



Anyone seeking a photo vest outside of editorial media must execute an agreement with IMSA. IMSA would like to remind you of their at-track photo/video policies and procedures.

- Any third party hired on behalf of a team, driver, sponsor, etc. intending to shoot video and/or photos during an IMSA event weekend must have a fully-executed photo, access and/or license agreement in place with IMSA and provide the required insurance (for video only) prior to the shoot.
- Agreements may contain fees (see rates below).
- An agreement between a team or driver and anyone offering fee-free video or photography services is not allowed. There are inherent risks involved with shooting at-track, so experienced photographers with an executed licensing agreement are required.
- Video crews and photographers who do not qualify for an IMSA annual credential must apply through the track in conjunction with IMSA. Video or photos may not be used for advertising or used in any way to imply commercial endorsement or sponsorship, or for any other commercial use, without a separate Commercial Agreement which will contain additional fees.
- If the above guidelines are not followed, IMSA and the venue retain the right to confiscate credentials and video materials.
- Please contact Nancy Green at ngreen@imsa.com to coordinate the photo, access and/or license agreement a minimum of three (3) weeks prior to the event (deadlines below). Requests outside of these timelines will incur an expediting fee or may not be honored.
- Live streaming of in-car video or any other footage during IMSA-sanctioned events is expressly prohibited.
- Video requests from our library require an agreement with IMSA. Additionally, NASCAR Media Ventures charges \$150 per hour (with a 2-hour minimum) for search and pull fees.
- All vested photographers and videographers must attend the mandatory photo meeting prior to each event.
- Please direct all inquiries regarding video licensing and/or photo agreements to Nancy Green (ngreen@imsa.com).

2023 IMSA VIDEO AND PHOTO AGREEMENT SINGLE EVENT RATES (As of 11/14/22)							
2023 RATES	Single Event Photo Fees	Single Event Video Licensing Fee	Single Event Access Fee	Single Event Admin. Fee	Additional SEC Fee*** (1 included)	Expediting fee day after deadline*	Expediting fee one week prior to event*
Outside Videographer/Production for a Driver, Team, IMSA Official Partner		No fee	No fee	\$650	\$300	\$500	\$1,000
Team Sponsor or Driver Sponsor Videographer/Production Co. (all team / driver sponsor use is considered commercial)		\$350	\$350	\$650	\$300	\$500	\$1,000
PHOTO: Single Event team/driver clients (non-commercial)	\$350				\$300	\$500	\$1,000
PHOTO: Single Event Commercial Client – Sponsor (driver or team; each)	\$650				\$300	\$500	\$1,000
PHOTO: IMSA Official Partner ONLY	Included**					Included**	Included**
Recognized Media Outlet ONLY	No Agreement required					No Agreement required	No Agreement required
*At IMSA's discretion, if time for processing allows.							
**Included in OEM / IMSA Partner Agreements.							
***At IMSA's discretion.							

2023 IMSA VIDEO AND PHOTO AGREEMENT DEADLINES

EVENT	EVENT DATES	IMSA AGREEMENT DEADLINE	\$500 EXPEDITING FEE IF RECEIVED ON OR AFTER	\$1,000 EXPEDITING FEE IF RECEIVED ON OR AFTER
Roar-Daytona	1/20-1/22	12/11	12/12	1/6*
Daytona	1/26-1/29	12/11	12/12	1/12*
Sebring	3/15-3/18	2/22	2/23	3/8*
Long Beach	4/14-4/15	3/24	3/25	4/7*
Laguna Seca	5/12-5/14	4/21	4/22	5/5*
Detroit	6/2-6/3	5/12	5/13	5/26*
Watkins Glen	6/22-6/25	6/1	6/2	6/15*
CTMP	7/7-7/9	6/16	6/17	6/30*
Lime Rock	7/21-7/22	6/30	7/1	7/14*
Road America	8/4-8/6	7/14	7/15	7/28*
VIR	8/25-8/27	8/4	8/5	8/18*
Indianapolis	9/15-9/17	8/25	8/26	9/8*
Road Atlanta	10/11-10/14	9/20	9/21	10/4*

***At IMSA's discretion, if time for processing allows.**