

# ***RALLYE BRESLAU*** ***INTERNATIONAL ASSN.***

# **MEDIA ACCREDITATION AND PRESS REGULATIONS 2018**

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## 1. DEFINITIONS

RBI: Rallye Breslau International Association – event organizer  
RBI MEDIA: we use this name for the official RBI Press Office and Crew  
MEDIA: we consider “Media” professional journalist, photographer and cameramen  
COMPETITOR: “team” with one or more vehicle in race

## 2. INTRODUCTION

Thank you for your interest in providing media coverage for the 2018 Rallye Breslau International Association (RBI) events. We recognize the value of the media work for reporting and displaying the events, teams and the sports in general to the public so we want to offer the best possible work conditions and fairness to all media members and their associates.

These Accreditation and guidelines are applicable to all Rallye Breslau International Association events run in 2018.

All officially registered in the events competitors, service members, medias and orga members acknowledge that the events, organized by Rallye Breslau International Association, are promotional events from which they can get advantages for the fame they can acquire.

## 3. RIGHTS

Rallye Breslau International Association holds the rights of the events, which organizes and for these titles needed for the production and broadcast through different media in the whole world, of the images and sounds related to the event.

All officially registered in the events competitors, service members, medias and orga members commit themselves to respect the event regulations and acknowledge that their participation expressively authorizes Rallye Breslau International Association and their holding rights to reproduce and represent (without any payment) to manage their exclusive right to use their names, voices, images, biographies and more generally their sport performances along the editions of the rallies.

All officially registered in the events competitors, service members, medias and orga members authorize Rallye Breslau International Association, in name and on behalf of their sponsors and/or manufacturers of their vehicles, the right within the diffusion derived by this rally, including sponsors and

media attending the rally, to use and reproduce in whole or in part, at discretion of the Organiser, over all existing and future supports, in the whole world, without any limit, for the whole duration foreseen by the Bulgarian and foreign laws, by the actual or future agreements including the possible extensions which could be added to the foreseen duration, their names, the marks or the brands of their sponsors and/or their images over vehicles.

In this sense, when the Organization will authorize third parties to use the rally images for advertising or promotional aims, it doesn't authorize these to use the name, the voice, the image, the biography or the sport performance of a competitor, nor the mark of his sponsor or manufacturer in view of a direct or indirect association among the competitor, his sponsor or manufacturer mark and the product, the service, the mark or commercial name of third parties without the interested competitor, sponsor or the interested supplier.

In the same way, except for books and photographic books in any form, video cassettes, CD-ROM, DVD or more generally all video support devices, over any support and format this might be produced on the subject whether it mentions all or part of the editions of Rallye Breslau, with posters, postings, road books, maps, official programs related to the editions of Rallye Breslau, the Organization will not exploit and will not authorize the exploitation of the competitor individual images within the frame of merchandising of derived products commercialization.

All images and videos made by the media during the event are for editorial use only. Commercial use, including advertising, marketing and merchandising, is strictly prohibited. RBI own all the image and video rights of the event.

## 4. ACCREDITATION

**Publication editors, event agencies and websites must comply with the following rules and principles to ensure that media accreditation is restricted to professional journalists, photographers and cameramen.**

Rallye Breslau International Association considers the "Media" accreditation to be a working tool used only by bona fide members of the Media. Publishers, marketing personnel, sub-editors, staff of the publication's secretariat, etc. cannot be accredited as Media.

### **Accreditation levels for events of Rallye Breslau International Association in 2018:**

- **Level 1 - Assigned media**
  - o Members representing an accredited media outlet. (Must have an assigning editor).
  - o Accredited members will have access to the media tent, workspace and will be provided with safety vests.
  - o **Level 1 – Assigned media members are forbidden to sell photos and/or videos to competitors in the event.**
  
- **Level 2 - Freelance media**
  - o Unassigned freelance journalists. They must be a full-time professional journalist with a national press card (or equivalent).
  - o Samples of freelance work may be requested.
  - o Level 2 – Freelance media fee: 200 Euros per accredited member, paid no later than the administrative check. The amount will pay back if after the race level 2 media send us published article (pdf or link).
  - o Accredited members will have access to the media tent, workspace and will be provided with safety vests.
  - o **Level 2 – Freelance media members are forbidden to sell photos and/or videos to competitors in the event.**

- **Level 3 – Competitor Media:**
  - o Journalists, photographers, cameramen, editors, etc. working directly for competitors taking part in the event.
  - o Accredited members will have access to the media tent, workspace and will be provided with safety vests.
  - o Level 3 – competitor media fee: 400 Euros (Breslau Poland) 110 Euros (Breslau 500), 450 Euros (Breslau Poland and Breslau 500) and 400 Euros (Balkan Offroad Rallye) per accredited member, paid no later than the administrative check.
  - o Each accredited team media member is allowed to work only for the competitor (team) that was contracted.
  - o It is mandatory that the competitors declare at the administrative check that they have team media operating on their names.
  - o **Level 3 – Competitor media members are forbidden to sell photos and/or videos to other competitors (teams) outside the scope of the competitor's declaration for Team media.**

All applications must be approved by RBI, who reserves the rights to accept or reject any request for accreditation. All accredited members will have access to the media tent, workspace, facilities and will be provided with safety vests.

All accredited level media can take advantage of the high RBI standards: Dedicated Press Officer, dedicated briefings, rallye guide, special information about the race track, press tent, wi-fi, access to bivouacs, catering, hygienic services and hot showers.

**The accreditation may be revoked at any time, for the following reasons but not limited to:**

- non-professional behavior
- unsafe behavior
- ignoring the media rules listed in "Press accreditation and Press regulation 2018"
- ignoring the requests of the commissioners or the organizer.

NOTE: all images and videos made by the media during the event are for editorial use only. Commercial use, including advertising, marketing and merchandising, is strictly prohibited. RBI own all the image and video rights of the event.

**Media publication**

The RBI only accredits publications:

- with a minimum circulation whose size and quality fulfil the criteria of the RBI;
- with a format and quality which fulfil the criteria of the RBI;
- which are on sale to the public via retail outlets (trade, club or internal company magazines will normally not be accredited). However, at the sole discretion of the RBI, and where the quality and circulation criteria justify their consideration, such magazines may be eligible for accreditation on a case by case basis.

**TV and radio**

TV, radio broadcasters and any electronic media wishing to broadcast moving images, MUST contact us directly and supply complete details of storyboard and distribution plans.

**Online platforms / Socials / websites**

Internet accreditation is intended for professional stand-alone internet editorial/news coverage only. It is not to be used for any other purpose, including but not limited to public relations, promotional, commercial or entertainment use. A maximum of one representative journalist per website per event may be accredited.

Social managers or influencers are not considered media. RBI reserves the right to invite influencer which he considers interesting.

## 5. ONLINE ACCREDITATION

All accreditation applications must be made personally through the online accreditation form that can be found on the website.

Applicants for media accreditation are invited to carefully read these Regulations before submitting their application. All accredited parties and their journalists, photographers, cameramen and editors are required to adhere to these Guidelines.

The only exception for accreditation at site is made for local newspapers, TV and radios.

## 6. ACCREDITATION PROCEDURE

1. All requests for accreditation must be made online through the online form on the RBI website.
2. Applications must be received not later than 15/06/2018, unless otherwise specified in the event regulations. No application can be made via the system after the deadline. Applications, which are late, incomplete or sent by fax may not be considered.
3. Rallye Breslau International Association reserves the right to request additional materials following the accreditation procedure.
4. Requests for Level 1 - assigned media must include a signed letter by the editor or a senior member of the editorial staff. Requests signed by clerical staff will not be accepted.
5. If the accreditation request is approved, an account will be sent to complete the accreditation process.

## 7. REGULATIONS

- All accredited media members must be at least 18 years of age.
- All media briefing are mandatory for all accredited members (applies for all media levels).
- All accredited media members must use the official event names, slogans and #tags in their publications. A full list will be provided.
- Only the Clerk of the Course, the Rally Office and the Press Officer provides official information. No other information channels must be considered as unofficial.
- All accredited media members must wear at all time their media tabards. No personal tabards are allowed. The tabards are given at the press registration, they are numbered and must be returned at the end of the event.
- A maximum of two (2) media accreditations will be granted per approved media outlet unless otherwise specified by the event concerned.
- Media accreditations are not transferrable unless accompanied by a letter from assigning editor.
- No media accreditation requests will be accepted onsite
- Published media may be asked to submit samples of published work and/or a letter on letterhead from the assigning media source, editor, etc. Personal, non-copyrighted distribution (i.e.: YouTube, Facebook, etc.) will not be considered "published media."
- Submitting a media accreditation application does not guarantee approval.
- Only official Rallye Breslau International Association Media Crew (RBI Media) will have access to specific areas of the event.
- All accredited media and others may be asked to move from a specific location for any reason.
- For safety reason using drones for images or video is strictly prohibited. Only the RBI Media drones are allowed.
- Unprofessional and unsafe behavior or not obeying the instructions of the marshals/senior officials will result in the immediate revoke of the media accreditation.
- Selling of images / video is not allowed and will be strictly monitored.
- Commercial use of the images is strictly prohibited and will be strictly monitored. Any failure in the use of the images will result the immediate revoke of the media status and accreditation. RBI International Association reserves the right for future legal actions.

- Any failure to comply with the rules and tasks listed here and the requests of the Director, Press Manager and Press Officier will result the immediate revoke of the media status and accreditation.

## 8. SAFETY

It is acknowledged that the media play an important role in events, and each member of the working media must be permitted to carry out his or her work in the best possible conditions.

However, the media are not exempt from having to respect general safety rules. In general, this should not interfere with their ability to perform their duties. However, if a choice has to be made between carrying out their work and being exposed to an unacceptable level of risk, safety must always take precedence.

As far as safety-related matters are concerned, the media will be divided into two groups:

- TV, Cinemas and Photo
- Journalists, radio reporters and other media

Each group will be identified as follows:

- Numbered tabards issued by the Rallye Breslau International Association
- Media passes, with a number and the name of the publication
- The official Rallye Breslau International Association Media Crew will hold permanent media passes.

Only accredited media members wearing the official tabards will be permitted in those areas on the route of the special stages to which spectators are not normally admitted.

If, in the opinion of a marshal on site a wearer of a tabard is located in an area of danger, he or she will be asked to move to a safe location. If this instruction is ignored, the official in charge will immediately inform the Press Manager and Press Officier and will note this in his report. Not obeying the instructions of the marshals / senior officials will result in the immediate revoke of the media accreditation.