



FIM Hard Enduro World Championship

Promoted by Hard Enduro Promotions Marketing Management LLC (HEP)

HEWC BRAND USE OF CONTENT – CAP

1. PURPOSE OF THIS FRAMEWORK

The FIM Hard Enduro World Championship (HEWC) operates as a global championship and international media rights holder.

HEWC manages and governs the commercial media ecosystem surrounding the championship, including race footage, audiovisual production, digital distribution, and official content integration.

The Hard Enduro ecosystem is built around passionate riders, independent teams, creators, specialist brands, event organisers, and industry partners. Many of these stakeholders already invest in content creation across the championship; however, this investment is often fragmented, inconsistent, difficult to scale, and disconnected from the wider championship media ecosystem.

To support sustainable growth across the sport, HEWC has established the:

HEWC Content Access Programme (CAP)

CAP is a structured media participation model designed to:

- Improve the overall quality and consistency of championship content
- Support riders, teams, and emerging brands with increased visibility
- Provide safe and structured access to HEWC media participation
- Create affordable pathways into the championship ecosystem
- Simplify creator coordination and content workflows
- Ensure commercial activity aligns with the championship's media rights structure
- Protect the long-term value of official HEWC partners and broadcast assets

CAP allows brands, teams, riders, and creators to contribute directly to the championship media ecosystem while benefiting from coordinated production access, approved creator collaboration, and structured content usage rights.

2. THE HEWC CONTENT ECOSYSTEM

HEWC operates a centralised media and content ecosystem across all championship events.



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This ecosystem includes:

- Official HEWC production crews
- Accredited photographers and videographers
- Approved content creators
- Teams and rider media representatives
- Event organisers operating under HEWC authority
- Official HEWC distribution platforms
- Broadcast and documentary production workflows

The objective is not to restrict content creation, but rather to create a more collaborative, sustainable, and professionally managed media environment for the entire Hard Enduro community.

HEWC welcomes creator participation, team storytelling, rider-generated content, and organic brand visibility.

However, where content begins generating structured commercial value for brands, products, or commercial campaigns, that activity becomes part of the wider HEWC commercial ecosystem and must operate within an aligned framework.

3. WHAT REMAINS FREELY PERMITTED

The following activities are considered organic or editorial participation and do not require a commercial licence or approval:

- Riders posting content on their personal channels
- Teams posting rider and paddock content
- Incidental or non-directed brand visibility within creator, rider, or editorial content, where the brand is not commissioning, directing, or commercially amplifying the content.
- Instagram collaborations between creators, riders, and brands
- Organic product visibility within editorial or creator-led storytelling
- Independent editorial reporting by accredited media
- Non-commercial community content



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These activities are considered part of the natural and open media culture of Hard Enduro.

HEWC actively encourages authentic storytelling and creator participation throughout the championship.

4. WHEN BRAND USAGE BECOMES COMMERCIAL ACTIVITY

Where HEWC event content is used to actively market or promote products, services, campaigns, or commercial initiatives, that activity becomes structured commercial use.

Examples include:

- Brands reposting HEWC event content on brand-owned channels
- Product-focused marketing using race footage or imagery
- Brands sourcing content from creators for marketing use
- Repeated or structured use of HEWC event content
- Paid advertising campaigns using HEWC-related content
- Commercial storytelling built around championship participation
- Multi-event content campaigns Commercial distribution of race-related content

This framework exists to ensure:

- Fair commercial participation across the ecosystem
- Alignment with official championship partners
- Protection of existing sponsor categories
- Sustainable funding of championship media production
- Long-term growth of the HEWC media ecosystem

5. HEWC CONTENT ACCESS PROGRAMME (CAP)

CAP provides a structured pathway for brands, teams, riders, and creators to participate within the official HEWC media ecosystem.

The programme is designed to support both emerging participants and established commercial partners through scalable levels of access and support.



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TIER 1 — ORGANIC CREATOR ACTIVITY

Intended For:

- Riders
- Editorial and creator-led media operating primarily for their own audience channels and non-commercial storytelling.
- Small teams
- Editorial media

Includes:

- Creator accreditation access
- Organic storytelling
- Editorial coverage
- Rider and team social media content
- Brand tagging within creator content
- Instagram collaboration posts

Commercial Rights:

- No standalone commercial brand usage rights
- No paid advertising usage
- No direct commercial exploitation

Cost:

- Standard accreditation process only

This level exists to preserve the open and authentic storytelling culture of Hard Enduro.

TIER 2 — BRAND CONTENT USAGE LICENCE

Intended For:

- Small brands
- Rider sponsors
- Local event partners
- Product-focused companies
- Emerging industry brands

Includes:

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- Rights-cleared social media usage
- Ability to repost approved HEWC-related content
- Access to approved creators and content contributors
- Structured creator collaboration
- Alignment with HEWC media management
- Reduced legal and rights uncertainty
- Entry into the official HEWC content ecosystem

Suitable For:

- Product-focused social media content
- Brand storytelling around riders or teams
- Small campaign support
- Brand participation within the championship environment

Restrictions:

- No international broadcast rights
- No standalone resale of content
- No large-scale advertising campaigns without upgrade
- No activity conflicting with official HEWC partners

Pricing determined by:

- scope of usage
- number of events
- distribution scale
- campaign type

Usage Type	Indicative Structure
Single Event / Small Brand	€150–€500
Multi-Event Social Usage	€500–€2,500
Rider Sponsor Activation	€500–€2,000
Small Campaign Support	€750–€5,000

TIER 3 — CONTENT ACCESS PARTNER

Intended For:

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- **Teams**

- OEM support programmes
- Mid-sized brands
- Performance partners
- Structured seasonal participants

Includes:

- Multi-event content coordination
- Access to HEWC content support workflows
- Planned storytelling integration
- Priority access to approved media assets
- Structured creator coordination
- Dedicated content planning support
- Inclusion opportunities within HEWC digital ecosystem
- Potential YouTube and documentary integration
- Coordinated media requests across events

Positioning:

A scalable alternative to traditional sponsorship for brands seeking media participation rather than category rights.

Commercial Structure:

Seasonal or multi-event participation model. €2,000 – €15,000+ depending on scope and integration.

Participation Type	Indicative Structure
Team Seasonal Support	€1,000–€5,000
OEM Support Programme	€5,000–€15,000
Structured Brand Storytelling	€5,000–€20,000
Multi-Event Content Integration	€10,000+

TIER 4 — INTEGRATED MEDIA PARTNER

Intended For:

- Strategic commercial partners
- Large-scale campaigns



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- Integrated seasonal activations
- Broadcast-aligned partners

Includes:

- Bespoke media planning
- Dedicated production coordination
- Strategic content capture support
- Campaign integration
- Broadcast and documentary opportunities where appropriate
- Expanded usage rights
- High-level coordination with HEWC media operations

Positioning:

Premium integrated media participation within the HEWC ecosystem.

Custom structure based on campaign requirements.

6. HOW CAP OPERATES

The HEWC Content Access Programme is designed to simplify and professionalise media participation across the championship.

STEP 1 — DECLARE

Brands, teams, or creators inform HEWC:

who they are working with which events are involved intended content usage campaign objectives (where relevant)

STEP 2 — ALIGN

HEWC reviews:

- category conflicts
- partner alignment
- rights implications
- production feasibility
- creator coordination requirements



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This ensures fair participation across the ecosystem while protecting official championship partners.

STEP 3 — ACTIVATE

HEWC coordinates:

- approved access
- creator integration
- content support
- media workflows
- usage permissions
- delivery structure

Where applicable, HEWC may assist with connecting brands to approved creators operating within the championship ecosystem.

7. RIGHTS & RESTRICTIONS

Unless otherwise agreed in writing:

Permitted:

- Organic social media usage
- Approved reposting
- Rights-cleared digital usage within agreed scope
- Editorial storytelling
- Creator collaboration

Not Permitted:

- Independent commercial resale of HEWC race footage
- Unapproved paid advertising campaigns
- Sublicensing HEWC content to third parties
- Unauthorised broadcast usage
- Ambush marketing
- Any activity conflicting with official championship categories
- Misrepresentation as an official HEWC sponsor or rights holder



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All race footage, official event coverage, and HEWC-produced audiovisual material remain subject to the championship's international media rights structure.

8. PARTNER PROTECTION & COMMERCIAL FAIRNESS

HEWC remains committed to maintaining a fair and sustainable commercial ecosystem.

The CAP model is designed to:

- Support smaller brands entering the championship
- Protect official championship sponsors
- Prevent uncontrolled commercial exploitation
- Maintain balanced manufacturer and partner representation
- Ensure long-term sustainability of championship media production

Participation within CAP does not provide:

- category exclusivity
- official sponsor status
- title rights
- guaranteed exposure

All editorial and production decisions remain under HEWC authority.

9. SIMPLE PRINCIPLES

Creator content = open participation

Brand usage of content = structured participation

Commercial campaigns = licensed participation

10. FINAL POSITIONING

HEWC believes that stronger collaboration between riders, teams, creators, brands, and organisers leads to stronger storytelling, better visibility, and a healthier championship ecosystem.



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The HEWC Content Access Programme exists to create a scalable and sustainable media environment where all stakeholders can participate professionally, safely, and collaboratively within the global structure of the FIM Hard Enduro World Championship.