



### **Official Media Rights**

2017 United States Disc Golf Championship  
Winthrop University, Rock Hill, South Carolina  
(revised 8.1.17)

#### **General**

Innova Champion Discs, Inc. (Innova) owns and functions as the responsible event producer of the United States Disc Golf Championship (USDGC). Innova retains all rights to media produced at the event which includes all side events. The 2017 USDGC host broadcasting partner is Spin18 Ltd. Spin18 will function as PR-host for general media and executive host broadcaster for the event. Spin18 will produce content from the event for digital media live, recorded, and pre-produced materials from inside and outside the venue. The term “organizer” hereafter shall refer to Innova and Spin18 depending upon applicability.

#### **Media Rights**

The 2017 USDGC event consists of a singles competition as well as a variety of other side events including but not limited to USDGC Doubles, Monday Qualifying, Throw Pink Rock Hill, and the Big Arm Big/Heart Distance Showcase.

All interested media personnel (hereafter: operators) must register with the organizer in writing in advance, no later than one week before the event, based on which the organizer will categorize the operator appropriately and specify the acceptable size of their production team. Operator privileges and definitions for the event have been divided into 4 categories depending on the type of media and intended use. All approved operators are required to check in upon arrival to Winthrop University, pick up and display the appropriate media credentials, and to comply with all terms of a separate waiver provided by the organizer at check-in.

Requests for media credentials must include, at minimum, the following information:

- Operator name, contact information, publication platform, country/region, and intended use
- Size of the production team and equipment list (upon request)

#### **Operator Categories and Definitions**

These definitions are subject to modification at any time by the organizer and serve as a guideline for the production hierarchy. The organizer reserves the right to assign a category to any approved operator at any time.

##### **1. Host Broadcaster**

- 1.1. SPIN18 Ltd.

##### **2. International and National Media Companies**

- 2.1. Media with a separate independent sports desk
- 2.2 Non-disc golf media companies and/or news gathering outlets

##### **3. Independent Freelancer Media**

- 3.1. Video blogs
- 3.2. Freelancers with their own publication platforms

### 3.3. In-sport publication platforms

#### 4. Other commercial operators and equipment manufacturers operating in the sport

##### Operator Privileges by Category

**Category 1** operators are entitled to operate in the filming area specified by the organizer and in the entire course area. Category 1 operators are the only operators allowed to film the two (2) top groups during the 3<sup>rd</sup> and 4<sup>th</sup> rounds. Final round live Internet, television, and/or radio broadcasts are reserved for Category 1 operators only.

**Category 2** operators will receive day-specific filming and interview rights from the event's media officer. It is possible to conduct player interviews after the rounds in a specified area.

**Category 3** operators are entitled to film at the venue but only in spectator areas of the course area (no live broadcasting/streaming). It is possible to conduct player interviews after the rounds in a specified area. Upon request, operators will give copies of the material for the organizer's free use without limitations by portable hard drive. The materials must be transferable using Apple-compatible equipment and formats. Materials published by Category 3 operators must correctly identify the name and location of the event. In addition, any hashtag(s) provided by the organizer must be used with all content shared in social media.

**Category 4** operators are entitled to film (no live broadcasting/streaming) at the venue but only in areas reserved for the audience in the course area. Please note that option for Friday and Saturday's television holes are reserved for Category 1 operators only. It is possible to conduct player interviews after the rounds in a specified area. Category 4 operators are entitled to request commercial rights releases for any materials gathered, granted at the organizers' discretion.

All Category 4 operators must, on a daily basis and before leaving the venue, give a full copy of their footage by portable hard drive for the organizer's free use without limitations as remuneration for the right to use the materials for commercial purposes. The materials must be transferable using Apple-compatible equipment and formats. Materials published by Category 4 operators must correctly identify the name and location of the event, including material which is intended for non-commercial use. In addition, any hashtag(s) provided by the organizer must be used with all content shared in social media.

The organizer reserves the right to change the event's media rights and instructions where needed.

For further media information or clarifications contact:

Jussi Meresmaa  
Head of Media, United States Disc Golf Championship  
Spin18 Ltd  
email: [jussi.meresmaa@spin18.com](mailto:jussi.meresmaa@spin18.com)

For general event information contact:

Jonathan Poole  
Event Director, United States Disc Golf Championship  
email: [jonathan.poole@innovadiscgolf.com](mailto:jonathan.poole@innovadiscgolf.com)