

2015 BRIDGESTONE WORLD SOLAR CHALLENGE

INTELLECTUAL PROPERTY USAGE GUIDELINES

1. 'Event' definition

'Event' is the 2015 Bridgestone World Solar Challenge
The 'Event period' is 1 September 2015 – 27 October 2015

2. 2015 Bridgestone World Solar Challenge logo



The Bridgestone World Solar Challenge logo is a trade mark of the South Australian Motor Sport Board (SAMSB). SAMSB also owns the copyright in this logo. The Bridgestone World Solar Challenge logo shown above or any similar logos is only to be used with the express prior written permission and approval of the SAMSB.

It is a requirement for all Teams to include the Bridgestone World Solar Challenge logo at all times when referring to their Team in all communications in the context of the 2015 Bridgestone World Solar Challenge. Teams are permitted to use the above logo during the event period to promote their team and the Event. Additional permission should be sought if the logo is to be used in a commercial context, i.e. on merchandise, equipment to be sold etc.

3. The 'Bridgestone World Solar Challenge' word mark

This word mark is owned by SAMSB and cannot be used for commercial purposes without the prior written permission of SAMSB. This includes any and all references related to the event 'Bridgestone World Solar Challenge', including within text and alongside other terms such as company or product names.

It is a requirement for all Teams to reference the 'Bridgestone World Solar Challenge' at all times when referring to their Team in all communications in the context of the 2015 Bridgestone World Solar Challenge. Teams are permitted to use the word mark during the event period to promote their team and the Event. Additional permission should be sought if the logo is to be used in a commercial context, i.e. on merchandise, equipment to be sold etc.

4. Team Media/Digital Requirements

Teams (including sponsors of Teams) are advised of the following guidelines in relation to the requirements governing media access, shooting of footage, provision of content and public communication of vision and data from the 2015 Bridgestone World Solar Challenge. Due to unprecedented media interest, the following guidelines are intended to manage the production and distribution of content, as well as encourage collaboration between the Event and Teams, for the betterment of the Event overall.

- a. It is a requirement of entry into the 2015 Bridgestone World Solar Challenge that each Team provides content to the event organisers for promotion of the event worldwide including, but not limited to, the following platforms;
 - i. Event website & social media
 - ii. Media (including Broadcast – live or packaged) & Public Relations

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- iii. Event collateral
 - iv. Event programs
 - v. Bridgestone World Solar Challenge Documentary
 - vi. Other communications as determined by the event organisers
- b. Further to paragraph 4a, where possible, teams are required to provide the following content to 2015 Bridgestone World Solar Challenge event organisers;
- i. Four (4) images prior to the event of the team vehicle (due by 1 July 2015) and four (4) images prior to the event of the team (due by 1 September 2015)
 - ii. Five (5) images per day of event, due to SAMSB by 6pm ACST (Event Time) daily during the event (file size to be 1-4mb, jpeg format)
 - iii. One (1) edited video per day of event, if Team produces video during the event, due to SAMSB by 6pm ACST (Event Time) daily during the event (video length to be no longer than 5mins, no shorter than 1min, cannot exceed 10mb, mp4 format)
 - iv. Details of file transfer process to be provided in a dedicated Intellectual Property Bulletin issued to all teams
- c. Any vision and/or audio shot by a Team and provided to the Event as per paragraph 4b can only be shown on the Team's website no earlier than 2 hours after the required content has been provided to the event organiser, subject to Bridgestone World Solar Challenge approval of the content.
- d. Content in addition to the event required content of 4b) may appear on the Team's website at any time providing it includes the Bridgestone World Solar Challenge 2015 word mark and logo. Event organisers ask that raw footage of this content is shared and made available to the event for promotional use (details of file transfer process to be provided in a dedicated Intellectual Property Bulletin issued to all teams). Teams who agree to share content will be granted access to Bridgestone World Solar Challenge content (e.g. news feed footage, images from Bridgestone World Solar Challenge website/social media) and may be provided with privileged access to certain media restricted areas.
- e. Should the content be streamed on the Team's website, a link to the video must be provided to the event organisers for inclusion on the Event website.
- f. All Teams are required to provide a link on their Team's website to the Event website (www.worldsolarchallenge.org)
- g. All Team appointed media must be accredited by the event organisers as per the media accreditation guidelines. Accreditation registration forms can be found on www.worldsolarchallenge.org/media. Full accreditation occurs in Darwin at the media office.
- h. All Team's media must also attend the compulsory media briefing to be held in Darwin
- i. Accredited Media are permitted to use material from the Video News Release (VNR) on 2015 Bridgestone World Solar Challenge website as part of a news story, and subject to fair dealing
- j. Teams must ensure that any media travelling with them on the 2015 Bridgestone World Solar Challenge route adhere to the relevant State's road rules, including but not limited to, having a current driver's license and current car registration
- k. Teams must ensure that travelling media are clearly identified with a MEDIA sticker (no less than 300mm x 500mm with clear details of which Team/s media is following)
- l. If a Team breaches these guidelines then there will be a mandatory penalty against the Team issued by 2015 Bridgestone World Solar Challenge. The penalty will be at the discretion of the Event Director.
- m. 2015 Bridgestone World Solar Challenge reserves the right in its discretion to revoke or amend these guidelines at any time.

5. Sponsorship Obligations

Teams must include the following in their sponsorship agreements. All team sponsors must adhere to promotional / media guidelines as referenced in Clauses 1.26, 1.27 and 1.28 of the Event Regulations. If there is a significant breach the Event has the ability to apply a significant penalty, such as a time penalty.

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6. 2015 Bridgestone World Solar Challenge Logos

Registered teams will be able to download the 2015 Bridgestone World Solar Challenge logos from the secure document area.