2027 IMSA VIDEO AND PHOTO AGREEMENTS
ANNUAL RATES

Updated 11/16/26

2027 RATES	Annual Photo Ltd License Fee	Annual Video Licensing Fee	Annual Access Fee	Annual Admin. Fee	Additional Hard Card Fee (1 included)*	Expediting fee day after deadline**	Expediting fee one week prior to event**
Outside Videographer for a Driver, Team, IMSA Official Partner		No fee	No fee	$650 (Production Co.: $1,300)	$750	$1,000	$1,500
Team Sponsor or Driver Sponsor Videographer *(all team / driver sponsor use is considered commercial)*		$750	$750	$650 (Production Co.: $1,300)	$750	$1,000	$1,500
Non-sponsor (at IMSA's discretion)		$1,500 & up - TBD by project & distribution	$1,500	$650 (Production Co.: $1,300)	$750	$1,000	$1,500
IN-CAR CAMERA Video/Audio Footage License Agreement (Restricted to Driver and/or Team request only. Agreement must be signed by Team Entrant.)		WAIVED		$650		$1,000	$1,500
PHOTO: Annual team/driver clients (non-commercial)	$1,150				$750	$1,000	$1,500
PHOTO: Annual Commercial Client – Sponsor (driver or team)	$1,650 each				$750	$1,000	$1,500
PHOTO-IMSA Official Partner ONLY	Included***					$1,000	$1,500
IMSA-Approved Media Outlet ONLY	No Agreement required						
Late Crew Credential Request Penalty for Existing Agreements							$100
Penalty for Shooting Video or Photos Without an Agreement	$1,500						

***At IMSA's discretion.**

****At IMSA's discretion, if time for processing allows.**

*****Included in OEM / IMSA Partner Agreements.**

2027 IMSA VIDEO AND PHOTO AGREEMENTS
SINGLE EVENT RATES

Updated 11/16/26

2027 RATES	Single Event Photo Fees	Single Event Video Licensing Fee	Single Event Access Fee	Single Event Admin. Fee	Additional SEC Fee (1 included)*	Expediting fee day after deadline**	Expediting fee one week prior to event**
Outside Videographer for a Driver, Team, IMSA Official Partner		No fee	No fee	$650 (Production Co.: $1,300)	$375	$1,000	$1,500
Team Sponsor or Driver Sponsor Videographer (*all team / driver sponsor use is considered commercial*)		$500	$375	$650 (Production Co.: $1,300)	$375	$1,000	$1,500
Non-sponsor (at IMSA's discretion)		$1,500 & up TBD by project & distribution	$500	$650 (Production Co.: $1,300)	$375	$1,000	$1,500
IN-CAR CAMERA Video/Audio Footage License Agreement (Restricted to Driver and/or Team request only. Agreement must be signed by Team Entrant.)		WAIVED		$650		$1,000	$1,500
PHOTO: Single Event team/driver clients (non-commercial)	$400				$375	$1,000	$1,500
PHOTO: Single Event Commercial Client – Sponsor (driver or team; each)	$700				$375	$1,000	$1,500
PHOTO: IMSA Official Partner ONLY	Included***					$1,000	$1,500
Recognized Media Outlet ONLY	No Agreement required						
Late Crew Credential Request Penalty for Existing Agreements							$100
Penalty for Shooting Video or Photos Without an Agreement	$1,500						

***At IMSA's discretion.**

****At IMSA's discretion, if time for processing allows.**

*****Included in OEM / IMSA Partner Agreements.**

2027 IMSA VIDEO AND PHOTO AGREEMENT DEADLINES

IMPORTANT NOTIFICATION REGARDING DEADLINES AND FORM SUBMISSION

Updated 11/16/26

*****The following forms and payment must be completed in full and submitted to Nancy Green (ngreen@imsa.com) by the dates listed under IMSA's 3-Week Agreement Deadlines below or EXPEDITING FEE WILL BE INCURRED AND INCREASED BASED OFF OF SUBMISSION DATE as listed in the table below.*

Required Actions & Completed Forms Include: Video or Photo Agreement Information Form, ***SIGNED*** *agreement, COI (if shooting video), payment and Crew List. Please plan accordingly.*

EVENT	SERIES	EVENT DATES	DEADLINE TO EMAIL COMPLETED *INFORMATION* FORM (This is 5 business days prior to signing/payment deadline to allow time for processing.)	IMSA 3-WEEK *SIGNED* AGREEMENT, COI, CREW LIST & PAYMENT DEADLINE	$1,000 EXPEDITING FEE IF SIGNED AGREEMENT, COI & PAYMENT RECEIVED ON OR AFTER THIS DATE**	$1,500 EXPEDITING FEE IF SIGNED AGREEMENT, COI & PAYMENT RECEIVED ON OR AFTER THIS DATE**
Daytona International Speedway - ROAR Before The Rolex 24	IWSC; MCNA; MX5	1/22-1/24	**12/17***	**12/21***	**12/22***	**1/15***
Daytona International Speedway (IMEC)	IWSC; IMPC; PCCNA; HSR	1/27-1/31	**12/17***	**12/21***	**12/22***	**1/15***
Sebring International Raceway	VPRC	2/26-2/28	1/29	2/5	2/6	2/19
Sebring International Raceway (IMEC)	IWSC; IMPC; MCNA; PCCNA; LSTNA	3/17-3/20	2/17	2/24	2/25	3/10
Barber Motorsports Park (IndyCar)	MTA; VPRC	4/2-4/4	3/5	3/12	3/13	3/26
Long Beach Street Circuit	IWSC (GTP, GTD); PCCNA	4/16-4/18	3/19	3/26	3/27	4/9
WeatherTech Raceway Laguna Seca	IWSC (GTP, GT); MCNA; LSTNA; MX5	4/30-5/2	4/2	4/9	4/10	4/23
Miami Int'l Autodrome (F1)	PCCNA	4/30-5/2	IMSA credentials are not accepted at F1 events.			
Detroit Street Circuit	IWSC (GTP, GTD PRO)	6/4-6/5	5/7	5/14	5/15	5/28
Mid-Ohio SportsCar Course	IMPC; VPRC	6/11-6/13	5/14	5/21	5/22	6/4
Watkins Glen International (IMEC)	IWSC; IMPC; MTA; LSTNA	6/24-6/27	5/26	6/3	6/4	6/17
Watkins Glen International	VPRC	7/2-7/4	6/4	6/11	6/12	6/25
Canadian Tire Motorsport Park	IWSC (LMP2, GT); IMPC; MX5	7/9-7/11	6/11	6/18	6/19	7/2
Road America (IMEC)	IWSC; IMPC; PCCNA; LSTNA	8/5-8/8	7/8	7/15	7/16	7/29
Road America	VPRC	8/13-8/15	7/16	7/23	7/24	8/6
VIRginia International Raceway	IWSC (GT); IMPC; MTA; MCNA; MX5	8/20-8/22	7/23	7/30	7/31	8/13
Michelin Raceway Road Atlanta	VPRC	9/10-9/12	8/13	8/20	8/21	9/3
Circuit of the Americas (WEC)	MTA; MCNA	9/10-9/12	8/13	8/20	8/21	9/3
Indianapolis Motor Speedway	IWSC; IMPC; LSTNA; MX5	9/17-9/19	8/20	8/27	8/28	9/10
Lime Rock Park	IMPC; VPRC	9/23-9/25	8/26	9/2	9/3	9/16
Michelin Raceway Road Atlanta (IMEC)	IWSC; IMPC; MCNA; PCCNA	10/6-10/9	9/8	9/15	9/16	9/29
Circuit of the Americas (F1)	PCCNA; MTA	10/22-10/24	IMSA credentials are not accepted at F1 events.			
Lamborghini Super Trofeo World Finals (Barcelona)	LSTNA	11/11-11/14	IMSA credentials will not be valid at this event.			

**** Exception; Note earlier deadlines***

** At IMSA's discretion, time allowing.

SCHEDULE AND DEADLINES SUBJECT TO CHANGE

SERIES KEY

IWSC | IMSA WeatherTech SportsCar Championship	**VPRC** | IMSA VP Racing SportsCar Challenge	**MCNA** | Mustang Challenge North America	**PCCNA** | Porsche Carrera Cup North America
IMPC | IMSA Michelin Pilot Challenge	**LSTNA** | Lamborghini Super Trofeo North America	**MX-5** | Whelen Mazda MX-5 Cup presented by Michelin	**MTA** | McLaren Trophy America