

IRONMAN® PROFESSIONAL ATHLETE MEDIA & ADVERTISING
USAGE POLICY

IRONMAN® and any official credentialed IRONMAN media agree to share and provide with Professional Members, media materials in accordance with the following Use Restrictions:

1. Media Materials are provided by approved and credentialed media outlets/ photographers identified for a specified IRONMAN® event.
2. The Media Materials (and Pro Member may use the Media Materials) solely for the non-commercial purposes of posting/sharing photos and videos on Pro Member's personal social media accounts and (e.g., Instagram, Twitter, Facebook) and personal blogs.
3. Pro Member may not utilize media materials or grant any rights for use in such a way as to connote the sponsorship, approval or affiliation of IRONMAN® or any events conducted under the IRONMAN® brand without the prior written permission of IRONMAN®.
4. Pro Member shall preserve the integrity of Media Materials and will not alter the content in any way (including, without limitation, scrubbing of event or sponsor logos or adding other sponsorship to the Media Materials) without the written permission of IRONMAN®.
5. Use of any Media Materials (regardless of whether such material was obtained by a credentialed media person, or any other person or source) is restricted to Pro Member personal social media accounts and personal blogs and, unless otherwise approved in writing by IRONMAN®, Pro Member shall not use more than two-minute (2:00) of event footage per event.
6. No IRONMAN® content or Media Materials may be used in any commercial manner without the prior written consent of IRONMAN®, which consent may be approved or denied in IRONMAN®'s sole discretion.
7. Pro Member shall promptly remove or appropriately modify any Media Materials.
8. With respect to Pro Member's personal social media postings (and as applicable to each social media platform), Pro Member shall appropriately tag the Media Materials [e.g., using @ironmantri, #IM703WC etc.] and promote IRONMAN® and the event in a positive manner.
9. Except as otherwise expressly permitted in these Use Restrictions, use of Media Materials will be governed by the terms and conditions of IRONMAN®'s standard media credential (such terms located: [IRONMAN PRESS INFORMATION](#))