



# **Armor All Bathurst 12 Hour**

Mount Panorama - Bathurst

4<sup>th</sup> to 6<sup>th</sup> February 2011

## **12 Hour Event Commercial Arrangements**



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## 2011 ARMOR ALL BATHURST 12 HOUR

### Commercial Arrangements

#### 1. Event Title

All references by competitors, team members and all associated persons to the Event must be in full as the “Armor All Bathurst 12 Hour”.

#### 2. Use of Event Logo

The “Armor All Bathurst 12 Hour” logo is for the express use by the Event Promoter and Administrator, and for the use by registered Event participants within the following guidelines;

- 2.1. All areas of use are to be submitted in writing to the Promoter for approval. All approval will be confirmed in writing.
- 2.2. Application for the use of the Armor All Bathurst 12 Hour logo may be made, in general terms, for the following:
  - i) inclusion on participant’s letterheads, race team uniforms and driver race suits
  - ii) as signage on team support vehicles
  - iii) for use in sponsorship submissions
  - iv) for inclusion in team news bulletins and websites
  - v) in advertisements promoting the registered race team
- 2.3. Applications will only be accepted if the logo use complies with the **Event Logo Style and Application Guide**.
- 2.4. All applications should be lodged with:

**Armor All Bathurst 12 Hour Administrator**  
**PO Box 5231**  
**Robina Town Centre QLD 4230**  
**P: +61 7555 91605 F: +61 7555 91608 E: [jodi@bathurst12hour.com.au](mailto:jodi@bathurst12hour.com.au)**

#### 3. Advertising/Signage

- 3.1. All signage on automobiles, clothing, boards, flags, etc must comply with the requirements of Schedule K of the CAMS Manual of Motor Sport and all applicable laws relating to advertising and intellectual property. The Promoter and/or the Stewards of the Meeting reserve the right to censor and require the removal or alteration of any advertising deemed to be unsuitable.
- 3.2. All forms of advertising prior to or after the Event by competitors or their sponsors must obtain the approval of the Promoter. The Event logo, sound and visual footage, writings and all other representations of any kind are the property of the Promoter. Competitors and their team members, sponsors, agents and contractors must not use or permit to be used the above items without the prior written permission of the Promoter.
- 3.3. Each Competitor and their team members, sponsors, agents and contractors authorise the Promoter to use and license the use of images of the driver, automobile and team members



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and associated images, logos, statistics and other information in marketing and further promoting the Event.

- 3.4 As stipulated in the Supplementary Regulations, all competitors must make available the signage locations as indicated in Appendix I to these Commercial Arrangements.

#### **4. Event Official Suppliers**

The Promoter has appointed a number of official suppliers to the Event, which can be found in Appendix II to these Commercial Arrangements.

#### **5. Catering**

- 5.1 Competitors are NOT PERMITTED to bring their own caterers on site for the preparation and/or serving of food during the meeting. Competitors found with their own caterers on site will be referred to the Stewards of the Meeting.
- 5.2 Competitors are NOT PERMITTED to cook in the Pit Garages nor Paddock Area. Cooking is defined as the 'act of preparing food by the application of heat'. Competitors found to be cooking in the Pit Garage or Paddock area will be referred to the Stewards of the Meeting.
- 5.3 The Promoter has appointed an official caterer for the Event. This caterer will operate a Teams Cafeteria in the Pit Complex for the exclusive use of Teams. In addition to the Teams Cafeteria, the Caterer will provide a food service direct to the Pit Garages.
- 5.4 Details of the Caterer can be found at Appendix II.

#### **6. TV/Timing in Pit Garages**

- 6.1 Ports for TV and timing monitors are available in each garage.
- 6.2 TV monitors will be available to hire from the official supplier as listed in Appendix II.

#### **7. Television/In-Car Cameras**

- 7.1 The Promoter has again committed to provide a three (3) hour post-produced free to air television program for the Race which will be broadcast as a stand-alone show on One HD and into international markets such as New Zealand and Europe. The Event broadcast will comprise of on-track and in-car camera footage, and driver interviews.
- 7.2 Drivers will be selected at random by the Production company for interviews. Drivers are obliged to assist the Promoter in the promotion of the Event, and in particular, the television coverage through the granting of interviews when requested.
- 7.2.1 Each Driver must wear their race suits fully done up at the neck, or Team Uniform including any nominated official sponsor apparel or badges (i.e. caps as supplied by the Promoter), during any press conference or media/television interview.



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- 7.3 The Promoter has secured a number of in-car cameras from the television production company for the purposes of obtaining footage for the Event television broadcast. Competitors wishing to purchase an in-car camera are to contact the 12 Hour Administrator.
- 7.3.1 A limited number of in-car cameras will be available for hire for the Event at \$3,000 plus GST each with a guaranteed minimum of two (2) minutes exposure, made up of both external and in-car camera vision for that competitors' vehicle, subject to said vehicle completing a minimum of 50 laps during the race.
- 7.3.2 The allocation of in-car cameras is at the discretion of the Promoter, however priority will be to ensuring a minimum of one camera is allocated per class.
- 7.3.3. Dashboard signage plates will be supplied and fitted by the Promoter at the Event for competitors carrying in-car cameras and must be in the camera's field of vision for forward facing cameras at all times providing unobstructed video images. The dashboard signage space available for teams is 300mm wide x 100mm high.
- 7.3.4 In-car cameras will be installed by the television production company to the satisfaction of the Chief Scrutineer and must remain as supplied and not modified in any way. The in-car camera system must be switched on and remain fully operational to record video images for the duration of qualifying and the race.
- 7.3.5 Access to the video images recorded by the in-car camera system must be provided to the Promoter and the Clerk of the Course at any time upon request.
- 7.3.6 All Compact Flash Cards and vision will remain the property of the television production company, however footage recorded is available at a cost to the hirer from the production company.
- 7.3.7 Team managers with in-car cameras fitted will be required to sign a disclaimer stating that the camera is fitted, powered up, video card installed and unit working prior to the vehicle taking to the grid on race day.
- 7.3.8 Personal in-car cameras are permitted subject to their installation being approved by the Chief Scrutineer, however, no footage obtained from personal in-car cameras is permitted to be used for commercial use. Only footage from in-car cameras purchased through the Promoter can be used for broadcasting.

## **8. Hot Lap Licences**

- 8.1 A Hot Lap session of 40 minutes duration will be held on Saturday 5<sup>th</sup> February 2011. An opportunity exists for Competitors to purchase a Licence for \$1,500 plus GST enabling Competitors to take sponsors, clients or other stakeholders for a hot lap of the Circuit in their competition vehicle. Competitors wishing to purchase a Hot Lap Licence are to contact the 12 Hour Administrator.
- 8.2 A replacement vehicle may be used for the purposes of the Hot Lap session only, however that vehicle must also be scrutineered to the satisfaction of the Chief Scrutineer.
- 8.3 It is the responsibility of the Hot Lap Licence holder to provide the necessary equipment and apparel for the rides in accordance with the current CAMS Manual of Motorsport.



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8.4 Hot Lap Licence holders will be given eight (8) General Admission Saturday only passes for the purposes of this session.

## **9. Garages**

- 9.1 Competitors will be allocated a garage based on twin share. Single car Competitors with a preference for whom they wish to share a garage with should indicate this to the 12 Hour Administrator when submitting their entry form.
- 9.2 Pending the availability of garages, Competitors may be able to hire an exclusive garage for \$500 plus GST. The priority of allocating exclusive garages will be determined by the date by which an entry is received and subsequent full payment of entry fee.

## **10. Corporate Hospitality**

Teams are not permitted to conduct hospitality in the paddock area. Corporate Hospitality options are available, with details available from the official Event website or from the Promoter directly.

## **11. Merchandise Selling**

Teams may sell merchandise on site providing a commercial agreement has been entered into with the Promoter. Sites are available for hire with details available from the official Event website or from the Promoter directly.

## **12. Team Uniforms**

As this Event is videotaped and televised, teams are encouraged to be appropriately attired at all times to assist in the presentation of a professional national meeting. The Promoter reserves the right to refuse entry to the pit area to any persons considered to be unsuitably dressed or not correctly identified.

## **13. Podium Presentations**

- 13.1 Trophies will be presented on the Podium to all Drivers from the top 3 outright place getters and to each Driver for all Class winners.
- 13.2 Drivers finishing in the Event place gettings must proceed immediately to the podium for presentation at the conclusion of the race.
- 13.3 The official Podium Presentation will be held on the Circuit Podium located above Pit Lane in the Pit Complex. Access to the Podium is via the Media Centre.
- 13.4 During the Podium Presentation Drivers must wear caps as provided by the Organiser for the duration of the presentation and have their race suits on and done up at the neck.
- 13.5 All Podium Drivers will be required to attend a post race Press Conference in the Media Centre.
- 13.6 A post race presentation will be held in the Teams Cafeteria at the conclusion of the Press Conference where all race participants will be presented with their participation medallions. Competitors are strongly encouraged to attend the presentation in the Teams Cafeteria as Medallions will not be posted out at the conclusion of the Event.