



MERCHANDISE GUIDELINES TEAMS 2024

RALLYCROSS
PROMOTER

MERCHANDISE SALE

APPLICATION AND APPROVAL PROCESS

- Competitors are not permitted to sell any merchandise in their paddock area or at any Competition unless expressly permitted by Promoter in advance
- Competitors shall not produce any merchandise containing the Championship Marks without Promoter's prior written consent

Please contact Rallycross Promoter for further guidelines, to apply for merchandise sales in the paddock area and get approval of merchandise design.

- Apply for merchandise sales in the paddock
Julie O'Leary - julie.oleary@fiaworldrallycross.com
- Approval of merchandise design
Anastasiia Bobrovska - anastasiia.bobrovska@wrc.com

MERCHANDISE SALE

APPLICATION AND APPROVAL PROCESS

Following application process is exclusive for 2024:

- All applications to sell merchandise on site during 2024 should be submitted by **Wednesday, the 19th of June 2024**
- Each application must provide the following details:
 - Visual of retail space
 - List of 2024 events at which the applicant would like to sell merchandise
- If an applicant receives permission to sell their merchandise on-site, the following should be considered:
 - The retail space must fit within the team's existing paddock allocation
 - Any additional services required for merchandise operation are chargeable
 - All merchandise designs must be approved by Rallycross Promoter before production

Please note: in season 2024 only, the online sale of team merchandise featuring the Championship logos is permitted, if the merchandise has been approved by Rallycross Promoter

MERCHANDISE GUIDELINES

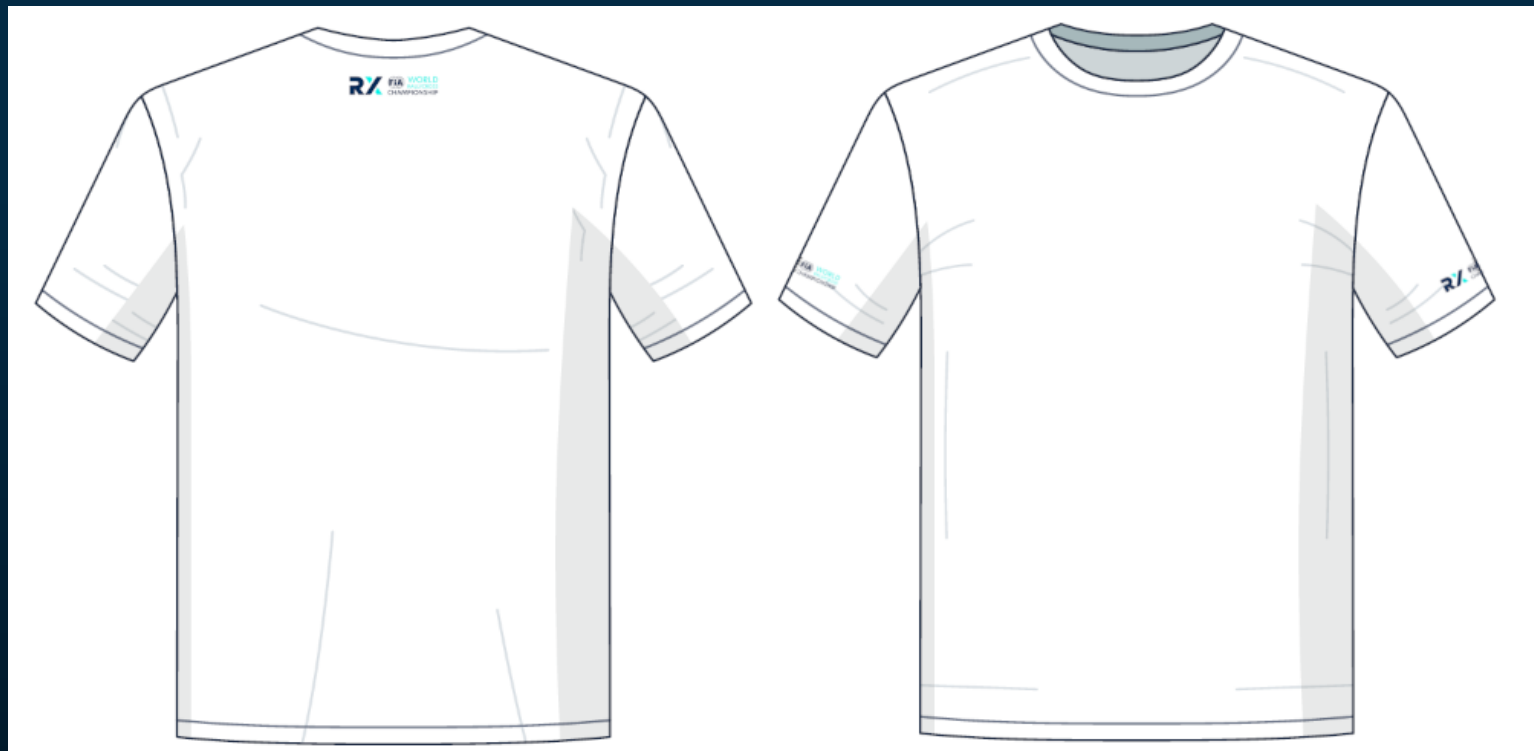
Following guidelines are exclusively applicable to the production of merchandise for season 2024:

- Championship logos can only be used in combination with the official name of the team to clearly mark the item as Team merchandise
- Championship logos can never be used on the left-side of the chest (heart side)
- When used, Championship logos should be small and not bigger than 40% of the size of the official team's name (example below with the event stamp for visual reference only)
- No commercial partners can be on any item featuring the Championship logos
- Only photos of the team and team's car can be used on the merchandise.
However, only clean photos of the car can be used, without featuring any commercial partners



EXAMPLES

EXAMPLES OF ALLOWED LOGO USE ON MERCHANDISE



APPENDIX

- Championship marks and/or Championship logos

Any Championship marks legally owned and/or controlled by Rallycross Promoter GmbH, including the official Championship names:

- World RX
- Euro RX1
- Euro RX3
- RX2e

- Championship photos

- Any photos featuring competitors and/or cars, both on and off track, taken during any championship event

- *Please note: Any approved on-site sales operations are at all times subject to safety considerations.*