

## NASCAR/Daytona 500 Advertising Advisory

The Daytona 500 is held every February at the Daytona International Speedway in Daytona, Florida. Many advertisers, especially bars and restaurants, will want to advertise Daytona 500 related promotions in the days and weeks leading up to the race. Even though the advertising blitz maybe heavy, it's important to remember the law regarding the use of NASCAR/Daytona 500 trademarks.

NASCAR and the Daytona 500 International Speedway control all marketing and proprietary rights with respect to the race. Both NASCAR and the Daytona 500 use their trademarks in order to generate revenue and both reserve the use of trademarked material to official sponsors and licensees who have invested large amounts of money to acquire the specific rights to these marks.

NASCAR and the Daytona 500 International Speedway retain the exclusive right to control marketing of the race and all of its associated trademarks. These trademarks include the phrases "Daytona 500," "The Great American Race, and the name of the racetrack itself, "The Daytona 500 International Speedway," as well as all other associated graphics and logos. Additionally, the term "NASCAR" is a registered trademark of the National Association for Stock Car Auto Racing, Inc. Just as in other sports, individual racing teams also own federally registered trademarks for their team names and drivers (e.g., "Jack Roush Racing" or "Dale Earnhardt, Inc."), nicknames, uniform, helmet and car designs. Without the express permission of NASCAR and/or the Daytona 500 International Speedway marketers and advertisers **may not** use these terms in their promotions.

### Summary of Trademarks:

You can't print:

"Daytona 500 International Speedway"  
"Daytona 500"  
"The Great American Race"  
"NASCAR"  
Any specific team name or driver name  
team/driver"  
Any NASCAR/Daytona 500 Official logo

You can print:

"The Race in Daytona"  
"The First Race of the Season"  
"The date of the race"  
"racecar driving"  
"Come watch you favorite"  
"A generic car/race picture"

Remember, major investments have been made by official sponsors and licensees to obtain the rights to use NASCAR/Daytona 500 trademarks. Accordingly, both NASCAR and the Daytona 500 International Speedway vigorously protect and enforce their rights regarding these marks. The bottom line is that running promotions or advertisements designed to create the appearance of a relationship between the newspaper and/or its advertisers and NASCAR or the Daytona 500 International Speedway is risky and possibly illegal.

