



## 004 - 2020 PPIHC Competitor Content Capturing Opportunities

Posted Online: November 4, 2020

Last Updated: July 6, 2020

(Subject to Change)

### Ground Footage Video Package:

This is a great opportunity for you to combine our footage with your in-car camera shots to create a dynamic full-run video for your fans and sponsors. PPIHC/Windstar Studios will place multiple cameras (10) along the course on Race Day. These cameras will capture each competitor's run as they pass different vantage points.

Camera angles are as follows\*:

(Launch Line, Start Line, Engineers Corner, Halfway Picnic Grounds, Glen Cove, Double Cut, Devils Playground, Bottomless Pit, Boulder Park, and Finish Line).

Video of your vehicle is available for purchase through the PPIHC for the early bird price of \$1,300. **After August 1, the price will be \$1,500.**

There will be no transfer rates for those who have signed up for the footage and paid for the services.

The footage may be used for personal and promotional purposes only.

Sign-up Deadline: August 20, 2020

Sign-up Form: <https://form.jotform.com/92474917355164>

[Example Ground Footage Video Package](#)

\*Camera locations are subject to change.

### Helicopter Footage:

Limited slots are available for those interested in obtaining helicopter footage of their run. For those who sign up and pay the \$3,500 fee, PPIHC will provide general helicopter footage (scenic) from the 98th Running as well as capturing a specific competitor's run. The footage will be captured in 4K high-resolution using the Shotover camera platform and recorded on a RED DRAGON®.

The HD footage transfer will be made on Race Day and downloaded periodically throughout the race. Once a specific competitor's run is complete and the helicopter has landed, report to the Helicopter Tent (located on driver's left just downhill of the Acura Performance Pavilion tent entrance) at the Start Line Area. It is your responsibility to go to the tent to make this transfer if you want the footage on Race Day. There will be no HD transfer rates for those who have signed up for the helicopter footage and paid for the services. RED footage delivery may not be available on Race Day. An additional fee may be assessed for delivery of RED files.

The footage may be used for personal purposes only.

Sign-up Deadline: August 20, 2020

Sign-up Form: <https://form.jotform.com/92475583048163>

[Helicopter Footage Example](#)

#### **Photos/Still Photography:**

Larry Chen is the Official PPIHC professional photographer. Larry and his team receive exclusive access to capture still photographs throughout the course. If you are interested in purchasing race photo services from Larry, please contact him directly at: [Larry@larrychenphoto.com](mailto:Larry@larrychenphoto.com).

#### **Windstar Studios – Video and Production Services:**

Windstar Studios, Inc. is our preferred local video production provider. In addition to providing our Ground Footage Video Package, race day Helicopter Package and Digital Asset Management, they are available to help you with your Team / Corporate video requirements. They have produced exciting content for PPIHC race teams such as Volkswagen, Hankook and Mitsubishi. Windstar also produced the official PPIHC documentary film "Race to the Clouds ~ 100 Years in the Making".

Windstar's capabilities include ultra-high-definition videography, (including super slow-mo), editing, in-car cameras, drone footage (when allowed and permitted), and studio facilities. They are recognized for the quality of their work, fast turnaround time and knowledge of Pikes Peak and our event to help you tell a compelling story. With years of experience on the mountain, Windstar Studios is fully versed in and compliant with all safety and other regulatory requirements to operate on Pikes Peak during race week.

Please find an example of Windstar's work here: [Windstar Promo Video](#)

If your team is interested in hiring a video/production team, please contact [megan@ppihc.org](mailto:megan@ppihc.org) or reach out to Windstar Studios directly at <http://windstarstudios.com> or Dane Scott at 719-635-0422, [dane@windstarstudios.com](mailto:dane@windstarstudios.com)

#### **Content Usage, Licensing and Rights:**

The content provided may be used for personal purposes. Please contact PPIHC for a licensing agreement only if you plan to use content for commercial use. ([megan@ppihc.org](mailto:megan@ppihc.org)).

The PPIHC's licensing and commercial rights policy can be found [here](#).

### Official PPIHC App:

All competitors are encouraged to download the latest version of the Pikes Peak International Hill Climb's Official App.

App Installation Instructions:

Official Download Site: <https://live.sporthive.com/event/8325/App>

The App may be found and downloaded on both Android and IOS devices.

- Android Device Instructions:
  - Go to the Google Play Store App
  - In the search function, type "PPIHC"
  - Then download the app onto your device
- IOS Device Instructions:
  - Go to the Apple Store App
  - In the search function, type "PPIHC"
  - Then download the app onto your device

### App Icon

