



**THE ONLY SNOW AND ICE
BAJA IN THE WORLD**

Dates of the event: from 04 to 07 January 2021.

Regions and counties: Russia.

Accreditation start at: 10th of January, 2021.

Place: 04 of January, 2021, IGORA DRIVE

Russia, Leningrad region, Priozersky district, Sosnovskoye Rural Settlement, Novozhilovo Village, Priozerskoye highway 3, site 2.

GPS Coordinates:

60°30'52"N

30°11'39"E

TYPES OF PRESS ACCREDITATIONS

- **PERMANENT** accreditation from 04 to 07 of January 2021

THE NUMBER OF ACCREDITATIONS IN CATEGORIES ARE LIMITED.

- DISTANCE ACCREDITATION

Accreditation is free

The permanent accreditations are valid for the whole rally. No change of name will be possible during the rally. The organizing committee reserves the right to accept or refuse any request for accreditation.

PRESS ROOMS

Fully equipped press rooms: tables, chairs, lights, electrical plugs, internet wired connections, etc. will be available only for **PERMANENT** accredited journalists at IGORA DRIVE.

Media center opening hours: daily from the moment of opening until 21:00.

AVAILABLE INFORMATION



All press information will be available and released by the media center in Russian, and English

- race news, live text,
- competitors' positioning during the special stages,
- classifications by the stage results,
- press releases,
- interviews,
- pictures,
- videos.

Information will be posted on boards, on screens, as well as on the event official website www.bajarussia.ru

TRANSMISSIONS

A Wi-Fi system will be available at the press center. Access to Internet (only for **permanent** accredited journalists) will be provided by the Organizers.

The Organizers do not supply computers and printers. All journalists and press officers are expected to provide their own equipment that is desirable to be insured.

ACCOMMODATION AND CATERING

Are not provided by the Organizers.

DRIVER'S CODE GENERAL

All journalists, participants and crews are obliged to behave with respect and courtesy on the route to each other and towards:

- o the population of the country,
- o the other competitors,
- o the Organizers.

They should follow the instructions of the rally Organizers and marshals at the special stages, bivouacs and CP



APPENDIX 1: RULES OF CONDUCT AND OBLIGATION OF THE JOURNALIST

Within the framework of the chosen accreditation, I confirm that I agree with processing of my personal data collected during registration by the Organizer of the Baja «Russia-Northern Forest»; and I also agree to the transfer of my personal data upon request to services and companies that host the race and help with it.

I also undertake to:

- comply with safety rules and with the requirements of rally officials, security marshals, line judges and those involved in ensuring rally safety.
- comply [COVID-19 Mitigation Plan](#)
- choose the points indicated for the press for shooting, avoiding the presence in dangerous and forbidden corners, being guided by the following safety schemes, including, but not limited to:



- Always keep a sports car in sight
- Not to stand with my back to the rally track
- Not to sit near the track; be able to move urgently
- Not to stand outside the corners
- Not to stand below the level of the road, at the foot of the dunes being out of sight of the race participants
- Not to stand in prohibited areas
- Expect unexpected: a car due to a malfunction may start moving NOT along the visible rally track
- Not to cross the rally track

Dangerous area. Avoid being in these sectors on the rally track!

I am aware of the degree of danger that may be associated with the fulfillment of my professional journalist duties at this competition.

I acknowledge that, being in the territory of the rally countries, I fall under the jurisdiction of the host country laws.

As the rally participant, I undertake to ensure that my actions, videos and publications **do not include** advertising / promotion / propaganda of the following:

- **alcohol,**
- **tobacco,**
- **pharmaceuticals,**
- **religion,**
- **politics,**
- **pornography.**



TRADEMARKS



The Baja trademark and logo are the exclusive property of the Rally Organizer – ООО «Северный лес». The use of the baja's name and logo is strictly limited to use by the Organizer, Partners of the event and authorized licensees. The use of the Northern-forest logo for commercial purposes is strictly prohibited. Changing the Northern Forest logo is strictly prohibited.

RIGHT TO A SPORTS EVENT COVERAGE

The Organizers and Partners of the sports events own the rights to their coverage by broadcasting the image and (or) the sound of the events by any means and (or) using any technology, as well as by recording the specified broadcast and (or) shooting the events.

The rights to cover the «Northern Forest» baja may be used by third parties only on the basis of the permission of the Organizers or written agreements on the acquisition of these rights from the Organizers of such events by third parties.

An accredited person, regardless of the type of accreditation, is obliged to send to media@northern-forest.ru the report on the «Northern Forest Baja» coverage that should contain: the date, time and duration of each broadcast at the request of the rally Organizers; and also to provide the organizers free of charge in case of their special request part of the video materials (photo, video) in electronic format or any other convenient way.

I, the undersigned

Full name _____

Date of birth _____

Address:

accredited by the 2021 Baja «Russia-Northern Forest» Organizers, claim:

I confirm that I am familiar with the "Press Regulations" and undertake to comply with them and the rules of conduct at the rally.

Handwritten signature and comment: "I have read and agree. I bear responsibility for my life and health".

Date _____



APPENDIX 2: LIMITED IMAGE LICENSE. RULES OF USAGE FOR IMAGES AND VIDEOS

INDEX:

1. BAJA «RUSSIA - NORTHERN FOREST» official images with open license available during the rally
- 1.2. Conditions to broadcast BAJA «RUSSIA - NORTHERN FOREST» images on TV
2. BAJA «RUSSIA - NORTHERN FOREST» official video contents available during the rally (digital media use)
- 2.1 и 2.2. Conditions to use BAJA «RUSSIA - NORTHERN FOREST» official video contents (digital media)
3. Conditions to send images from the BAJA «RUSSIA - NORTHERN FOREST» media center

1. BAJA «RUSSIA - NORTHERN FOREST» OFFICIAL IMAGES WITH OPEN LICENSE AVAILABLE FOR TV DURING THE RALLY.

- 2-3-minute daily videos for news access;
- videos available on FTP and DROPBOX using the link given in the permission;
- route maps, official graphics set, logos.

1.2 CONDITIONS AND RULES REGARDING THE USE OF NFB RALLY OFFICIAL IMAGES:

1.2.1 BAJA «RUSSIA - NORTHERN FOREST» non-rights-holders (broadcasters without any agreement with BAJA «RUSSIA - NORTHERN FOREST» wishing to broadcast dedicated programs from the 2021 BAJA «RUSSIA - NORTHERN FOREST») are entitled to broadcast, on a linear basis, a maximum of 1 (one) minute race footage per event day to be incorporated solely within:

- Regular TV news channels, sport news bulletins, magazines, sports magazines, not dedicated to the BAJA «RUSSIA - NORTHERN FOREST».

BAJA «RUSSIA - NORTHERN FOREST» non-rights-holders and the accredited channels in the frameworks of “daily accreditation” for the NFB are entitled to broadcast behind the scenes’ footage (bivouacs, interviews) made by their own means in the programs described above. The global linear basis broadcast should not exceed 2 -3(two-three) minutes (1’ of race footage + 1 behind the scenes’ footage).

- **Pay your attention that the channel or the BAJA «RUSSIA - NORTHERN FOREST» non-rights-holder after their broadcast should send a broadcast report including: date, time and length of each broadcast to media@northern-forest.ru as well as by the Organizers request provide free of charge part of footage (photo, video) in soft copy or in any other convenient way to the Organizers.**

1.2.2 **BAJA «RUSSIA - NORTHERN FOREST» non-rights-holders** are not authorized to use any BAJA «RUSSIA - NORTHERN FOREST» pictures for commercial or sponsorship purpose.

- It is strictly forbidden for non-rights-holders or TV channels to stream videos of the BAJA «RUSSIA - NORTHERN FOREST» by means of Internet and/or mobile distribution technologies except as follows:
- The streaming is part of the simultaneous broadcast of the TV channel without any changes on the channel own edited generic web-site.
- The streaming is part of VOD catch-up service of the entire regularly scheduled news bulletins and/or sport news bulletins, but not the designated magazines, on the TV channel generic internet and mobile platforms.



2.1 DIGITAL PLATFORMS ENTITLED TO BROADCAST/HOST BAJA «RUSSIA - NORTHERN FOREST» OFFICIAL VIDEOS:

Only the following categories of digital platforms/media are entitled to use BAJA «RUSSIA - NORTHERN FOREST» official videos:

- Pure player digital news portals, online newspapers, radio, and digital media related to general or specialized news, sports and motorsport news solely for its own operated website / mobile application / social networks.
- *It is expressly agreed that no TV channel website / mobile app shall have access to BAJA «RUSSIA - NORTHERN FOREST» official video contents.*
- Official BAJA «RUSSIA - NORTHERN FOREST» partners and racing teams are allowed to host/broadcast BAJA «RUSSIA - NORTHERN FOREST» official videos on their own operated websites / mobile applications / social networks without any changes.

IMPORTANT: The Organizers and Partners of the sports events own the rights to their coverage by broadcasting/hosting any other content with BAJA «RUSSIA - NORTHERN FOREST» images by any means and (or) using any technology, as well as by recording the specified broadcast and (or) shooting the events. ***For any broadcast/hosting of any other content with BAJA «RUSSIA - NORTHERN FOREST» race images, a specific agreement with the Organizers is required. It is possible to request the permission for license acquisition from the TV production group head.***

2.2 LICENSE CONDITIONS:

The use/hosting/broadcasting of the here above contents (official videos) are subject to the respect of the following license conditions:

Access to free videos through embedded code:

- Embedded code is available on the official BAJA «RUSSIA - NORTHERN FOREST» YouTube channel in the Share button settings of every video.
- Pre-roll & post-roll advertising prior the start and after the end of the video: a maximum of 4 sec.
- It is strictly forbidden to edit/modify the BAJA «RUSSIA - NORTHERN FOREST» official videos.

IMPORTANT: In no case shall a third party brand that is not an official sponsor of the event, be associated neither with the BAJA «RUSSIA - NORTHERN FOREST» brand nor with its official videos or prevail from any form of sponsoring with the BAJA «RUSSIA - NORTHERN FOREST».

VIDEOS PROVIDED BY THE SPECIAL AGREEMENT:

FOR TV CHANNELS, 3-4-minute daily videos are available. Videos are available via FTP link BAJA «RUSSIA - NORTHERN FOREST» and are provided upon agreement. The request is made to the media department / TV production department.

PLATFORMS/SITES FOR HOSTING:

- The video usage shall be limited only to the operated website and mobile application for every media and / or this website is owned and / or edited by accredited media.
- Official rally videos may be broadcasted / hosted exclusively on their own websites or mobile applications of the media / sponsors / teams indicated in the accreditation. It is forbidden to download



and post / distribute official race videos on platforms and social networks where there is an embed code like YouTube, RuTube, Daily Motion, in own media / team / rally accounts.

- A website and a mobile application that host official videos should not be created for the race, be dedicated to it or specialize only in BAJA «RUSSIA - NORTHERN FOREST».
- Access to official materials should be free, posted videos on the platform of the media / partner / team should not be available for download to the end user. It is not allowed to inform third parties about the source of access (direct links) to videos outside the website / application, where the video is posted.

Pay your attention that the accredited camera crews or TV broadcasters by the Organizers request should provide free of charge part of footage in soft copy or in any other convenient way to the Organizers.

