



Aug. 19, 2021

Dear Valued Photographer:

Effective immediately, Sonoma Raceway has made the following changes in regards to photo vests and photo access for our weekly racing programs including **Wednesday Night Drags and drifting**.

Please note, these guidelines **DO NOT** apply to anyone on assignment taking photos for editorial purposes and **DO NOT** apply to nationally sanctioned events such as NASCAR and NHRA.

All freelance photographers:

1. Must email a shareable link of a selection of non-watermarked photos taken at the event to kkern@sonomaraceway.com within five days of the event completion (failure to do so will eliminate your ability to receive a vest in the future). By taking photos at our events, you consent to Sonoma Raceway using your photos for promotion and marketing opportunities including but not limited to: social media, digital or print advertising, published on SonomaRaceway.com or the Sonoma Raceway App, etc.
2. We will be cross-checking for non-watermarked photos from previous events. If we do not receive your photos from the previous events, you will not be granted a photo vest for future events.
3. If you're planning to attend a future event, you **MUST** let us know by the Monday prior by emailing kkern@sonomaraceway.com to confirm your attendance.
4. A photo vest will be left at the Gate 1 Guard Shack with your name on it. You **WILL** need to return the vest to the Gate 1 Guard Shack after each event – failure to do so could result in a forfeiture of future credentials.

For any questions or concerns, please reach out via email to the address below. We appreciate your cooperation and look forward to seeing you out at the raceway!

Best,

Kevin Kern
Manager, Digital Marketing & Social Media, Sonoma Raceway
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