



## The 2016 Polaris RZR UTV World Championship, presented by UTVUnderground 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 2016 Polaris RZR UTV World Championship" festivities and race held Thursday, February 18th – Saturday, February 20th 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-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 2016 Polaris RZR UTV World Championship "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 2016 Polaris RZR UTV World Championship "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 2016 Polaris RZR UTV World Championship" 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 2016 UTVWC will be available to ALL media upon request.

All photos (Photography) taken at The 2016 Polaris RZR UTV World Championship, and published online or in print, should contain "2016 UTV World Championship" in the title of photo, and please include "2016 UTV World Championship" in the meta tags.

All Video Clips produced from Footage captured at The 2016 Polaris RZR UTV World Championship 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 2016 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 2016 Polaris RZR UTV World Championship, presented by UTVUnderground"



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](https://www.facebook.com/utvunderground) in the description of your video.

For YouTube – please include the following TAGS: UTVWC, UTVWC, 2016UTVWC, Polaris, Polaris RZR, XP1000, Walker Evans, walkerevansracing, polarisrZRUTVWC, utvunderground

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:** A product or service sponsor of a TEAM, the EVENT, or any endemic or non-endemic company – may not use Copy (stories), Photography, or Video/Film Footage for commercial advertising, in any format, from the festivities and/or Event, without additional licensing arrangements and permission from the UTVWC. Example: Photo taken from the UTVWC used to sell/advertise a suspension kit, in an off-road magazine.

**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 2016 Polaris RZR UTV World Championship 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 2016 UTVWC Race Team, or 2016 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 2016 Polaris RZR UTV World Championship".

PLEASE PRINT LEGIBLY!

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME (PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

EMAIL: \_\_\_\_\_