

Cairns Speedway Media Policy for Racing Teams – June 2023

1. Media Policy for all racing teams and their pit crews.

- a. The Cairns International Speedway has naming rights sponsors in place as well as event sponsors for rounds. These sponsors have rights to all speedway races in their entirety and is denoted by their logo position on each digital content. This deal in place must be protected to ensure that value is given to those sponsors under the contract terms for race replays and livestream content. As part of a strategy to grow the sport in the Cairns Region all livestream content from the Cairns International Speedway will be free until further notice.
- b. Your racing team must register a media representative with Cairns International Speedway via the media contact form under the driver's tab at www.cairnsspeedway.com/media_rep/
- c. For all non livestreamed events a racing team may take video footage of their driver in any race on a hand held phone from behind the second barrier of the catch fence in the pits viewing areas of turn 2 to support their team and also support their need to analyse their driver shortly after each race.
- d. No professional equipment or accessory will be allowed to take the footage such as quality/professional video camera, tripod or stabilizing gimbal or boom.
- e. No racing team will be permitted to take photos or film any race from the infield. This is reserved for the Cairns International Speedway media partners.
- f. The racing team may livestream or post any racing content from their phone to social media under their racing team name without any commercial benefit by means of a graphic or logo displayed of any commercial partner on that content. The racing team can thank their team of sponsors as a group in the post. In return, racing teams are strongly encouraged to share all relevant racing replays from Cairns Speedway social media pages and also content from the Cairns International Speedway YouTube channel to help grow the sport.
- g. **For all livestreamed events the racing team cannot livestream any portion of any races.** You can share the Cairns International Speedway livestream link on your social media pages. We will use the Cairns Speedway YouTube channel for livestreaming. You can post any filmed race from your phone after 10pm on the night of the event.
- h. Strictly no use of a drone of any kind will be permitted at the Cairns International Speedway in alignment with Civil Aviation Safety Authority rules on flying in populous area when there is an event on where people are expected to attend, and for the safety of all of our patrons and competitors.

2. Other footage including action cameras and filming in the pits.

- a. You can take footage of a race from action cameras mounted on your team's racecar.
- b. You are responsible for its safe attachment as per speedway regulations or scrutineering. If you have great footage from a race and are able to provide Cairns International Speedway media partners with the footage in 1920x1080 (HD at 25fps or 50fps) then we could potentially use it on the replay with your racing team's principal sponsor included. Ie "NQ# John Doe Cam" with Sponsor X logo would be added to the cutaway of the action camera footage with it as a

thank you for the footage and value add to your principal sponsor and a credit to any media company at the conclusion of the content ie “Thanks to company X for action camera footage”. Cairns International Speedway media partners reserve the right to have final say on what is used and not used in the final production of the content.

- c. You can professionally produce and edit any content with logos included in the output with your racing team involving interviews, action in the pits, action cameras mounted to the racecar but it cannot include the racing video taken on the phone. The races filmed on the phone cannot have any commercial benefit or logos displayed.