



**Media Credential Application**  
**FAX REQUESTS FOR CREDENTIALS TO ASA ENTERTAINMENT AT 310 410 3021**  
**or email [abbott@asasent.com](mailto:abbott@asasent.com)**  
**ATTENTION: DENISE M. ABBOTT, Director of Media Relations & Marketing**

Name:					
Title:					
Media Affiliation:					
Address:					
City:		State:		Zip:	
Phone:		Cell Phone:			
E-Mail :		Web Site Address :			

Names and Titles for credentials. Include production crew if possible.	
Name	Title

Event Requested:	<input type="checkbox"/> MegaRamp ASA Triples; Sprint Center; Kansas City, Missouri; October 9, 2010
Specific Needs & Requests:	
When will coverage / interview be aired or published?	

The undersigned acknowledges and agrees that any photographs, video or other forms of media captured at the event for which credentials are being issued are to be used for news and editorial purposes only. Any sale of, or attempt to sell, commercially or otherwise, photographs, video or other forms of media captured at an ASA Entertainment event is expressly prohibited without the prior written consent of ASA Entertainment. Please contact ASA Entertainment's Media Relations Department at (310) 410 3020 with respect to any commercial requests for the use of photographs, video or other media. By signing below, the undersigned also acknowledges and agrees to the Terms and Conditions for Media Credentials set forth in the accompanying pages to this form.

Signature:		Date:	
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ASA ENTERTAINMENT, LLC  
TERMS AND CONDITIONS  
PHOTOGRAPHERS AND MEDIA CREDENTIALS

Each holder ("Holder") of a media credential ("Credential") issued by ASA Entertainment, LLC ("ASA") agrees to the following terms and conditions:

**1. Holder, for and on behalf of him/herself, his/her spouse, heirs, personal administrators, successors, assigns, and all others claiming by, through or under him/her, hereby unconditionally waives and releases forever any and all claims, demands or causes of action Holder may have against ASA and its subsidiaries, affiliates, shareholders, directors, officers, employees, representatives, contractors and agents, arising from or relating in any way to Holder's attendance at and/or media coverage of the ASA event described on the front side of this form (the "Event"), including but not limited to claims for property damage, bodily injury or death. Holder hereby further discharges, holds harmless and unconditionally indemnifies ASA and its subsidiaries, affiliates, shareholders, directors, officers, employees, representatives, contractors, sponsors, volunteers and agents from and against any and all liabilities, claims, demands, actions, causes of action, suits, losses, costs or expenses of any kind or nature whatsoever, which arise out of or result from Holder's attendance at and media coverage of the Event. Holder, for and on behalf of him/herself, his/her spouse, heirs, personal administrators, successors, assigns, and all others claiming by, through or under him/her, covenants not sue or otherwise commence any action, suit or proceeding against ASA, its shareholders, directors, officers, employees, representatives, contractors and agents, for any liabilities, claims, demands, actions, causes of action, suits, losses, costs or expenses of any kind or nature which are waived, released and/or discharged hereunder.**

2. For real and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and FOR NO ADDITIONAL COMPENSATION, HOLDER HEREBY GRANTS TO ASA, its duly authorized agents, licensees and assigns, the RIGHT TO PUBLICLY AND COMMERCIALY USE, display, publish, distribute, perform, transfer, license, reproduce, copy, alter, make derivatives of, translate, transmit and otherwise commercially exploit IN PERPETUITY Holder's name, image, signature, likeness, voice, photograph, persona, trade dress and other publicity rights, including pictures, photographs, films, images and sounds of Holder, that may be captured, recorded or memorialized at or in, or related to, the Event including before or after the Event, or in any related activities of ASA, its affiliates, sponsors, licensees or sublicensees, that are put on near the Event, such as pre- or after-parties, receptions, VIP matters, meetings and the like, in any way, medium or material, whether now known or hereafter created (including, but not limited to, print, television, radio, film and video, any other audio and/or visual productions or works, and transmissions over the Internet). Holder acknowledges that ASA exclusively owns any and all rights to broadcast, transmit, film, tape, capture, overhear, photograph, print, publish, distribute, collect, capture or record, by any means process, medium or device, whether or not currently in existence, all images, sounds, activities, information and data, arising from or during, or related to, the Event, and that ASA shall be the sole and exclusive owner of all rights of every kind and nature in and to such works. Holder agrees not to take any action, nor cause others to take any action, nor enter into any third party agreement, which would contravene, diminish, encroach or infringe upon the foregoing rights. Holder hereby waives all moral rights in connection with Holder's appearance or captured image, voice and so forth and hereby waives any right of inspection or approval of such appearance or the uses to which such appearance are put. Holder further waives all right to injunctive or equitable relief. The provisions of this paragraph, together with Holder's commitments and obligations under it, are binding on Holder and Holder's spouse, children, heirs, next of kin, legal representatives, successors and assigns, and will survive termination or expiration of this Credential.

3. ALL USE of any pictures, footage and recordings MUST BE APPROVED BY ASA PRIOR TO USE, display, publication or release, except that Holder may display such photographs, film or videotape solely in conjunction with non-commercial news reporting purposes pursuant to 17 U.S.C. § 107. FOR THE AVOIDANCE OF DOUBT, HOLDER SHALL NOT DISTRIBUTE AND/OR SELL photographs, film, video footage, and or other recordings taken or captured by or for Holder TO THE GENERAL PUBLIC including ATHLETES AND ATHLETE MANAGERS, and or family/relatives of the same, FOR ANY PURPOSE OR USE whether personal, commercial or otherwise WITHOUT THE EXPRESS WRITTEN CONSENT OF ASA.

4. Holder hereby expressly acknowledges and agrees that ALL RIGHTS GRANTED HEREIN SHALL BE APPLICABLE TO HOLDER'S MEDIA AFFILIATE, as detailed on the Media Credential Form hereto, ONLY. Holder shall be STRICTLY PROHIBITED from providing ANY photographs, film, videotape footage and other recordings taken or captured by or for Holder to any media affiliate, entity, organization and or person other than those Media Affiliates so detailed on said Form.

Holder acknowledges and agrees that Holder's Credential allows Holder access only to those areas at the Event venue and/or the official Event hotel that are designated by ASA as open to members of the media. Holder's Credential does not provide or allow access to Event contestant locker rooms, competition ramp, ASA sponsor hospitality rooms, or ASA-sponsored hospitality events for sponsors, contestants and other guests, unless Holder is escorted by an authorized ASA representative. At any time he/she is present at an ASA Event, Holder agrees to honor and comply with any directions, instructions and requests made by ASA.



5. **Print Media:** “Working” journalists affiliated with accredited newspapers and magazines will be allowed access to the media areas with advance registration and proper identification. Space will not be available for non-working journalists, advertising sales representatives and all others who have not received an approved story assignment. Advance requests for credentials are required, as space constraints may not accommodate day of requests.

6. **Broadcast Media:** Subject to space limitations, accredited TV and radio personnel, those affiliated with major independents, networks or national cable outlets, will be afforded access to the media areas with advance registration and proper identification and, if requested in advance, will be provided with copies of B-roll. Non news-related usage is prohibited without prior written permission from ASA, and requires that all news media outlets taking video of and the Event must provide a link back to [www.actionsportstour.com](http://www.actionsportstour.com). Footage can be shot of all rounds of competition EXCEPT the Finals round(s). **No more than a total of two (2) minutes of footage may be shown during all coverage of the Event without written permission from ASA.**

7. **Websites and Online Services:** [www.actionsportstour.com](http://www.actionsportstour.com) is the official web site of ASA’s events. Non-news-related coverage on websites and online services is prohibited without prior written permission from ASA.

8. **Still Photographers:** Heat Sheets and competition times will be made available to accredited photographers with advance registration and proper identification prior to the day of the contest. A limited number of photographers may have their “print” publications arrange in advance for access to the media areas. Non-news-related still photography coverage and/or coverage for commercial purposes (e.g., selling photographs of the Event) is prohibited without prior written permission from ASA. Still Photographers are permitted to take photos of ALL rounds, to include the Final round(s), of competition.

9. Holder’s Credential must be worn and displayed in a visible location at all times while covering the Event.

10. Holder must wear appropriate professional attire, in the sole discretion of ASA, at all times while covering the Event.

11. Holder signifies that he/she is at least 18 years of age at the time of use of this credential.

12. ASA reserves the right to immediately revoke Holder’s Credential for the Event if Holder fails to comply with the terms and conditions set forth above.

Holder:

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Print Name

\_\_\_\_\_

Company Name