



## The 2017 Polaris RZR UTV World Championship powered by Monster Energy 2017 Media License Agreement

This letter confirms the agreement of The UTV World Championship (hereafter referred to as "UTVWC") and the recipients/signatories to this document ("Licensee") concerning permission to write Copy (stories), shoot Photography, ("Event Photos") and capture/record video footage ("Event Footage") of and at – "The 2017 Polaris RZR UTV World Championship powered by Monster Energy" festivities and race held Thursday, April 13th – Saturday, April 15th in Laughlin, Nevada - hereafter referred to as (the "Event").

**1. LICENSE FEES AND LICENSE RIGHTS.** the UTVWC hereby grants to Licensee a non-exclusive, non-transferable, non-assignable license to write Copy (stories), shoot Photography, and capture Video and/or Film Footage of the Event for EDITORIAL and TEAM use. This license is GRATIS, (free). Additional costs may be required by BITD and the BLM.

**EDITORIAL:** Photography and video footage / clips used for online media, or print publications with Copy (stories), that describe The 2017 Polaris RZR UTV World Championship powered by Monster Energy "Event".

**TEAM:** Copy (stories), Photography and/or video footage / clips used for online (Team Website / Team Blog / Team YouTube Page / Team Vimeo Page) that describe or showcase the TEAMS attendance, competition in, and/or results of, The 2017 Polaris RZR UTV World Championship powered by Monster Energy "Event".

**2. PRESENTATION OF CONTENT.** Licensee shall adhere to the following guidelines when presenting, distributing, and/or publicly displaying any Copy (stories), Photos, and/or Video/Film Footage or "Clips" of the Event:

Copy (stories) written about the Event shall use the official designation of: "The 2017 Polaris RZR UTV World Championship powered by Monster Energy" and include the official UTVWC website: [www.utvworldchampionship.com](http://www.utvworldchampionship.com) and/or the official UTVWC Facebook page: [www.facebook.com/utvunderground](http://www.facebook.com/utvunderground) Where possible, please include the official UTVWC artwork, available at: [www.utvworldchampionship.com/downloads](http://www.utvworldchampionship.com/downloads) Photos from the 2017 Polaris RZR UTV World Championship powered by Monster Energy will be available to ALL media upon request.

All photos (Photography) taken at The 2017 Polaris RZR UTV World Championship powered by Monster Energy, and published online or in print, should contain "2017 UTV World Championship" in the title of photo, and please include "2017 UTV World Championship" in the meta tags.

All Video Clips produced from Footage captured at The 2017 Polaris RZR UTV World Championship powered by Monster Energy and published online or via DVD – (any digital video format), must include the official "UTVWC Logo", available at: [www.utvworldchampionship.com/downloads](http://www.utvworldchampionship.com/downloads)

Ideally the logo should be displayed at the beginning of your video for five seconds. PLEASE do NOT alter the logo in any way – color, shape, size, OR crop the official sponsor logos! If you need assistance placing the 2017 UTVWC logo into your project please contact us directly: 760-721-3600 // Caleb Norman



Please be sure to add the official name to your title and description.

EXAMPLE: "Holz Racing at The 2017 Polaris RZR UTV World Championship powered by Monster Energy"

Please also include the official UTVWC website: [www.utvworldchampionship.com](http://www.utvworldchampionship.com) and/or the official UTVWC

Facebook page: [www.facebook.com/utvunderground](http://www.facebook.com/utvunderground) in the description of your video.

For YouTube – please include the following TAGS: UTVWC, 2017UTVWC, Polaris, Polaris RZR, XP1000,

Licensee agrees to use the Event Photos and Footage only as permitted in the above described manner and will not sell, transfer or assign, or broadcast them on television, internet or any other means of public distribution in any way without the written permission from the UTVWC.

**Examples of usage NOT granted in this document - that require additional licensing/permission:**

**COMMERCIAL USE:** The UTV World Championship is a private event held on land that is leased and controlled by the promoter, as well as private property in the city of Laughlin. As such ANY use of the content captured, recorded, or produced during the event is subject our control. Commercial use is defined as the use of Copy (stories), Photography, or Video/Film Footage to promote a product or service. Examples: Wheel companies, shock companies, food companies... If you post UTVWC content to your company FB page or other social media accounts you are creating and endorsement of those products by the UTVWC and you must have a license to do so. NO EXCEPTIONS. Any company that wishes to publish, distribute, or co-brand Copy (stories), Photography, or Video/Film Footage taken at the UTVWC MUST secure a commercial license **PRIOR** to the Event. This includes publishing posts, articles, photos and videos to; Twitter, Facebook, Instagram, YouTube, SnapChat or ANY other form of digital or mechanical distribution. NO use of the UTVWC name or logo is allowed without our express written consent and a commercial license. Any company who violates this policy will be subject to fines in addition to licensing fees and may not be allowed to return to future UTVWC events.

**3RD PARTY LICENSING:** Copy (stories), Photography, and/or Video/Film Footage from the festivities and/or Event may not be sold or transferred to a 3rd party licensing company such as Getty Images, iStockPhoto, Shutterstock, and/or any other "stock" reseller, without express written permission from the UTVWC.

**3. USE OF MEDIA BY UTVWC:** Upon request, the Licensee shall furnish the UTVWC with the highest resolution copies of the Copy (stories), Photography (photos), and Video/Film Footage of the Event.

The UTVWC shall pay all reasonable costs associated with receiving such assets, (shipping/handling). Licensee agrees to provide such assets in a timely manner. The UTVWC shall retain the right to use any/all Copy (stories), Photography (photos), and Video/Film Footage recorded/captured by the Licensee, at the Event for any purpose, including the inclusion in The 2017 Polaris RZR UTV World Championship powered by Monster Energy television program, DVD, digital download, YouTube page, Facebook page, Instagram page, Twitter feed, etc... Where possible, the UTVWC agrees to credit the Licensee by name, provided that such credit is reasonably and artistically feasible.



Licensee assumes all risks to their person and property in connection with their presence at the Event and recording of Event and assumes full responsibility for its use of the Event Copy, Event Photography, and Event Footage.

Licensee indemnifies and holds harmless the UTV World Championship, The Best in the Desert Racing Association, the Bureau of Land Management, UTVUnderground LLC and Mad Media LLC (including their officers, directors, members, employees, Event Sponsors, assignees, vendors, contractors, and agents) against all claims, lawsuits, demands, damages, loss, liability, or expenses (including reasonable attorney's fees) arising out of Licensee's presence or activities at the Event or use of the Event Copy, Event Photography, and Event Footage.

The terms in this contract shall supersede any/all contracts or agreements previously agreed to, by the Licensee with The Best in the Desert Racing Association, the Bureau of Land Management, any 2017 UTVWC Race Team, or 2017 UTVWC Sponsor, including their employees, or assignees.

**4. MISCELLANEOUS.** This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles. This Agreement contains the entire agreement of the parties with respect to its subject matter and supersedes any prior understandings, agreements or representations by or among them with respect to its subject matter. This Agreement may be amended only by a written instrument signed by both parties. This Agreement shall be binding on and inure to the benefit of the parties hereto and their respective successors and assigns.

THANK YOU FOR SUPPORTING THE UTV World Championship!  
 Questions? Concerns? Contact us: [josh@madmedia.com](mailto:josh@madmedia.com) // 760-721-3600

By signing below, you agree that you have read, acknowledge and will comply with the attached Media License Agreement, and the terms and conditions contained within, for "The 2017 Polaris RZR UTV World Championship powered by Monster Energy".

PLEASE PRINT LEGIBLY!

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