



CARS Media Accreditation Guideline

Registration for accreditation is mandatory for individuals who require media access at events. All requests for media accreditation will be reviewed by CARS for authenticity and CARS reserves the right to deny accreditation requests that do not meet acceptance criteria.

Applicants should complete the “Media Accreditation Application” and submit it to: Debbie Dyer, CARS Office Manager, at office@carsrally.ca.

A response to your application will be made by email.

Once accredited, you should complete your media registration with each event, and sign the event waiver at the event headquarters on your arrival. A media vest will be provided once you have signed the waiver and have completed registration. This media vest **must** be returned to the event HQ at the conclusion of the event.

Debbie Dyer
CARS Office Manager
(855) 640-6444

Media Accreditation acceptance criteria

Accreditation and level of access will be decided at the sole discretion of the Series Manager and will be based upon a combination of rally media experiences and the need for access.

Media Accreditation Overview

Media accreditation is restricted to working members of the media only and is not extendable to others accompanying them. Everyone expected to work as media are to apply individually for media accreditation.

Media Bib:

- A. The media bib is the property of CARS (and returned to the event HQ at the conclusion of each event unless alternative arrangements are given by the Series Manager)
- B. The bib must be worn at all times when in a stage or working at event venues without exception (service parks, podium, start/finish locations)
- C. The bib must be worn by the registered media person



Media Access Levels

LEVEL 1 CRC SERIES MEDIA (BIBS 1 - 10 WITH RED TOP)

Level 1 is for series media that are hired by CARS to provide media coverage to the series, giving unaccompanied priority access to all event locations including the start zone but excluding all other areas that are red taped or would normally be red taped.

To obtain Level 1 series media accreditation the media person must be considered to have extensive rally experience. Level 1 access can also be given to media assistants with some rally experience, but those assistants must be under the control of the CARS media supplier.

Level 1 Series Media must submit their proposed movement plans to the event's Media coordinator, or designated contact, by 18h00 the evening before the start of the event for approval.

LEVEL 2 MEDIA (BIBS 11 - 22 WITH YELLOW TOP)

For media following the CRC Series and approved for unaccompanied stage access, excluding control zones, and all other areas that are red taped or would normally be red taped.

To obtain Level 2 media accreditation, the media person must be considered to have extensive rally experience.

Level 2 Media must submit their proposed movement plans to the event's Media coordinator, or designated contact, by 18h00 the evening before the start of the event for approval.

LEVEL 3 MEDIA (BIBS 23 - 35 WITH PURPLE TOP)

For media attending specific events in the series, stage access will be limited to the official spectator areas or official media zones if provided by the event. Access beyond these locations will require that the Level 3 media person be escorted by an event official designated to escort that specific Level 3 media person at all times.

To obtain Level 3 media accreditation, the media person must have a legitimate media need. No previous rally experience is necessary.

Note: All media are requested to avoid positioning themselves in the line of sight of the CRC Series Media videographers or next to sponsors stage side banners as this negatively impacts the usefulness of that footage.



Safety Guidelines

Entry to stages is controlled by rally officials and access to stages is prohibited after the passage of Course Car 00 which is usually 30-40 minutes before the scheduled time of the first car on the stage. (This lead time can be longer than this when the stage is longer in length.)

Stage Area Access and Taping Colours:

Zone	Tape Color	Access Type
Spectator Zone	Green and White	These are areas established by the organizer as locations for Spectators and Level 1, 2 & 3 media.
Worker/Marshal/Blocked access Zone	Yellow & Black	These are restricted areas in front of spectator zones, dedicated media zones or at blocked access roads for Marshal and Workers access. Level 1 & 2 media. Level 3 media with an event escort.
No-Go Zone	Red and White	Access prohibited to all media. These zones are dangerous and media access is not allowed. This includes shut down areas after the flying finish and in the finish control zone.
Un-Taped Stage Roads	No Tape	Level 1 & 2 media. Note that in areas with no taping, care must be taken to avoid any location which would be identified with Red and White coloured tape if it had been used.

Commercial Licensing

CARS is the sole holder of the commercial rights for visual images, video and audio recordings of rallies run under its sanction. 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 use.
- Sell to events for event promotional use.
- Sell to third parties as part of editorial/news coverage.

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



Media should seek clarification from the Series Manager if there are any questions about commercial licensing.

Official Title of the Championship

The official title of the 8 round CRC series is:

The Canadian Rally Championship presented by Subaru.

Official title of other Series partners

The official title for Frontech. **“CRC Technology Partner”**

CARS Regulations

CARS values how its images, stories and footage are shared through the media. CARS appreciates attention to correctness of fact and how the sport might be presented to the public. There are pertinent regulations in the General Competition Rules that reflect these goals that CARS wants to share with the media who cover our sport. Reference to the GCR's included below.

With the ongoing effort to increase viewership of the sport, CARS now requires photographers to share 3 high resolution photos with our social media team per event and during the event. These can be unedited pictures to make this as easy as possible. Videographers are to share 30 seconds of high quality, unedited video with the social media team. Any photos or videos selected to be used on the CRC social media network will be done with full credit to you.

CARS General Competition Regulations applicable to the Media

See the CARS rule book, General Competition Regulations, clauses 3.10 to 3.16