



2026 PPIHC Licensing & Commercial Rights Information

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Spectators & Non-Media Credentialed Personnel

PPIHC PROHIBITED USES:

No third party is permitted to use the Pikes Peak International Hill Climb (PPIHC) brand name, trademarks, service marks, logos, photos, slogans, maps, captured video, etc., in any advertisement promoting the sale of goods or services of any person or organization, or in any manner which implies an endorsement of the goods or services of any person or organization.

No PPIHC themed products may be produced or sold without written consent from the PPIHC.

PPIHC MEDIA AND INTELLECTUAL PROPERTY RIGHTS RELEASE/WAIVER:

Any and all PPIHC events shall not be recorded or photographed for commercial purposes without prior express written consent of PPIHC.

All media (including images, photos, video footage, and audio recordings) and intellectual property rights related to or associated with PPIHC and PPIHC events (collectively, "Media"), including the Pikes Peak International Hill Climb auto race ("Race"), belongs to PPIHC, and is wholly reserved in perpetuity to PPIHC and its licensees. All Media from or related to PPIHC events, including but not limited to photos and footage, are part of the PPIHC's intellectual property and can be used by PPIHC and/or its licensees for promotional purposes or any other purposes. All Media belongs to PPIHC and is for the PPIHC's exclusive (except as agreed to by PPIHC), perpetual and worldwide usage.

Any unauthorized use or sale of Media, including, but not limited to, reproduction, retransmission, or the making of or inclusion of Media into a broadcast, internet, web, motion picture, DVD or tape program, or any other form of distribution, without prior express written consent of the PPIHC, is strictly prohibited.

The licensing or sub-licensing of Media from PPIHC events shall be strictly forbidden without prior express written consent of PPIHC.

PPIHC has the sole and exclusive rights to all Media, including but not limited to images and footage captured by spectators and all other persons without media credentials at PPIHC events.

PPIHC DRONE POLICY:

Drone usage at the PPIHC Event and/or ancillary events is strictly prohibited.

SUMMARY:

- The PPIHC owns all rights to videos/photos/images that are captured by spectators.
- Spectators may not resell any videos/photos/images.

Competitors, Owners, and Crew

PPIHC PROHIBITED USES:

No third party is permitted to use the Pikes Peak International Hill Climb (PPIHC) brand name, trademarks, service marks, logos, photos, slogans, maps, captured video, etc., in any advertisement promoting the sale of goods or services of any person or organization, or in any manner which implies an endorsement of the goods or services of any person or organization.

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The licensing or sub-licensing of Media from PPIHC events shall be strictly forbidden without prior express written consent of PPIHC.

COMPETITOR/OWNER/CREW INFO:

All Competitors, Vehicle Owners, and/or Crew Members, relinquish and release all advertising rights for their involvement in the PPIHC. Competitors grant the PPIHC the right to acquire, reproduce and use photographs/footage of themselves and their associated racing equipment in addition to the use of any statement of fact and testimonial copy about their race-related accomplishments in any publicity, advertising, or fundraising activity. There is no time or geographical limit upon this grant.

COMMERCIAL USE:

As an entrant, footage is to be used only for personal purposes and must not be used for any other purpose, commercial or otherwise. The PPIHC owns the rights and licensing for all footage from the 2026 Race including, but not limited to, any and/or all practice days, Race Day, and Fan Fest. All photos and footage are part of the PPIHC's intellectual property and can be used by the PPIHC for promotional purposes, sale and/or distribution. All media is for the PPIHC's non-exclusive, perpetual and worldwide usage.

No product or service, race team, sponsor of a team, sponsor of the Event, and/or any endemic or non-endemic company may use copy, photos, and/or footage for commercial activity, in any format, from the Event, including any/all ancillary Race Week events, without additional commercial licensing arrangements and prior express written permission from the PPIHC.

IN-CAR FOOTAGE:

Entrants choosing to film their own in-car footage will be required to provide PPIHC Officials with all footage upon completion of the competitor's run on Race Day. All footage will be transferred to the PPIHC for storage and then returned to the competitor for personal use. Additionally, in-car video from the 2026 Race may be uploaded to the Official PPIHC YouTube Channel. PPIHC is not responsible for lost or damaged data storage cards. Competitors who do not finish the race will receive an email notification approximately one-week post-race with upload instructions. PPIHC will provide an uplink for transfer of in-car video assets.

All in-car footage is the intellectual property of the PPIHC and may be used by the PPIHC for promotional purposes, sale and/or distribution. If competitors require a list of broadcast partners who may receive copies of said footage (outside of PPIHC internal use), please contact the PPIHC.

HOME VIDEO/PROMOTIONAL VIDEO:

Entrants who bring their own POV (in-car) camera and/or personal hand-held video camera and wish to shoot their own home video/movie will be allowed to do so. If video from the race is used for non-profit and personal use by an individual (not connected with a business), no service fee is charged. Images/Video/Footage may be posted to a competitor's social media account and/or a team website only if it is not used commercially or to promote or sell a product or service.

Entrants may create a home video/promotional video for non-commercial use.

Entrants may thank their sponsors at the end of the video with one (1) single page/slide recognizing sponsors. Sponsor logos appearing individually on pages/slides at the beginning, end, or throughout a video are prohibited.

ARCHIVAL FOOTAGE/PHOTOS:

Entrants requiring historic race footage from the PPIHC archives and/or photos for personal use and/or self-promotion will be subject to a small non-commercial licensing fee. If you intend to use historic content for commercial purposes, please contact Lisa Haight at Lisa@ppihc.org.

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LOGO USE:

Competitors in the 2026 event may use the Official PPIHC Logo for specific non-commercial needs. Contact the PPIHC for written approval.

SUMMARY:

- The PPIHC owns any/all competitor in-car footage and/or any/all images/photos/videos captured by PPIHC spectators, competitors, crew members, officials, and owners.
- Competitors may use all photos and footage for promotional, non-commercial purposes.
- Competitors may not use images/photos/footage for commercial purposes.

PPIHC Official Race Accredited Media & Special Access Media

PPIHC PROHIBITED USES:

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No PPIHC themed products may be produced or sold without written consent from the PPIHC.

The PPIHC owns all media (including images, photos, video footage, and audio recordings) and intellectual property rights related to or associated with any crash/incident/or sensitive situation. The PPIHC may deem any media captured as “restricted” and that media belongs to PPIHC and is for the PPIHC’s exclusive (except as agreed to by PPIHC), perpetual, worldwide usage. This includes any and all Media captured that the PPIHC deems restricted.

TERMS:

The PPIHC will provide permission to those members of the Media who are PPIHC-accredited as Official Race Media or Special Access Media to record and/or photograph the PPIHC Event (and ancillary events) for the following purposes:

- 1) Race team use for distribution and/or broadcast on race team owned/controlled website(s) and non-commercial social media outlets only. Race team use must be verifiable by a designated race team representative or driver-of-record. Race teams must agree, upon request, to provide a copy of all media to the PPIHC within two (2) weeks of initial request for PPIHC archival and marketing purposes only. Files provided to the PPIHC must include the content creator’s name for proper recognition. The PPIHC will NOT rebroadcast and/or resell any requested footage. The PPIHC may require (upon request) a list of clips/photos (and prices) sold to specific agencies. The PPIHC will NOT restrict the sale of any photo and/or video yet does prohibit commercial licensing or commercial sub-licensing.
- 2) To provide accurate and timely editorial coverage of the event by approved local and national daily/weekly newspapers, motorsports magazines or periodicals and/or their affiliated website(s); local and national television and radio stations/networks and wire services with a documented history of news and events coverage.

PPIHC DRONE POLICY:

Drone usage at the PPIHC Event and/or ancillary events is strictly prohibited.

SUMMARY:

- Commercial use of any creative content (regardless of how it is obtained), must accompany a licensing agreement from the PPIHC. Credentialed media members do not have the right to sell licensing or usage rights.
- Credentialed media will be allowed to sell non-restricted captured creative content without limit by the PPIHC.
- The PPIHC may require a copy of the captured creative content for archival and/or marketing purposes.
- The PPIHC will not resell any photo or video clip taken/captured by a credentialed media member.
- All credentialed media members must inform their clients that commercial licensing is required for those clients planning to use photos and/or videos, and that licensing must be negotiated through the PPIHC.

Entities Interested in Filming, Licensing, and Retail

Entities interested in producing PPIHC Themed Programming, retrieving archival or pre-produced PPIHC content, receiving all-encompassing commercial rights, or offering any merchandise for sale that will include PPIHC logos or marks, must enter into a licensing agreement with the PPIHC.

To do this, please review the [2026 PPIHC Licensing Types and Rate Card Information](#), then contact Melissa Eickhoff at Melissa@ppihc.org for Content Capturing Opportunities, costs, and next steps. All inquiries for 2026 Licensing/Filming need to be made by June 1, 2026. A late fee may be applied after that date.

Definitions

PPIHC Commercial Rights:

The PPIHC claims and owns the Commercial Rights to any and all creative content recorded or gathered during the Pikes Peak International Hill Climb and/or any of its associated events. PPIHC does not claim ownership of independently captured creative content, only its use in commercial applications.

Entities that would like to commercially benefit by their association with the PPIHC, and any of the events associated with the PPIHC, must enter into contract with the PPIHC to use any associated creative content before producing or releasing any commercial promotion featuring its participation in or association with the PPIHC. Commercial entities who bring their own contracted media (photographers, videographers, writers, etc.) to PPIHC events must contract with the PPIHC in advance. A Commercial Rights License must be signed when an individual and/or organization desires to use footage, photos, digital media, maps, logos, etc., from the PPIHC for any promotional, commercial or marketing endeavor. If a company or competitor uses the PPIHC brand (logo/photos/etc.) to help sell or endorse a product or service, a Commercial Rights License must be obtained. Such licenses are granted on a case-by-case basis.

Media Creative Content:

Content created by accredited media members with the intent to promote interest in or report results and activities taking place during the event. Any content generated solely for these purposes is the property of the accredited media personnel.

Media Rights:

Rights granting accredited media personnel permission to gather information from the PPIHC and its ancillary events for editorial purposes.