



## Mint 400 Editorial / Team License Agreement

Welcome media professionals! We appreciate you coming to the Mint to cover this historic event. This letter confirms the agreement of The Mint 400 (“licensor”) and you, the recipient /signatory 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 2019 BFGoodrich Tires Mint 400” festivities (held Wednesday, March 6th – Friday, March 8th in Las Vegas, Nevada) AND race, (Saturday, March 9th – Sunday, March 10th in Jean and Primm, Nevada), hereafter referred to as (the “Event”).

A good rule of thumb for understanding our media policy is to think of the Mint 400 like a NASCAR race or NFL game. We’re thrilled to have you all cover the event - but we need you to follow a few guidelines. If you have a customer or client that wants a photo or video footage to promote a product or service - then you will need a commercial license. That is *different* from this Editorial / Team License. Please contact us about commercial licensing PRIOR to the event.

**LICENSE FEES AND LICENSE RIGHTS.** The Mint 400 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 content must be posted AD FREE, without any monetization. This license is GRATIS, (free).

**EDITORIAL:** Photography and video footage / clips used for online media, or print publications with copy (stories), that describe, recount, showcase or describe The 2019 BFGoodrich Tires Mint 400 event. While the host website or print publication may contain advertisements, the Mint 400 content may NOT advertise a specific product or service. Video content may NOT be monetized in any manner, including but not limited to pre-roll, inline commercials, bumpers, pop ups, or banners within the video stream. Contact us if you need a commercial license.

**TEAM:** Copy (stories), photography and/or video footage / clips used for online (team website, blog, Facebook, YouTube Instagram, Twitter, and/or Vimeo Page) that describe or showcase the TEAM'S attendance, competition in, and/or results of, The 2019 BFGoodrich Tires Mint 400 event. The Mint 400 Team content may NOT advertise a specific product or service. Video content may NOT be monetized in any manner, including but not limited to pre-roll, inline commercials, bumpers, pop ups, or banners within the video stream.

Licensee agrees to use the Event copy, photos and footage only as permitted in the above described manner and will not use them in conjunction with the advertisement of a product or service - whether their own or a third party, without the express written permission from The Mint 400.

YouTube monetization is expressly forbidden by this license.

All Mint 400 content must be ad free and free to view unless you obtain a written commercial license from us.

**Examples of usage NOT granted in this document - that require additional licensing/permission:**

**COMMERCIAL USE:** Commercial use is defined as the use of Mint 400 images, video or stories to sell or promote a service, company or brand, or to advertise a product. If you or your company are interested in a commercial license please contact Matt Martelli / [matt@themint400.com](mailto:matt@themint400.com)

Example: Photo taken from The Mint 400 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 media licensing company such as Getty Images, iStockPhoto, Shutterstock, and/or any other “stock” reseller, without express written permission from The Mint 400.

**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 2019 Mint 400 event shall use the official designation of: "The 2019 BFGoodrich Tires Mint 400" and include the official Mint 400 website: [www.themint400.com](http://www.themint400.com) and/or the official Mint 400 Facebook page: [www.facebook.com/themint400](http://www.facebook.com/themint400) . Where possible, please include the official Mint 400 artwork, available at: [www.themint400.com/downloads](http://www.themint400.com/downloads) \*Please do not use photos from previous years events when writing about the 2019 Mint 400. Photos from the 2019 Mint 400 are available to ALL media upon request.

All photos (Photography) taken at The 2019 BFGoodrich Tires Mint 400, and published online or in print, must contain "2019 Mint 400" in the title of photo. Wherever possible, please also include "2019 Mint 400" in the photo description, and please include "2019 Mint 400" in the meta tags. Additional photos from the 2019 Mint 400 are available to ALL media upon request. All Video Clips produced from Footage captured at The 2019 BFGoodrich Tires Mint 400 and published online or via DVD – (any digital video format), must include the official "Mint 400 Logo", available at: [www.themint400.com/downloads](http://www.themint400.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 BFGoodrich Tires sponsor logo! If you need assistance placing the 2019 Mint 400 logo into your project please contact us directly: [nathan@madmedia.com](mailto:nathan@madmedia.com)

Please be sure to add the official name to your title and description.  
EXAMPLE: "Dynamic Racing at The 2019 BFGoodrich Tires Mint 400"

Please also include the official Mint 400 website: [www.themint400.com](http://www.themint400.com) and/or the official Mint 400 Facebook page: [www.facebook.com/themint400](http://www.facebook.com/themint400) in the description of your video. For YouTube – please include the following TAGS: the mint 400, themint400, mint400, mint 400, 2019mint400, BFGoodrich Tires, miss mint, missmint, missmint400,

**USE OF MEDIA BY THE MINT 400.** Upon request, the Licensee shall furnish The Mint 400 with the highest resolution copies of the Copy (stories), Photography (photos), and Video/Film Footage of the Event. The Mint 400 shall pay all reasonable costs associated with receiving such assets, (shipping/handling). Licensee agrees to provide such assets in a timely manner. The Mint 400 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 2019 BFGoodrich Tires Mint 400 television program, digital download, YouTube page, Facebook page, Instagram page, Twitter feed, etc... Where possible, The Mint 400 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. This includes your personal automobile and the contents thereof. Licensee agrees to further indemnify and hold harmless The Mint 400, The Best in the Desert Racing Association, the Bureau of Land Management, and Mad Media LLC, (including their officers, directors, members, employees, assignees, 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 agreement 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 2019 Mint 400 race team, or 2019 Mint 400 sponsor, including their employees, or assignees.

**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 MINT 400! Questions? Concerns? Contact us: [josh@themint400.com](mailto:josh@themint400.com) // 619-921-9196

**\*\*I have read, and agree to the terms and conditions of  
The 2019 BFGoodrich Tires Mint 400 Media License Agreement listed above.\*\***

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