

Commercial Rights Guidelines



Commercial Rights agreement and licences

Commercial licence fees are an important part of ensuring value for sponsors involved with the series at all levels. Many of our 'starting point' rates are based on the valuation we use when dealing with our current partners. When negotiating one-off, or new, agreements we are committed to not letting licensing fees get in the way of the agreements happening, but there must be some reasonable fee paid for commercial rights. Commercial licensing of these projects will be at reasonable rates to reflect the scope of the project.

If a sponsor has negotiated a commercial rights agreement with CARS, we can make CARS stage side footage available to that sponsor at rates consistent with our team footage-licensing program. As a perspective setter, this is providing professional footage from the best rally video crews in North America for less than a quarter of what it would cost to bring a single videographer to the event.

Accredited Media

The granting of media accreditation is not a commercial rights agreement, although some "normal" commercial activities are acceptable and allows the media person to do the following;

- Sell to teams for promotional purposes
- Sell to events for event promotional purposes
- Sell to 3rd parties as part of editorial/news coverage

The granting of media accreditation does not allow the media person to sell to 3rd parties for their use in a commercial product or for their re-sale. In this case it is expected that the 3rd party negotiate a commercial rights agreement with CARS.

Typical situation examples:

A team sponsor wants to give product away at the team's standard service spot	Allowed, no agreements needed
A team sponsor wants to have a display at the spectator area and/or give away marketing materials/samples to teams/volunteers	Agreement between Sponsor and event needed.

A team sponsor or event sponsor wants to create marketing products, from activities at an event, for their independent use outside of team's exposure.	Agreement between Sponsor and CARS needed
An event or series sponsor wants to use a team in its marketing promotion	Agreement between Sponsor and Team needed
A series sponsor wants to have a significant display, or activity that extends beyond their allotted space at an event.	Agreement between Sponsor and event needed
A series sponsor wants to have on-car exposure beyond the CARS restricted space.	Agreement between appropriate combination of Sponsor, team, event and CARS needed
A team wants to make their own video for online use on their own website or YouTube channel. (may be linked or embedded on a sponsor site, but the video must be a 'team' video.)	No agreements needed. Stage-side footage available from CARS based on price schedule that is in place.
An event wants to make their own video for online use on their own website or YouTube channel. (may be linked or embedded on a sponsor site, but the video must be an 'event' video.)	No agreements needed. ^[L] _{SEP} Stage-side footage available from CARS with nominal charges for compiling and delivering footage to the events.
A team, event or series sponsor wants to make their own video for online or broadcast use.	<p>Agreement between Sponsor and CARS is needed. Agreement between Sponsor and Teams shown is needed.</p> <p>Stage-side footage available from CARS on a price schedule that ranges based on end-use of the video.</p>