

2026 IMSA VIDEO AND PHOTO AGREEMENT
ANNUAL RATES

(Changes and new fees for 2026 indicated in red.)

Updated 11/17/25

2025 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/Production Company for a Driver, Team, IMSA Official Partner		No fee	No fee	\$650	\$750	\$750	\$1,250
Team Sponsor or Driver Sponsor Videographer/Production Co. (all team / driver sponsor use is considered commercial)		\$550	\$750	\$650	\$750	\$750	\$1,250
Non-sponsor (at IMSA's discretion)		\$1,500 & up - TBD by project & distribution	\$1,500	\$650	\$750	\$750	\$1,250
IN-CAR Video/Audio Footage License Agreement (restricted to Driver or Team request only)		No fee	No fee	\$650		\$750	\$1,250
PHOTO: Annual team/driver clients (non-commercial)	\$1,000				\$750	\$750	\$1,250
PHOTO: Annual Commercial Client – Sponsor (driver or team)	\$1,500 each				\$750	\$750	\$1,250
PHOTO-IMSA Official Partner ONLY	Included**					Included**	Included**
IMSA-Approved Media Outlet ONLY	No Agreement required					No Agreement required	No Agreement required
Late Crew Credential Request Penalty for Existing Agreements							\$100
Penalty for Shooting Video or Photos Without an Agreement	\$1,000						

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

**Included in OEM / IMSA Partner Agreements.

***At IMSA's discretion.

2026 IMSA VIDEO AND PHOTO AGREEMENT

SINGLE EVENT RATES

(Changes and new fees indicated in red.)

Updated 10/29/25

2025 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/Production for a Driver, Team, IMSA Official Partner		No fee	No fee	\$650	\$375	\$750	\$1,250
Team Sponsor or Driver Sponsor Videographer/Production Co. (all team / driver sponsor use is considered commercial)		\$350	\$375	\$650	\$375	\$750	\$1,250
Non-sponsor (at IMSA's discretion)		\$1,500 & up TBD by project & distribution	\$500	\$650	\$375	\$750	\$1,250
PHOTO: Single Event team/driver clients (non-commercial)	\$375				\$375	\$750	\$1,250
PHOTO: Single Event Commercial Client – Sponsor (driver or team; each)	\$675				\$375	\$750	\$1,250
PHOTO: IMSA Official Partner ONLY	Included**					Included**	Included**
Recognized Media Outlet ONLY	No Agreement required					No Agreement required	No Agreement required
Late Crew Credential Request Penalty for Existing Agreements							\$100
Penalty for Shooting Video or Photos Without an Agreement	\$1,000						

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

**Included in OEM / IMSA Partner Agreements.

***At IMSA's discretion.

2026 IMSA VIDEO AND PHOTO AGREEMENT DEADLINES
IMPORTANT NOTIFICATION REGARDING DEADLINES AND FORM SUBMISSION

Updated 10/20/25

****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: **SIGNED** agreement, COI, payment and Crew List. Please plan accordingly.

EVENT	SERIES	EVENT DATES	IMSA 3-WEEK SIGNED AGREEMENT DEADLINES. Paperwork should be turned in a minimum of 5 business days prior to this date to allow time for processing.	\$750 EXPEDITING FEE IF RECEIVED ON OR AFTER**	\$1,250 EXPEDITING FEE IF RECEIVED ON OR AFTER **
ROAR Before The Rolex 24 - Daytona International Speedway	IWSC, IMPC, VPRC	1/16-1/18	12/8*	12/9*	1/3*
Daytona International Speedway (IMEC)	IWSC, IMPC, MX-5	1/21-1/25	12/8*	12/9*	1/3*
Circuit of the Americas (NASCAR Companion)	VPRC	2/27-2/28	2/6	2/7	2/20
Standalone Event: MX-5 Cup St. Pete (IndyCar Companion)	MX-5	2/27-3/1	2/7	2/8	2/21
Sebring International Raceway	VPRC	3/6-3/8	2/13	2/14	2/27
Sebring International Raceway (IMEC)	IWSC, IMPC, LSTNA, MC, PCCNA	3/18-3/21	2/25	2/26	3/11
Long Beach Street Circuit	IWSC (GTP / GTD), PCCNA	4/17-4/19	3/27	3/28	4/10
WeatherTech Raceway Laguna Seca	IWSC (GTP / GT), IMPC, LSTNA, MC	5/1-5/3	4/10	4/11	4/4
Miami International Autodrome (F1 Companion)	PCCNA	5/1-5/3	IMSA credentials are not accepted at F1 events.		
Circuit of the Americas	VPRC	5/7-5/9	4/16	4/17	4/30
Detroit Street Circuit	IWSC (GTP, GTD PRO)	5/29-5/30	5/8	5/9	5/22
Mid-Ohio SportsCar Course	IMPC, VPRC, MX-5, MC	6/5-6/7	5/15	5/16	5/29
VIrginia International Raceway	VPRC	6/19-6/21	5/29	5/30	6/12
Watkins Glen International (IMEC)	IWSC, IMPC, LSTNA, PCCNA, MC	6/25-6/28	6/4	6/5	6/18
Canadian Tire Motorsport Park	IWSC (LMP2, GT), IMPC, VPRC, MX-5	7/10-7/12	6/19	6/20	7/3
Road America (IMEC)	IWSC, IMPC, LSTNA, PCCNA	7/30-8/2	7/9	7/10	7/23
Road America	VPRC	8/14-8/16	7/24	7/25	8/7
VIrginia International Raceway	IWSC (GT), IMPC, VPRC, MX-5, MC	8/20-8/23	7/30	7/31	8/13
Standalone Event: Circuit of the Americas (WEC Companion)	MC	9/4-9/6	8/14*	8/15	8/28
Indianapolis Motor Speedway	IWSC, IMPC, LSTNA, PCCNA, MX-5	9/17-9/20	8/27	8/28	9/10
Michelin Raceway Road Atlanta (IMEC)	IWSC, IMPC, VPRC, PCCNA, MX-5	9/30-10/3	9/9	9/10	9/23
Circuit of the Americas (F1 Companion)	PCCNA	10/23-10/25	IMSA credentials are not accepted at F1 events.		

* Exception; Note earlier deadlines

** At IMSA's discretion, time allowing.

SERIES KEY			
IWSC IMSA WeatherTech SportsCar Championship	VPRC IMSA VP Racing SportsCar Challenge	MC Mustang Challenge	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	