Channel for broadcast on Race Day. PPIHC is not responsible for lost or damaged PPIHC cards. Competitors who do not finish the race will be sent a notice by email approximately one week after the race for upload instructions. The PPIHC will provide an uplink for transfer of in-car video assets.

All footage is the PPIHC's intellectual property and can be used by the PPIHC for promotional purposes, sale and/or distribution. If competitors would like a list of broadcast partners that the video could be distributed to (outside of the PPIHC's internal use), please contact the PPIHC directly.

HOME VIDEO/PROMOTIONAL VIDEO:

Entrants who bring their own POV (in-car) camera and/or personal hand-held video or movie camera and wish to shoot his or her own home video or movie will be allowed to do so. If video from the race is used for non-profit and personal use by an individual (not connected with a business), no service fee is charged. As long as videos and footage are not being used commercially or in an attempt to promote a product, they are allowed on a competitor's social media accounts, team websites, etc.

Entrants may create a home video/promotional video for non-commercial use. Entrants are allowed to thank their sponsors at the end of the video with one (1) single page/slide recognizing sponsors. Sponsor logos appearing individually on pages/slides at the beginning, end, or throughout a video is prohibited.

ARCHIVAL FOOTAGE/PHOTOS:

Entrants requiring historic race footage from the PPIHC archives and/or photos for personal use and/or self-promotion will be subject to a small non-commercial licensing

fee. If you intend to use historic content for commercial purposes, please contact Megan Leatham, Executive Director, Megan@ppihc.com.

**PPIHC DRONE POLICY:**

Drone usage at the PPIHC Event and/or ancillary events is prohibited.

**LOGO USE:**

Competitors accepted into the race are allowed to use the Official PPIHC Logo for specific non-commercial needs. Contact the PPIHC for written approval.

**PHOTO SUMMARY:**

- The PPIHC owns any/all competitor in-car footage and/or images/videos captured by PPIHC spectators and/or PPIHC photographers.
- Competitors may use all photos and footage for promotional, non-commercial purposes.
- Competitors may not use photos and footage for commercial purposes.

## **Licensing & Commercial Rights**

### **PPIHC Official Race Accredited Media & Special Access Media**

**PPIHC PROHIBITED USES:**

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**TERMS:**

The PPIHC will provide a Media Rights License to those members of the Media who are deemed Accredited Media and Special Access Media (those who obtain the proper credentials) to record and/or photograph the PPIHC Event (and ancillary events) for the following purposes:

- 1) Race team use for distribution and/or broadcast on race team owned/controlled website(s) and non-commercial social media outlets only. Race team use must be verifiable by a designated race team representative or driver-of-record. Race teams must agree, upon request, to provide a copy of all media to the PPIHC within two (2) weeks of being requested for the PPIHC's archival and marketing purposes only. Files provided to the PPIHC must include the context creator's name for proper recognition. The PPIHC will NOT rebroadcast and/or resell any requested footage. The PPIHC may require (upon request) a list of clips/photos

(and prices) sold to specific agencies. The PPIHC will NOT restrict the sale of any photo and/or video, yet does prohibit commercial licensing or commercial sub-licensing.

- 2) The following news organizations are eligible to be accredited as Official Race Media: daily or approved weekly/monthly newspapers, national news/motorsport organizations, magazines/periodicals, internet-based news organizations or motorsport sites, national television/radio networks, local television stations, and photo agencies. Press use must be verifiable through direct conventional business contact with the press outlet. Credential requests must be submitted by the editor, sports editor, sports director or sports producer. Freelance journalists must be on assignment and included on the application form submitted by the news agency's editor. Credentials will be issued to authorized personnel only for the express purpose of providing timely coverage of the event for editorial purposes.

#### PHOTO SUMMARY:

- Credentialed media will be allowed to sell any captured creative content without restriction by the PPIHC.
- Sales of captured creative content for commercial use are allowed, though the commercial entity must purchase commercial rights from the PPIHC.
- The PPIHC may require a copy of the captured creative content, for archival and/or PPIHC marketing purposes.
- The PPIHC will not resell any photo or video clip taken from a credentialed media member.
- All credentialed media members must inform their clients that commercial licensing to use the photo and/or video must be negotiated through the PPIHC.
- The commercial licensing or sub-licensing of clips or footage from the event shall be strictly forbidden.
- There is no cost for news outlet programs to report on the race.

#### PPIHC DRONE POLICY:

Drone usage at the PPIHC Event and/or ancillary events is prohibited.

## **Definitions**

#### PPIHC Commercial Rights:

The PPIHC claims and owns the Commercial Rights to any and all creative content recorded or gathered at or during the Pikes Peak International Hill Climb and any of its associated events. PPIHC does not claim ownership of independently captured creative content, only its use in commercial applications.

Entities which would like to commercially benefit by their association with the PPIHC and any of the events associated with the PPIHC, must enter into contract with the PPIHC in order to use any creative associated content before producing or releasing

any commercial promotion featuring its participation in or association with the PPIHC. Commercial entities who bring their own contracted media (photographers, videographers, writers, etc.) to the PPIHC events must contract with the PPIHC in advance. A Commercial Rights Agreement must be signed when an individual and/or organization desires to use footage, photos, digital media, logo, etc. from the PPIHC for any promotional, commercial or marketing endeavor. If a company or competitor uses the Pikes Peak International Hill Climb brand (logo/photos/etc.) to help sell or endorse a product or service, a Commercial Rights License must be obtained. Such licenses are granted on a case-by-case basis. To obtain a Commercial Rights License and/or to view the PPIHC Rate Card, please contact:  
Megan Leatham, Executive Director, 719-685-4400, [Megan@ppihc.com](mailto:Megan@ppihc.com).

Media Creative Content: Media creative content is content generated by accredited media members. Media creative content is generated with the intent to promote interest in or report results and activities taking place during the event. Any content generated solely for these purposes is the property of the accredited media personnel.

Media Rights: These are the rights granting accredited media personnel permission to gather information from the PPIHC and its ancillary events for editorial purposes.