



FIM Hard Enduro World Championship

Promoted by Hard Enduro Promotions Marketing Management LLC (HEP)

HEWC CREATOR SUPPLY RULES

2026 Season

1. PURPOSE OF THIS FRAMEWORK

The FIM Hard Enduro World Championship (HEWC) welcomes content creators, filmmakers, photographers, vloggers, storytellers, and digital media personalities as an important part of the modern Hard Enduro ecosystem.

Creators help:

grow the sport increase rider visibility engage global audiences build community
storytelling expand the championship's digital reach

This framework exists to clarify the distinction between:

1. Creator-led editorial storytelling

and

2. Commercial supply of HEWC event content

The objective is not to restrict creators, but to ensure fair commercial participation, transparent content usage, protection of official HEWC rights, sustainable growth of the championship media ecosystem.

This framework operates alongside:

- HEWC Media Rights & Accreditation Framework
- Media Coverage Guidelines
- HEWC Brand Use of Content – CAP

2. CREATOR PARTICIPATION PRINCIPLES

HEWC supports race vlogs, documentaries, social storytelling, YouTube content, rider-focused coverage, paddock content and creator-led editorial storytelling.

Creators are encouraged to build their own audiences, monetise their own channels, collaborate with riders and teams organically and contribute positively to the Hard

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Enduro community. HEWC believes creators are an important part of the future growth of the championship.

3. WHAT CREATORS MAY DO

Under standard HEWC accreditation, creators may:

Allowed Activities

- Film non-live content at HEWC events
- Publish content on their own channels
- Monetise their own audience/platform
- Produce race vlogs and editorial storytelling
- Create rider- or team-focused content
- Publish short-form social content
- Collaborate organically with riders and teams
- Use approved HEWC editorial assets where provided

Creators may also:

- generate advertising revenue from their own channels
- obtain sponsorships for their own creator platform
- build audience growth around their content

provided that:

- the creator remains the primary publisher
- the activity remains creator-led editorial storytelling
- no undeclared commercial supply relationship exists

4. WHAT CREATORS MAY NOT DO WITHOUT DECLARATION OR APPROVAL

Creators may NOT, without prior HEWC alignment or CAP participation:

Commercial Supply Restrictions :

- Sell HEWC race footage to brands or commercial entities
- Supply commercial content packages to sponsors



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- Produce undeclared campaign content
- Operate as a hidden supplier for third-party pages or brands
- Provide HEWC footage to podcasts, recap pages, or commentary channels without declaration
- Commercially distribute race footage outside approved usage
- License HEWC race footage to third parties
- Supply content for paid advertising campaigns
- Act as a commercial agency inside the championship without declaration

The commercial supply of HEWC-related content must operate through the structured HEWC media ecosystem.

5. THE KEY DISTINCTION

Creator Monetisation = Allowed

Examples:

YouTube advertising revenue, creator sponsorships, creator affiliate partnerships, audience monetisation and creator-led storytelling. This is considered creator platform monetisation, and is generally permitted under accreditation.

Commercial Supply = Requires Alignment

Examples:

filming for a brand campaign, supplying content to a sponsor, producing paid commercial assets, delivering footage packages to teams or manufacturers, supplying clips to third-party media platforms and commercial distribution of HEWC-related footage.

This is considered commercial exploitation of HEWC event content and requires declaration, alignment, potential CAP participation or additional approval

6. CONTENT SOURCE DECLARATION

Creators must declare where applicable who they are producing content for, whether a commercial client exists, whether a brand or sponsor is involved, intended content



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usage, which platforms will publish the content, whether any third party will receive event footage and/or whether the content forms part of a paid campaign.

Failure to disclose commercial supply relationships may result in:

- accreditation review
- access restriction
- CAP escalation
- rights enforcement action

7. CREATOR COLLABORATIONS & BRAND VISIBILITY

HEWC supports:

- rider collaborations
- creator collaborations
- organic sponsor visibility
- authentic paddock storytelling

The following are generally permitted:

- rider reposts
- Instagram collaboration posts
- incidental sponsor branding
- organic team visibility
- natural product appearance within editorial storytelling

However, where a creator's content becomes part of:

- structured commercial marketing
- repeated sponsor promotion
- product-focused campaigns
- paid advertising activity
- commercial distribution chains

the activity may move into structured commercial participation under CAP.

8. REMOTE MEDIA & THIRD-PARTY DISTRIBUTION

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Creators may not provide HEWC footage to:

- Podcasts
- commentary channels
- recap pages
- community platforms
- analysis accounts
- third-party distribution networks

unless:

- the source relationship is declared
- the usage complies with HEWC editorial rules
- HEWC alignment has been obtained where required

This is necessary to ensure transparency and control over secondary distribution of HEWC event content.

9. HEWC CREATOR NETWORK

HEWC aims to build a collaborative creator ecosystem that supports creators, riders, teams, organisers, brands and championship storytelling.

Approved creators may receive increased access opportunities, visibility through HEWC channels, potential work opportunities, creator collaborations and integration into official HEWC workflows.

In return, creators are expected to operate transparently, respect HEWC rights structures, declare commercial relationships, comply with championship media policies and contribute positively to the ecosystem.

10. ENFORCEMENT & COMPLIANCE

HEWC prioritises education, collaboration, clarity and structured participation before enforcement action.

However, repeated or deliberate misuse of HEWC content may result in:

- Level 1 - Educational guidance or clarification



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- Level 2 - Formal breach notice
- Level 3 - Restriction or suspension of accreditation
- Level 4 - Commercial enforcement, takedown requests, or legal review

11. FINAL POSITIONING

HEWC believes creators are an essential part of the future of Hard Enduro media. This framework exists to protect the long-term sustainability of the championship, support creators professionally, improve transparency across the ecosystem, strengthen collaboration between creators, teams, riders, brands, and HEWC and ensure that commercial participation operates fairly and consistently across the championship

The objective is not to stop creators from growing. The objective is to create a professional and sustainable media ecosystem where all stakeholders can participate transparently and collaboratively within the global structure of the FIM Hard Enduro World Championship.