



2026/2027 MEDIA POLICY AND ACCREDITATION PROCESS

Thank you for your interest in covering the Hammerking Productions, Inc.'s ("HKP") KING OF THE HAMMERS events ("KOH" or "Event"). To better help you during the Event and ensure a safe and professional working environment for all, HKP and its Media Manager, Kahn Media ("Kahn"), have established these protocols and policies for obtaining a media credential ("Accredited Media") and media protocols and guidelines for the Event. Failure to follow the protocols and guidelines could result in the loss of credentials for the Event and future events. If you have any questions, please contact the HKP or Kahn Media teams.

HKP was formed to operate, promote and sanction off-road races in the United States and abroad, including KOH, with the goal of leading the continued growth of the sport. HKP has established a comprehensive media policy to allow for inclusive access and rights for Accredited Media, to protect the benefits of being an Accredited Media member and to protect HKP's intellectual property rights. Accreditation is required to gain a limited, nonexclusive license and access to non-spectator KOH race course locations. These policies and procedures may change and be updated, so please check for the most current version of the policy which will be available on the media page of HKP/KOH/ website(s).

HKP Media Use Policy

- HKP holds exclusive media rights to all KOH events.
- Any content created by a credentialed HKP media member, team representative or sponsor may not be used for commercial use unless pre-approved by HKP and may be subject to licensing and media use fees. All media planning a commercial digital, film, or television program must contact HKP at media@kingofthehammers.com with a detailed description and proposal of the requested commercial use. Proposals will be reviewed on a case-by-case basis.
- Media may not sell content to any person or entity other than the official sponsors and/or event entrants ("racer") that is identified on the Media Application without prior written authorization from HKP.
- Credentialed media may sell photographs or video content to official sponsors and event entrants ("racer") identified on the Media Application as part of an existing agreement between the photographer and entrant or sponsor. The entrant's or sponsor's use of any media sold is determined by that entrant's or sponsor's agreement with HKP.
- Photographers or videographers capturing content for a sponsor or event entrant must only supply content directly to that racer or team marketing lead, and cannot supply imagery or video directly to any other entity or team sponsor without prior written authorization from HKP.
- HKP allows video production of the Event, in regard to the following:
 - a. Videographer must hold a media license and have pre-approval from the HKP prior to the Event.
 - b. Videographer may sell a video package to entrants of the Event, as long as the video is focused on those entrants or is a short-format video recap of the competitor or of the Event.



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- c. Short-format videos may include social media clips or produced video clips that highlight an entrant or the Event, but do not exceed three minutes in total run time.
- d. The HKP must pre-approve any production that is deemed as full-production, including but not limited to internet, webcasting, television, live streaming from stages, hosted live stream broadcasts, etc.
- e. Working on behalf of a team or sponsor and using live platforms on social media channels will be allowed, as long as they meet the requirements listed above and do not have a professional broadcast, hosts, graphics or music packages, and do not claim to be an official broadcast of HKP or Event.

- HKP reserves the right to require all media members provide copies of any and all images, video, or audio content created at HKP events. Any content used in HKP social media postings, HKP, its licensed partners, or its associated event websites, PR, or other articles written on behalf of HKP will be credited to the creator.
- A violation of this agreement will result in immediate dismissal and credential removal from the event and non-approval for access to future events. HKP may sanction, demote, or ban any credentialed media personnel (and any applicable associated team) or outlet unwilling to follow HKP media policies.
- HKP reserves the right to require that content deemed harmful to HKP, the series, events or competitors be removed immediately.
- Accredited Media may not use HKP video or photography without consent from HKP, nor may it list or host HKP-owned content on any channel or list without approval.
- HKP may sanction, demote, or ban any credentialed media personnel (and any applicable associated team) or outlet unwilling to follow HKP media policies.
- Media license holder agrees to reference the specific HKP event (King of the Hammers, Ultra 4, etc..) in all printed and aired work.
- Media license holder agrees to provide HKP with copies of work published, aired or shared across social channels as a result of the assignment. Copies may be via email, or internet link.

Drone Policy

The use of unmanned aerial systems (UAS), including drones, is strictly prohibited at KOH without prior written authorization from HKP. The only approved drone operations are those conducted by the official HKP aerial teams supporting the event's live broadcast and production. Unauthorized drone flights may result in immediate removal from the event and referral to law enforcement or the FAA, as applicable.

Professional Working Media Requirement

HKP requires that Accredited Media be on a working assignment from a recognized outlet, event sponsor or team. All media will be required to submit an assignment letter in their application from an editor, team



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or equivalent authority in order to receive credentials. HKP will not allow race team members that are not professional media to obtain a media credential.

Mandatory Daily Event Media Meetings

During the KOH Event, Kahn will hold daily media briefing meetings. The meetings are MANDATORY for Accredited Media and sign in sheets will be required and attendance will be monitored. Failure to attend all media meetings may result in dismissal and credential removal from the event and non-approval for access to future events. HKP may sanction, demote, or ban any credentialed media personnel (and any applicable associated team) or outlet unwilling to follow HKP media policies. Scheduled mandatory HKP/event media briefing will focus on safety and event-specific details. The time and location of briefings will be announced for the event and individual events through the week/weekend. HKP reserves the right to change this time and location in advance of the event.

Levels of Accreditation

HKP has four media accreditation levels available; HKP Staff Media, Media Outlet, Sponsor/Vendor, and Team. These levels have been established to elevate the safety of all involved based on motorsports experience and the needs of all media personnel. Upon timely and successful application, Kahn and/or HKP will assign one of these accreditation levels to approved media. HKP and Kahn will have exclusive

HKP Staff Media

Staff Media is defined as authorized media personnel working directly for Hammerking Productions, including Hammerking Productions staff, event production crew, and approved contractors or vendors operating on behalf of Hammerking Productions.

Team

Designed for media professionals covering a specific race team at a HKP event. This allows on-track access and the ability to shoot photo or video of entrant (s) participating in the event. This only allows for content to be provided to the specific entrant and does not allow for content to be provided to entrant sponsors. Media members covering for a team will be charged a credential fee in order to gain access. Team media must provide a background details to establish that they are media professionals (not merely team members) and a Letter of Assignment from the entrant team they have been hired to cover to prove competency and retention.

Sponsor/Vendor

Designed for media professionals on-site covering HKP events for a contracted event sponsor or vendors to promote their involvement in the event. Media members covering for a vendor will be charged a credential fee in order to gain access. Sponsor/Vendor media must provide a Letter of Assignment with the company letterhead to prove retention.



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Editorial Media

Designed for seasoned media professionals covering the races for a legitimate media outlet. Members of the press with are permitted to work from any allowed/safe location and must adhere to HKP's and Kahn's policies on safety. This includes print media, web-based enthusiast outlets and independent TV-based reporters. Editorial Media must provide a Letter of Assignment from the assigning media outlet they plan to cover to prove intent. A credential fee will not be charged in order to gain access.

Content Creator

Designed for influencers and content creators to share their experience at the event. These guests will not receive a media credential but instead will be given free access to the event and a media wristband, allowing them the perks of the media tent. Influencers will not be granted track access vests unless specifically escorted by a member of the HKP staff.

HKP Licensing and Event Application Process

All media applicants must purchase either a Single Event or Annual USAC Media License (through USAC). Purchase of the license does not give final approval for a media member to work at an event.

The following process is in place effective January 1, 2026, for media applications.

1. Purchase a USAC Media License at <https://usacracing.redpodium.com/2026-off-road-license>
2. This will either be a single event or an annual license. If you choose a single event, you will be able to choose the specific event you will be working at. If you choose an annual license, you will be able to choose any or all of the events you wish to attend.
3. Roughly 90 days before the event, you will receive an email about applying for the upcoming event. That application will determine your media access level, as well as your media status for the event.
 - a. This application will also be linked on the HKP Media page on HKP Website.
 - b. Once you have received approval for a HKP event in 2026 and you have an annual license, you will be given access to the event (with proof of purchase of a USAC license)
 - c. Approved media will not be required to purchase a general admission ticket.
 - d. You will receive approval/denial no later than 5-10 business days following your credential submission.
4. Media registration for each event will close 10 days prior to the start of the event. If you do not have your credentials or other team media in place, you will not be approved.
5. Media communication for each event will happen through email or our staff members will reach out directly for feedback or updates.
6. If you have any questions, please contact media@kingofthehammers.com.

All HKP License holders will receive an electronic confirmation of their license, which they must keep on their phone or print while at the event.



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Media Accreditation Conditions of Application Issue and Use

Must be at least 18 years old at the time of application.

Must abide by HKP media Code of Conduct:

1. I recognize that safety is the overriding concern at all times and my credentials can be revoked for unsafe conduct.
2. I will look out for the safety of spectators, volunteers and competitors as well as myself.
3. I will not be under the influence of drugs or alcohol when working a HKP Event.
4. I will not abuse the privileges granted by HKP media accreditation.
5. I understand that my actions may impact others in the sport.
6. I will follow all instructions from any event or HKP official.
7. I will endeavor to support HKP and help promote safety in off-road racing..
8. I will act in the best interests of the sport.
9. I will respect my fellow media and work together so that all media can achieve their desired content.
10. Media credentials (vest, event credentials and media flag on vehicle) must be worn at *all times* while working an HKP event.
11. HKP media credentials are non-transferable and allow access only to the person to whom they were issued.
12. Any member of HKP event staff(s), HKP stewards, or event officials, may revoke credentials at any time.
 - (a) Credentials can be revoked for unsafe behavior, abuse of HKP Media Code of Conduct, behavior deemed unflattering to HKP National and Regional Series and any other breach of the spirit of the arrangement.
13. HKP Must Provide any images or video of a competitor's accident for investigation and insurance purposes.
14. If provided by the event, vehicle identification flags must be affixed to a whip that is highly visible.

On Track Safety Procedures

HKP trackside safety standards were created to help photographers/videographers remain out of the path of potential incidents. These standards will be reviewed and restated in the pre-event media briefing and in required on-site media briefings.

Requirements for On-Track Safety

Motor racing is a dangerous activity and all who participate as competitors, workers and attendees are primarily responsible for their own personal safety.

- 1) The racecourse and adjacent areas, including service areas, are extremely dangerous locations during a competition.



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- 2) HKP Media members will avoid placing themselves in dangerous areas during the competition.
- 3) Any person found violating the safety guidelines will be immediately removed from the area of the competition. The media member(s) may also be subject to fines from HKP or the event.

Media Requirements on Course

The following is a list of safety procedures recommended by HKP for all media members. Questions on these safety rules may be directed to HKP Media Director.

- 1) Pay attention to vehicles
 - a. Always look ahead in the direction that vehicles will come from.
 - b. Keep vehicles in your line of sight.
 - c. Listen, you will likely hear vehicles before you see them.
- 2) Always work from the relative safety of an adequate barricade (rock, berm, grade separation, etc.), have an exit strategy and do not place yourself between a solid object and race traffic.
- 3) Do not access the racing surface during the competition. This includes driving on the racecourse while the course is still active.
- 4) Do not access the inside of the short course for any reason.
- 5) Never stand on the outside of corners or in other likely impact zones.
- 6) Keep a minimum of 50 feet between you and the racecourse. In open desert sections, a minimum of 150 feet from either side of the race line.
- 7) Have an escape route planned or a safe place to go if a vehicle loses control near you.
- 8) Stand at least two feet back from walls, fences, and k-rail; these barriers can move when hit by a vehicle.
- 9) Be in place before the first car passes your location. Assess the safety of your position.
- 10) Know the time gap between cars and be prepared for multiple vehicles to pass your location at one time.
- 11) HKP and its Event Officials have the final word on where you stand. If asked to move, move without discussion or you will be removed.
- 12) Do not cross the race course for any reason without confirming with a course marshal first.
- 13) Do not access the inside of the short course for any reason.

Kahn And HKP Responsibility Toward Media

HKP and Kahn have committed to providing the following services at all 2027 HKP Events:

1. Kahn Media personnel to serve as point of contact to support media members, assist with credentialing, questions, and media safety briefing.
2. Kahn Media will provide comprehensive standardized media kits, which will include race course information, schedules, restricted media locations, maps and contact information, will be sent in a media welcome kit email 2 days before the start of a race event.



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3. High-visibility and easily recognizable numbered media vests will be provided for each level of media at the Media Registration location prior to each event once a safety briefing has been attended.