2027 SMX World Championship

Media Policy Reference Guide & Handbook

Media Access, Content Use, Licensing, and Compliance Before, During, and After SMX Racing

This Media Policy Reference Guide & Handbook (the "Media Policy Guide") establishes a framework for media access, content capture, content use, licensing, and compliance across the 2027 SuperMotocross World Championship. It is designed to enforce media rights, support safe event operations, maintain professional standards, and provide clear content-governance expectations for media, commercial partners, teams, riders, League stakeholders, and content creators.

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01. SMX Media Accreditation 2027

The SuperMotocross League (the "League") welcomes coverage of the SuperMotocross World Championship Series and values the work of accredited media, teams, riders, and other League stakeholders (e.g., sponsors and industry partners), and approved content creators.

All parties seeking to capture photographs and/or footage of League events for news, editorial, commercial, or similar purposes as described herein must apply for a media credential and follow all applicable media accreditation policies. The capture or use of photographs and/or footage of League events for these purposes without a media credential is prohibited.

SMX Media Relations issues annual and single-event media credentials based on assignment, access needs, and approval status. SMX Content Licensing will work with SMX Media Relations to authorize and oversee access and usage rights with respect to the commercial use of League content. General information, instructions and contact details are available at www.supermotocross.com. This Media Policy Guide outlines the media accreditation policy covering all 2027 League events.

02. Media Accreditation Policy Pillars

Pillar	What It Protects	Policy Application
Rights Protection	Broadcast exclusivity, owned content, licensing value, and partner commitments.	Clarifies blackout windows, post-event use, and approval requirements.
Operational Safety	High-risk areas, live race activities, photo/video access, and race-weekend activities.	Defines access restrictions as safety and operations controls.
Professional Standards	Credential integrity, media conduct, assignment-based access, and misuse prevention.	Reinforces that credentials are a privilege and can be revoked.

Content Governance	Access and use rights for photographs / footage from League events.	Separates user types so all groups understand the regulations that apply to them.

03. Media Accreditation Category Overview

The League will issue media credentials to individuals in the following categories that have applied for a media credential, received the League's approval of their application, and completed all required documents:

User Group	Primary Use
News / Editorial Media	Bona fide news and editorial coverage by approved outlets.
Commercial Media	Branded, sponsored, promotional, or other revenue-generating / commercial assignments.
Teams, Riders, and Other League Stakeholders (e.g., sponsors and industry partners)	Content captured for approved team, rider or other stakeholder-controlled channels for the purpose of providing coverage of events to the stakeholder's audience and not for commercial exploitation.
Content Creators	Bona fide news, editorial, and/or creator coverage / storytelling by approved content creators.

04. Credentialed Media Access Model & Policies

- Media credentials may be issued seasonally or per race, depending on user type, assignment, and approval status. A media credential holder's access, content capture, and use rights are strictly limited to the specific assignment as detailed in their League-approved application.
- All media credentials are subject to the terms in the applicable League-approved application and this Media Policy Guide and the applicant's acceptance and completion of all required media credential terms & conditions, waivers, and event liability & release documents.

- **Beginning with the 2027 League events, approved videography/photography media credential positions will be in seat holds/designated safety areas.**
- News / Editorial media credentials are for working media engaged in bona fide news / editorial coverage only and must align with the approved assignment for the approved outlet.
- Commercial media credentials are for authorized individuals working on approved commercial assignments only and may be subject to access/license fees and specific rules.
- Race team, rider, and other League stakeholder media credentials are for authorized videographers and photographers engaged to capture content solely to provide coverage of the League events for the applicable stakeholder's audience on their controlled channels. Commercial assignments for teams, riders and other League stakeholders require a commercial media credential.
- Content Creator media credentials are for authorized content creators working on approved content creator assignments only and may be subject to access/license fees and specific rules.
- Media credential holders must coordinate media credentials, parking passes, and special access needs through SMX Media Relations.
- All media credentialed photographers and videographers must attend required photo/video meetings when directed by the League.
- All media credential holders must act professionally and comply with this Media Policy Guide and with all applicable media application/credential, access, safety, meeting, release, and content-use requirements.
    - Credential misuse includes any use of false information, transfer or duplication of credentials, autograph seeking, personal photo/selfie activity, or using media access to operate or promote a business under a media credential.
    - Threats, verbal abuse, harassment, physical violence, unsafe conduct, or failure to follow League instructions are not tolerated.
    - Credentialed photographers and videographers must attend required preseason, event-specific, or onsite photo/video meetings as directed by SMX Media Relations.
    - Failure to attend required meetings, complete required documents, follow identification procedures, or maintain proper

credential status may disqualify a photographer or videographer from filming or photographing at League events.

- Credential misuse, unsafe conduct, harassment, or non-compliance with Media Policy Guide or other applicable requirements may result in immediate removal and/or future denial of access to League events and/or suspension or revocation of licenses, credentials, permissions, access rights, or other remedies available to the League.
- SMX Media Relations reserves final approval authority for all media credential applications. Media credentials will not be issued to anyone under 18 years of age.
- Additional media credential and licensing information is available at www.supermotocross.com.

Assumption of Risk and Release of Liability:

The accredited organization or channel and the bearer of a media credential understand that the bearer's presence at the event involves certain risks, including (without limitation) personal injury (including death). As noted above, execution of required agreements and liability releases ("Releases") is a condition of receiving media credentials. **In addition to the terms of the Releases (and without limiting any such terms)**, by requesting access, the accredited organization or channel and the bearer voluntarily **assume all risks, hazards, and dangers**, including (without limitation) the risks of personal injury (including death), exposure to communicable diseases, sickness, lost, stolen, or damaged property, and economic or other losses, whether occurring before, during, or after the event, however caused (including if caused by negligent conduct). They agree that Feld Motor Sports, Inc. and MX Sports Pro Racing, Inc., the other organizations involved in the sanctioning, officiating, and operation of the League events, and all of their respective affiliates, personnel, and representatives ("League entities") have no responsibility for any equipment in use; **waive and release** any and all claims and potential claims and liability related to the above risks, hazards, and dangers (including claims/potential claims and liability resulting from the negligence of the League entities and/or others involved in the event(s)); and agree to **indemnify and hold harmless** the League entities from and against all claims, liability, loss, damage, and expense (including costs and attorneys' fees) arising out of the use or issuance of the credential or the bearer's presence at the event (including those resulting from the negligence of the League entities and/or others).

05. News / Editorial Media Access & Regulations

News / Editorial media credential holders may capture footage or photography only from League-approved locations and only for bona fide news and/or editorial coverage within the approved assignment for the approved outlet. Approved access may include:

- Scheduled media events
- Paddock and Fan Fest areas
- Track walks during non-race activity
- Venue corridors, media scrums, and other approved off-track events
- Designated seat hold areas during qualifying and racing

News / Editorial media credential requests must be submitted through the credential portal on www.supermotocross.com and are subject to SMX Media Relations review and written approval based on intended use.

SMX Media Relations may issue annual media credentials to accredited News / Editorial outlets covering a substantial number of races. Applicants may be asked to provide proof of coverage, such as press clips, audio clips, digital stories, or video packages.

News / Editorial photographers and videographers may not sell images or footage of League events, use such images or footage on or for products or services offered for sale, or shoot for or distribute any such images or footage to any brand, person, entity, or party other than the approved media outlet associated with the approved assignment under their media credential.

Photography / footage captured by credentialed News / Editorial media on an assignment that is covered by the News Highlights License in Section 10 of the Media Policy Guide may be used in accordance with such News Highlights License. All other photography / footage captured by credentialed News / Editorial media may only be used as expressly permitted under the approved assignment and this Media Policy Guide.

News / Editorial media members can also contact SMX Content Licensing to request approval for photography / footage capture outside the scope of an approved News / Editorial accredited assignment and/or a license to use League photography / footage, as outlined in Section 12 of the Media Policy Guide.

06. Commercial Media Access & Regulations

Commercial media credentials are for authorized individuals working on a specific commercial assignment that has been approved by the League.

Commercial media credential requests must be submitted through the credential portal on www.supermotocross.com and are subject to SMX Content Licensing review and written approval based on intended use.

- SMX Content Licensing will review such media credential applications and reserves the right to attach specific rules and/or to charge access/license fees for commercial assignments.
    - For each requester, unless otherwise approved by SMX Content Licensing, the minimum access/license fee to capture race content is $500 per event, per client/end user. Additional fees may apply depending on the project scope, distribution, requested rights, and intended use.
- Media credential requests for commercial shooting may be denied in the League's sole discretion.
- Commercial shooting at League events without (or outside the scope of) an issued media credential for the specific commercial assignment is strictly prohibited.

Photography / footage captured by Commercial media credential holders may only be used as expressly permitted under the approved assignment and this Media Policy Guide.

Requests can also be submitted to SMX Content Licensing for approval for photography / footage capture outside the scope of an approved accredited assignment and/or a license to use League photography / footage, as outlined in Section 12 of the Media Policy Guide.

07. Team, Rider and Other League Stakeholder Access & Regulations

Media credentials for race teams, riders, and other League stakeholders (e.g., sponsors and industry partners) are for the applicable stakeholder's authorized photographers and videographers engaged to capture content

solely to provide coverage of the League events for the stakeholder's audience on the stakeholder's League-approved controlled channels.

Media credential requests for stakeholder photographers / videographers must be submitted through the credential portal on www.supermotocross.com.

Photography / footage captured by stakeholder photographers / videographers under a media credential may only be used as expressly permitted under this Media Policy Guide. Highlights from League races (which includes all on-track activities) cannot be distributed or used during the applicable broadcast blackout windows. Use must appear only on League-approved stakeholder-controlled channels, and must comply with all credential terms, broadcast restrictions, and content-use limits, including, without limitation Section 9 of the Media Policy Guide.

- Teams, riders, and other League stakeholders may post up to two minutes of race highlights per organization per race weekend unless SMX Content Licensing approves a different quantity in writing. **Highlights may not be posted, streamed, distributed, or otherwise used during the broadcast blackout windows (i.e., the Race Day Live and Race Broadcasts).**
- Use of content from League events must be editorial, informational, or fan-engagement focused and may not be sold, sponsored, sublicensed, used in paid advertising, or incorporated into merchandise or other commercial products without prior SMX Content Licensing approval. Commercial shooting requires a commercial media credential and is covered by Section 6 of the Media Policy Guide.
- SMX Content Licensing may revoke, limit, suspend, or modify content-use permissions at any time if the use conflicts with broadcast rights, licensing terms, safety requirements, partner obligations, or League policy.

Teams, riders, and other League stakeholders can also contact SMX Content Licensing to request approval for photography / footage capture outside the scope of permitted stakeholder coverage and/or a license to use League photography / footage, as outlined in Section 12 of the Media Policy Guide.

08. Content Creator Access & Regulations

Content Creator media credentials are for authorized content creators working on approved assignments only. SMX Content Licensing may approve a limited number of season and/or per-event media credentials for the 2027 League events to qualified content creators and new media representatives. Applicants must meet League standards for reach, relevance, professionalism, and coverage quality. To be considered, applicants should:

- Demonstrate audience reach comparable to major SMX media outlets.
- Produce recurring, professional, SMX-relevant coverage, such as episodic video, podcast, or digital programming.

Content Creator media credential requests must be submitted through the credential portal on www.supermotocross.com. SMX Content Licensing will review and approve applications in its sole discretion and reserves the right to attach specific rules and/or to charge access/license fees for content creator assignments.

- SMX Content Licensing may consider prior coverage, season-long commitment, professional conduct, paddock interactions, outlet relevance, and any other criteria the League determines appropriate.
- SMX Content Licensing may request proof of coverage, including press clips, audio clips, digital stories, video packages, or other examples demonstrating consistent and professional coverage.
- Content creator shooting at League events without (or outside the scope of) an issued media credential for the specific assignment or other express written approval from the League is strictly prohibited.

Photography / footage captured by Content Creator media credential holders may only be used as expressly permitted under the approved assignment and this Media Policy Guide.

Content creators who receive media credentials are treated in the same manner as accredited News / Editorial media and must follow the same professional standards, including reporting integrity, appropriate conduct, and compliance with all League and event policies.

Content creators can also contact SMX Content Licensing to request approval for photography / footage capture outside the scope of an approved

accredited assignment and/or a license to use League photography / footage, as outlined in Section 12 of the Media Policy Guide.

09. Broadcast Windows & Other Restrictions

For all photography and/or footage from League events, whether captured directly or obtained from the League, the following rules apply to such content:

- **Footage from League races (which includes all on-track activities) cannot be posted, streamed, distributed, or otherwise used during the following broadcast blackout windows.**
    - **Blackout Window 1 (Race Day Live Broadcast): From the commencement to the conclusion of the pre-race programming.**
    - **Blackout Window 2 (Race Broadcast): From the commencement to the conclusion of the race programming (beginning with coverage of the first heat / moto through the final race and any post-race coverage).**
    - **Video excerpts, streaming, race-action posting, live coverage of on-track / race footage, or real-time distribution are prohibited during the blackout windows.**
    - **Weekend-specific schedules with blackout windows are posted for each event. You must check and follow all posted blackout windows.**
- Can only be used for the specific purpose, duration and channels of use authorized by the League. This includes following all terms that apply under the Media Policy Guide and all other League policies and, as applicable, your specific credential, League-approved assignment, and/or League-issued license.
- Cannot be used in a way that
    - misrepresents, discloses confidential material of, negatively reflects on or portrays in a negative light, or otherwise harms the SuperMotocross League, any League entities or events, or any of their underlying businesses, intellectual property, partners, participants, or personnel, any other person or entity depicted in content, or the sport of motorcycle racing

    - creates confusion between the League or any League entities or events and any other motor sports properties
    - implies any sponsorship, endorsement, or affiliation by the League, any League entities or events, or any of their respective partners, participants, or personnel, of or with any media outlet or any product or service absent express League approval
    - pixelates, distorts, or otherwise modifies the League entities' logos appearing therein
    - modifies League event images or footage in a manner that changes their meaning or context
- Excerpts from League races may include qualifying-session and race-event highlight footage only. Excerpts may not be archived on any broadcast, website, or platform without a direct license or other express written authorization from SMX Content Licensing.

Violation of the above restrictions or any other term in the Media Policy Guide shall be grounds for the League's suspension or termination of the violator's credential and/or access / usage rights in connection with the applicable League events and/or content.

10. News Access Video Highlights License

This News Access Video Highlights License ("License") applies solely to bona fide news coverage of SuperMotocross World Championship events ("League event(s)") and shall govern any and all transmission, distribution, display, or other use of photography, footage, or any other content captured at or depicting League events as described herein across any platform, medium, or format, and at any time.

"Bona fide news coverage" means timely, factual reporting by an accredited news or editorial media outlet concerning races, results, participants, competition activity, official announcements, and other newsworthy developments related to a League event, where the primary purpose is to inform the public about the event. This excludes advertising, promotional, sponsored, branded, archival, documentary, entertainment, merchandising, licensing, or other revenue-generating uses, and any use intended to promote a product, service, brand, person, entity, or commercial message absent the

prior written consent of SMX Content Licensing, which consent may be granted or withheld in SMX Content Licensing's sole discretion.

Inclusion of League content in weekly sports highlight programs or similar programming are not bona fide news coverage unless the program has received express prior written approval from SMX Content Licensing.

Subject to the terms and conditions set forth herein, News / Editorial media credential holders and the outlet(s) associated with their League-approved assignment are authorized to use videotaped or filmed excerpts of League events solely for bona fide news coverage for a period of forty-eight (48) hours following the conclusion of a League event.

Within such 48-hour period, the aggregate duration of highlights from any single League race (which includes all on-track activities) shall in no event exceed two (2) minutes.

For all photography, footage and other content from League events used pursuant to this License, the following rules apply.

- **Highlights from League races (which includes all on-track activities) cannot be posted, streamed, distributed, or otherwise used during the broadcast blackout windows (i.e., the Race Day Live and Race Broadcasts)**
    - **Video excerpts, streaming, race-action posting, live coverage of on-track / race footage, or real-time distribution are prohibited during the blackout windows.**
- **League content cannot be used in a way that**
    - **negatively reflects on, or portrays in a negative light, the SuperMotocross League or any of its organizers, partners, participants, or personnel, or the sport of motorcycle racing**
    - **creates confusion between the League or any League entities or events and any other motor sports properties**
    - **implies any sponsorship, endorsement, or affiliation by the League, any League entities or events, or any of their respective partners, participants, or personnel, of or with any media outlet or any product or service absent express League approval**

    - **pixelates, distorts, or otherwise modifies the League entities' logos appearing therein**
    - **modifies League event images or footage in a manner that changes their meaning or context**
- **Excerpts from League races may include qualifying-session and race-event highlight footage only. Excerpts may not be archived on any broadcast, website, or platform without a direct license or other express written authorization from SMX Content Licensing.**

Nothing in this License shall be construed to permit the alteration, deletion, substitution, or overwriting of announcer commentary contained in any race broadcast.

Any authorized use shall include a visual courtesy credit reading "Courtesy, The SMX League," which credit shall remain visible for no less than four (4) seconds.

No League event highlights may be transmitted, distributed, or otherwise made available to any third party that the distributing entity knows, or reasonably should know, intends to resell, commercially exploit, monetize, sublicense, or otherwise use such highlights in contravention of this License.

As material consideration for the rights granted herein, each outlet covered by this License shall, upon request by SMX Content Licensing and at no charge, furnish the League with copies of any published, posted, distributed, or otherwise disseminated content incorporating such material.

SMX Content Licensing expressly reserves the right, in its sole and absolute discretion, to revoke, suspend, limit, or withdraw permission to use League event highlights or League photography / footage or other League intellectual property at any time, for any reason or no reason, upon written notice.

These terms, conditions, restrictions, and requirements shall apply uniformly and without exception to all outlets and individuals holding working media credentials for bona fide news coverage of League events who engage in any online posting, publication, transmission, display, distribution, or other digital activity relating to such events.

Any race-action video or photography posted, published, displayed, transmitted, or otherwise made available online, including without limitation through websites, blogs, or social media platforms, shall be used solely for

bona fide news coverage and shall at all times remain subject to, and in full compliance with, this License.

Any breach or violation of these terms may result in immediate suspension or revocation of this License and/or the applicable individual's or outlet's license, credentials, permissions, or access rights, in addition to and without limitation of any other rights, remedies, claims, or relief available to the League at law, in equity, or otherwise.

Any use of League content outside the scope of this License must be pursuant to the League's separate written authorization or direct license. If any media credential holder requires additional recent, historical, or archival race content from the League's content library, such requests must be submitted to SMX Content Licensing at www.supermotocross.com. All uses of League content are subject to the League's Media Policy Guide.

Any publication, distribution, or other use of videos or photographs from League events by an outlet covered by this License shall constitute the user's acknowledgment and acceptance of, and agreement to be bound by, these terms and conditions.

11. Photography and Videography Policy

This Photography and Videography Policy ("Policy") outlines the terms and conditions for capturing, creating and using photography, footage, and other content from SuperMotocross World Championship events ("League event(s)"). The League reserves the right to revoke or amend this Policy at any time. The terms and conditions of this Policy are in addition to all other terms, conditions, policies, applications, credentials, licenses, releases, waivers, instructions, and other requirements issued by or entered into with the League in connection with League events, media access, content capture, or content use, including, without limitation, the League's Media Policy Guide and any media credential / application, League-approved assignment(s), and League-issued license(s) (collectively, "League Terms"). In the event of a conflict between the terms of this Policy and any other applicable League Terms, the applicable League Terms shall govern and control.

This Policy applies to all parties and persons participating in League events, including, without limitation, their respective social media

accounts and activities and all end users of captured content. Each person or entity covered by this Policy is responsible for informing its affiliates, representatives and personnel, and downstream users of the applicable guidelines and rules under this Policy and all other applicable League Terms. No party is permitted to capture, create, use or sublicense League event content without a license or other written authorization from the League as outlined in this Policy.

Authorized Content Capture & Creation

The capture and creation of photography, footage, and other content from League events is only permitted with the authorization of the League. The League provides authorization and access for content capture pursuant to League-issued media credentials. The League's media credential policies, including accreditation types, terms, and processes are outlined in Sections 1-10 of the Media Policy Guide. A media credential holder's access, content capture, creation, and use rights are strictly limited to the specific assignment and subject to the terms in the Media Policy Guide and the applicable League-approved application, media credential terms & conditions, and related documents. If you have questions regarding the League's media credential policies and processes, please email mediarelations@supermotocross.com.

All media credentialed photographers and videographers are required to attend mandatory photo-video meetings as directed. A mandatory pre-season initial photo-video meeting will be held prior to the first race weekend for all media credentialed photographers and videographers. Additionally, a mandatory initial event-specific photo-video meeting will be held on the Friday before each League event to review policies and guidelines for the event weekend. Additional meetings may be held at League events, and dates and times for those meetings will be posted in the media center.

All photographers and videographers possessing a full season media credential are required to attend a mandatory pre-season initial video conference to receive a photo/video vest. Photographers and videographers that are media credentialed per event must attend the event-specific meeting to receive a photo/video vest; failure to attend will disqualify you from photographing or filming the event.

Using media credentials outside of the scope of the approved assignment is strictly prohibited. News / editorial media are not permitted to run or promote a business under the auspices of a media credential.

Outside of content capture and creation pursuant to a League-issued media credential or other written League authorization, all content capture and creation at League events is strictly limited to personal, non-commercial use and generally subject to the ticket terms and conditions for the applicable event(s). Using a race credential to capture League content for any non-personal use is strictly prohibited.

Authorized Content Use

All use of photography, footage, and other content from League events, whether captured or created directly or obtained from the League, requires a license or written authorization from the League. SMX Content Licensing administers the authorization and licensing for League content.

Set forth below are League content usage rights that are authorized by the League, subject to the other terms in this Policy and all applicable League Terms. Use of any content from League events outside of the below authorized uses requires a separate, express license or written authorization from the League. **All use of photography, footage, and other content from League events, whether captured or created directly or obtained from the League, must comply with the Broadcast Window & Other Restrictions in Section 9 of the Media Policy Guide.**

News Access Video Highlights License

The News Access Highlights License provides guidelines for what accredited news / editorial media outlets may broadcast or otherwise distribute for bona fide news coverage (see Section 10 of the Media Policy Guide).

For clarity, media credentialed television news broadcast and digital news media may provide live coverage from a League event for pre-event or post-event news programming only if the coverage does not include live on-track / race footage and does not conflict with the applicable broadcast blackout windows.

News Access Guidelines (Photography)

Accredited news / editorial media outlets may use photos of League events only for news and editorial reporting purposes and only in accordance with this Policy and the terms of the approved assignment and the applicable media credential. Only photography for news and editorial purposes can be used during race events. Access to League events and use of photography for news and editorial purposes is conditioned upon the policy that all such uses deemed by the League to be inappropriate or outside of the scope of news / editorial use must immediately cease upon notice from SMX Content Licensing.

Credentialed photographers may only shoot for a specific media outlet, and such photos can only be used in the scope of that assignment and for such media outlet.

Team/Rider and Other League Stakeholder Use of Race Weekend Highlights

Teams, riders and other League stakeholders (e.g., sponsors and industry partners) may use photographs and video highlights from League events solely to provide coverage of the League events for the applicable stakeholder's audience on the stakeholder's controlled League-approved channels, in accordance with the process outlined below. Use of such photography / footage is conditioned upon the policy that all uses deemed by the League to be inappropriate or outside the scope of authorized use must immediately cease upon notice from SMX Content Licensing.

Use of race highlight footage (which includes all on-track activities) is prohibited during the applicable broadcast blackout windows and is limited to the following: up to two minutes (2:00) of highlights per organization per race weekend, to be exhibited on the stakeholder's branded and controlled League-approved channels only. Such channels shall be limited to the stakeholder's branded and controlled website(s) and social media channels and any other stakeholder channels specifically approved by the League in a media credential application.

All Other Content Use

Outside of the authorized uses above, the use of any content from League events, whether captured directly or obtained from the League,

requires a separate, express license or other written authorization from SMX Content Licensing. This includes all commercial and content creator uses.

Policies and procedures for requesting and licensing League photography / footage are included in Section 12 of the Media Policy Guide.

Anyone using League photography / footage provided by the League, including through the League's official photographers / videographers, shall provide appropriate courtesy credit to the League on any content, with such credit being at least four seconds in duration, superimposed on the applicable League photography / footage (e.g., Courtesy: The SMX League).

Users of League content are solely responsible for, and shall comply with, all applicable laws and regulations, including without limitation, the Copyright Act of 1976, as amended, all rules and regulations of the United States Federal Communications Commission and the United States Copyright Office, and all applicable rights of publicity and privacy laws.

The use of photography, footage, and other content from League events authorized by this Policy is conditioned upon the user's agreement that all uses deemed by the League to be inappropriate, outside the scope of authorized use, or otherwise in violation of this Policy or other League Terms must immediately cease upon request from SMX Content Licensing.

No rights to use content from League events, including for news / editorial purposes, are authorized other than as expressly set forth in this Policy.

Violation of this Policy or any other League Terms shall be grounds for the League's suspension or termination of the violator's credential and/or access / usage rights in connection with the applicable League events and/or content.

All rights to the intellectual property owned or controlled by the League entities are hereby reserved to such League entities. The League entities reserve all rights and remedies relating to any unauthorized use and the enforcement of this Policy and all other League Terms.

12. Footage and Photography Request Process

SMX Content Licensing manages and reviews all requests to directly license League photography / footage and/or capture photography / footage outside the scope of media credential assignments. For inquiries, including requests for current League race footage, archival race material, or specialized production assistance, contact SMX Content Licensing using the request form(s) available at: www.supermotocross.com.

1. Requests for League footage and photography must be submitted through the designated SMX Content Licensing request form before use. Content requests require a clear description of the project scope, end user, channels/distribution, duration of use, territory, and requested rights.
2. Requests are reviewed for intended use, rights requested, distribution, client or outlet, content volume, timing, operational impact, and whether the use is editorial, commercial, sponsored, branded, archival, or specialized.
3. Approved requests may be subject to license fees, service fees, charges and/or specific usage rules based on use type, content volume, distribution, access needs, customization, and services rendered, including search and edit support.
4. SMX Content Licensing will issue a license agreement defining the rights granted, permitted use, term, territory, delivery specifications, approval requirements, restrictions, and applicable fees.
5. Specialized footage, customized filming specifications, archival material, or usage beyond the standard license requires express written approval from SMX Content Licensing.

STANDARD FEES & RATE CARD:

The standard fees applicable for 2027 are below. SMX Content Licensing reserves the right to update the standard fees at any time and to negotiate / modify fees based on the applicable request.

Fee Category	Reference Fee / Term
Commercial media credential access/license fee to capture race content	$500 per race, per client/end user; minimum required fee

Broadcast / editorial video license	$1,000 per minute; one-year term
Digital / social editorial video license	$1,000 per minute; one-year term
Non-broadcast use, including print or meetings	$250 per minute; one-year term
Commercial video use	$2,500+ per minute; term and scope subject to approval
Search and edit support	$125 per hour

OFFICIAL LEAGUE PHOTOGRAPHERS / VIDEOGRAPHERS:

SMX Content Licensing manages all onsite shooting by the League's official photographers / videographers at League events. The League's official photographers / videographers may not capture any content for any party other than the League without the express prior written approval and oversight of SMX Content Licensing. The following terms apply for all photography / footage captured by the official League photographers / videographers:

Any content capture for non-League parties shall be approved and coordinated through SMX Content Licensing. The League's official videographers and photographers must provide SMX Content Licensing with copies of all race footage and photography that they capture at League events before using, publishing, or distributing the content to, for, or on behalf of any end user. SMX Content Licensing reserves the right to review and modify any content before delivery to the end user.

Unless otherwise expressly approved in writing by SMX Content Licensing, the League retains all rights, including copyright, to race and non-race footage and photography captured by the League's official photographers / videographers at League events. End users' use shall be under a license issued by SMX Content Licensing.

The League's official photographers / videographers may be granted track access only when approved by SMX Content Licensing and only within the approved project scope.

The League's official photographers / videographers may not sell captured content, use the content on or for products or services offered for sale, or distribute the content outside the approved end user, project, license, and rights scope.