



THE MUD4FUN 4X4 CHALLENGE MEDIA POLICY AND REGULATORY FRAMEWORK

for

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THE PREAMBLE

We the Mud4fun team,

Attest that Mud4Fun is not merely an off-road competition; it is a masterpiece WE have meticulously crafted curated, a spectacle of roaring four-by-four engines, flying mud and unyielding human grit. It represents the pinnacle of off-road endurance, bringing together a sporting and lifestyle ecosystem defined by mechanical mastery, environmental consciousness and creative innovation. Over consecutive iterations, WE have built an unparalleled asset portfolio, transforming the raw grit of off-road endurance into a distinct corporate and entertainment identity.

The essence of Mud4Fun lies in its unique, highly specialized environments. By entering OUR gates, every attendee (whether an accredited professional, a valued corporate sponsor, an activation partner, a commercial vendor or a spectator capturing content on a personal device) is stepping into a living showcase of protected intellectual property. This world comprises distinct, curated experience zones:

- a) **The Muddy Tracks and The Challenge Arena**
The high-octane engineering core of OUR event, where custom-built 4x4 machines navigate custom obstacles designed to test the limits of physics and endurance.
- b) **The Drifting Zone**
A dedicated, high-speed performance arena engineered for precision tactical driving, controlled slides and extreme sensory action.
- c) **The Auto Yard**
A premium exhibition display sector showcasing classic, rare and heavily modified off-road custom builds.
- d) **The Experience Zone**
An immersive marketing hub for live corporate brand activations, interactive partner demonstrations and consumer engagement.
- e) **The Kiddie Corner and Little Muddy Warriors Village**
A highly secure, protected children's village designed to foster the next generation of off-road enthusiasts through curated, age-appropriate adventure play.
- f) **The Friends and Family Area**
A specialized, close-knit gathering space dedicated to the core community network supporting the challenge teams.
- g) **The Family Hangout Grounds**
A vibrant, expansive lifestyle arena structured specifically for general families to bond, relax and spectate in safety.
- h) **The Food Village**
A central culinary marketplace featuring diverse food and beverage operations managed by our official vendors.
- i) **Camping Under the Stars**
A premium, scenic overnight outdoor lodging sanctuary designed for enthusiasts immersing themselves in the complete event weekend.

j) **The After-Party Grounds**

The central entertainment zone hosting the vibrant musical performances and celebratory social conclusion to the challenge.

The Mud4Green Initiative

The Mud4Fun narrative transcends the mechanical. Through OUR **Mud4Green Initiative**, OUR event blends motorsport adrenaline with environmental sustainability. Every challenge directly funds and drives ecological restoration, actively transforming the mud of today into the protected forests of tomorrow.

The Invitation

When you cross OUR threshold, Mud4Fun 4x4 Challenge Limited invites you to witness, engage with and share in this proprietary landscape. The imagery, the layout, the roaring acoustic profile and the collective digital narrative represent a substantial commercial asset.

This Media Policy serves as the definitive legal framework to regulate how our brand story is documented, stored and broadcast. Mirroring the international standards of global motorsport bodies like Formula 1 Management, this framework balances the free flow of creative content with the technical discipline required to navigate a high-risk environment and the legal rigor needed to preserve the absolute integrity of our registered trademark and copyrights.

Scope

This Policy applies universally to **all persons accessing the venue**. Professional media teams, corporate sponsors, independent vendors, general ticket holders and internal staff are bound by these regulations. Entry into the event precinct constitutes an unequivocal, contractually binding acceptance of the safety protocols, liability waivers and intellectual

1. INTRODUCTION

1.1 Executive Summary

The Licensor recognizes that media coverage is essential to promoting off-road culture; however, brand promotion must never compromise operational safety. Therefore, this policy establishes a working tool approach to accreditation and general venue access. Access to restricted trackside zones is granted strictly to individuals with a legitimate professional requirement to cover the sport, effectively excluding hobbyists and casual spectators from high-risk fields. This mandate ensures that every individual capturing content, managing activations or spectating is fully aware of their spatial boundaries, safety rules and contractually bound to the highest standards of safety, environmental ethics and legal brand compliance.

1.2 Definitions

Throughout this document and all associated Annexures, the following uniform terms shall apply to ensure clarity and legal consistency:

Term	Definition
The Licensor	Mud4Fun 4x4 Challenge Limited being the proprietor of Mud4fun 4x4 Challenge and Mud4Green Initiative (referred to as “ Mud4Fun ” “ Licensor ” (which expression shall where the context so admits include its successors in title and assigns)
The Licensee	Any individual, accredited media representative, photographer, videographer, journalist, content creator, corporate sponsor team, independent vendor crew, or spectator accessing the venue precincts and capturing or interacting with the brand layout under the limited license parameters of this framework.
The Event	Any tournament, challenge, exhibition, or public gathering organized or hosted under the Mud4Fun brand, including all competitive tracks, the Auto Yard, the Experience Zone, the Mudathon Challenge course, the Kiddie Corner, the lifestyle fields, and the Mud4Green conservation sites
Trade Marks	All registered and unregistered marks, styling configurations, logos, brand titles, and unique event concepts owned by the Licensor.
Restricted Area	Any zone not generally accessible to the public, including the track, pitlane, recovery zones, and emergency service roads.

2. LEGAL FRAMEWORK

2.1 Contractual Foundations

The relationship between the Licensors and the Licensee is governed by the principles of contract. Under the [Law of Contract Act \(Chapter 23 of the Laws of Kenya\)](#), a binding agreement is crystallized upon your arrival at the venue or submission of an accreditation request. This agreement is supported by the valuable consideration of providing exclusive access to our private precincts, curated brand zones and unique entertainment concepts.

2.2 Formal Requirements

In accordance with Section 3 of the [Law of Contract Act \(Chapter 23 of the Laws of Kenya\)](#) this Media Policy serves as the definitive, written memorandum of the agreement between the parties.

By physically crossing the venue threshold, scanning an entry ticket, submitting an online accreditation form, or utilizing any Mud4Fun brand assets, the Licensee provides complete, legally binding electronic and conduct-based assent to this framework. This mode of execution satisfies the statutory requirements for writing under the Law of Contract Act and is legitimized and backed by Sections 83J, 83K, and 83N of the [Kenya Information and Communications Act \(Act No. 2 of 1998\)](#), which validate digital contract formation.

2.3 Intellectual Property Rights

The Licensors remain the sole and absolute proprietor of all Trade Marks and curated content. In accordance with the [Copyright Act \(Chapter 130 of the Laws of Kenya\)](#), the Licensee is granted a limited license to create derivative works strictly for editorial purposes. Any commercial exploitation of the Event's look and feel or unique competitive concepts without written consent shall constitute an infringement under this Act.

Trade Marks Act (Cap 506): The core brand name, styling and composite logo are formally registered under Trade Mark No. 145164 across multiple international classes.

Copyright Act (Chapter 130 of the Laws of Kenya): The visual imagery, artistic branding assets and specific event setups are secured via formal registration with the Kenya Copyright Board as No. RZ84949.

Absolute Proprietorship: The Licensors remain the sole and absolute owner of all registered and unregistered trademarks, trade dress, proprietary competition mechanics and host software portals.

Legal Asset Class	Ownership Status	Mandatory Licensee Obligation
Event Name and Logos	Solely the Licensors	Must not be utilized in any manner that implies an official endorsement without prior written authorization.
Original Captured Content	Initially the Licensee	The Licensee must grant the Licensors a perpetual, irrevocable and royalty-free usage license for marketing and promotional purposes.

Data Subjects and Likeness	The Individual	All capture and processing of personal data must strictly adhere to the Data Protection Act (No. 24 of 2019) .
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2.4 Protection of Minors

The Event is a family-oriented experience, featuring the Kiddie Corner and the Little Muddy Warriors Village. In accordance with the [Children Act \(Number 29 of 2022\)](#), the Licensee shall uphold the best interests of the child as the primary consideration. The Licensee shall not publish identifiable images of minors without ensuring that parental or guardian waivers are in place and such content must never compromise the dignity or safety of the child.

2.5 Data Privacy and the Data Protection

The collection of digital content at the Event involves the processing of personal data. The Licensee shall act as a Data Controller or Data Processor as defined under the [Data Protection Act \(Number 24 of 2019\)](#). The Licensee must ensure that the rights of data subjects, including spectators, competitors and children, are respected, particularly regarding the right to privacy and the lawful processing of images.

2.6 Aerial Cinematography and the Civil Aviation (RPAS) Regulations, 2020

All drone operations must comply with the [Civil Aviation \(Unmanned Aircraft Systems\) Regulations, 2020](#). To be authorized to fly within the Event precincts, the Licensee must provide evidence of a valid Remote Pilot License (RPL), an RPAS Operator Certificate (ROC) and valid Third-Party Insurance specifically covering aviation-related liability.

2.7 Environmental Governance and the Wildlife Conservation

In alignment with the Mud4Green mission, the Licensee must adhere to the conservation principles outlined in the [Wildlife Conservation and Management Act \(Number 47 of 2013\)](#). The Licensee shall ensure that media activities do not disturb local flora or fauna and that all equipment is managed to prevent environmental degradation within the Event ecosystem.

3. BRAND INTELLECTUAL PROPERTY CLAUSES AND USAGE RULES

3.1 Our Mark Clause

The composite trademark MUD4FUN 4X4 CHALLENGE is a legal and commercial asset registered in Part A of the register. A structural graphic copy of our certified mark is detailed within the guidelines below. Any permitted use of our trade marks, word marks, or logos under this policy must adhere strictly to official brand presentation standards. The mark must always be reproduced cleanly from original vector files provided by the Mud4Fun administrative desk and must never be altered, cropped, segmented or combined with secondary third-party corporate designs.



3.2 Protection Across All Color Combinations

In accordance with statutory registration protocols under the [Trade Marks Act \(Cap 506\)](#), the protection of our mark extends to and is explicitly secured in any color combination. The brand holds absolute exclusivity over the structural design, text geometry and device arrangement regardless of the specific aesthetic colors, background shades or monochrome styling utilized in production. No external party may attempt to simulate or replicate the logo structure by modifying its color layout.



3.3 Implementation of the ® Designation

To maintain statutory enforcement integrity under the [Trade Marks Act \(Cap 506\)](#), all official media packages, commercial communications and digital materials should implement the correct trademark notifications. The structural word mark and composite logo MUD4FUN® must feature the registered symbol (®) on all primary headings, merchandise layouts, official event publications and promotional materials, certifying its active registration status on the statutory register.

3.4 Management of Other Intellectual Property

The scope of Mud4Fun 4x4 Challenge intellectual property extends beyond static logos. It protects all event ticket designs, badge assets, official track engineering layouts, unique vehicle obstacle schematics, custom winching safety systems, uniform apparel, acoustic profiles of

competition scoring, and the overall experiential look and feel of the curated zones. No person or corporate entity may copy, mock, simulate or reproduce these structural elements outside the venue without an explicit commercial license.

3.5 Permitted Editorial Use of Word Marks

Accredited media houses, independent journalists and general spectators are permitted to use the "MUD4FUN 4x4 CHALLENGE" word mark editorially and textually to accurately describe, report on, or discuss the event. This permitted editorial use is strictly limited to clear storytelling, journalistic reviews and personal social media indexing, provided it is done in good faith, carries no commercial sponsorship implication and does not misrepresent the brand identity.

3.6 Restriction of Other Uses of Mud4Fun Rights

Any use of Licensor's rights outside of pure editorial coverage or personal social sharing is strictly prohibited without prior written authorization. This restricted category includes utilizing the event name or imagery in corporate newsletters, promotional B2B recap portfolios, commercial sweepstakes, or secondary retail merchandising.

For any alternative branding paths or clarification on usage, parties must submit a formal brief to our administrative communications hub via media@mud4fun.com.

3.7 Licensing Structure for Partners, Sponsors and Others

- 3.7.1 Our official corporate partners and event sponsors are explicitly licensed to utilize our intellectual property, word marks and event logos. This right is bound by the specific commercial parameters, duration terms and brand guidelines set forth in their individual contractual sponsorship agreements.
- 3.7.2 All other entities (including independent vendors, third-party brands, commercial content production houses and unaligned corporate organizations) possess absolutely no automatic right to utilize Mud4Fun intellectual property. Any such use for commercial gain or public marketing is strictly prohibited. Any party wishing to acquire a brand license or explore commercial content distribution paths must formally seek approval by applying through media@mud4fun.com.

4. SOCIAL MEDIA AND MOBILE SERVICES

4.1 Acknowledgment of Digital Storytelling

The Licensor acknowledges and values the importance of social media platforms, mobile services and personal digital networks in expanding off-road motorsport culture. We recognize that our fans, creators and media partners use these digital networks to celebrate the event and capture the spirit of our community.

4.2 Non-Commercial Editorial Principles

Individuals are permitted to use personal mobile devices and cameras to capture and distribute content via social media platforms under a strict non-commercial, editorial framework. This permission is granted provided the content is used exclusively to inform, report and share personal event experiences in good faith. Content must never be leveraged to create a personal or corporate commercial brand identity that implies a business association with the Licensor.

4.3 Deemed Commercial Use Threshold for Business Accounts

4.3.1 Any account or page owned by, operated on behalf of, or linked to a registered business, commercial company, retail storefront or profit-generating entity will be deemed by the Licensor to be using its social platform commercially to promote its goods and services.

4.3.2 Such corporate or business profiles are explicitly excluded from non-commercial spectator allowances. They may not post unlinked media, brand recaps, or event-driven product associations without an explicit, verified brand license from Mud4Fun.

4.4 Use of Non-Stylized Word Marks within Socials

4.4.1 Users may use the unstylized, plain-text word mark "Mud4Fun 4x4 Challenge" in the descriptive body text of social media captions or blog entries to accurately report on event attendance.

4.4.2 The creation of social media handles, account profile names, or digital communities incorporating "Mud4Fun" (e.g., @Mud4FunFanatics, Mud4Fun Drifting Club) is subject strictly to the absolute discretion of the Licensor. The Licensor reserves the right to demand the immediate renaming or deletion of any handle or digital group that creates public brand confusion.

4.5 Content Sharing, Retweeting, Reframing and Collaborative Rules

4.5.1 Attendees and media houses are encouraged to share, retweet, link to and interact with digital content published from the official Mud4Fun corporate feeds, provided the source content is kept in its native format without alteration.

4.5.2 Directly downloading official Mud4Fun media files to re-upload, reframe, clip or host them natively on unapproved digital channels without clear origin attribution is an infringement of our digital assets.

- 4.5.3 All creators posting event content should utilize the official index markers: **#Mud4Fun** **#Mud4Fun4x4challenge** and **#Mud4Green**. For premium visual content, creators are encouraged to use platform-approved Collaboration tools to link directly with Mud4Fun accounts, ensuring a synchronized community archive.

4.6 Regulations on Audio, Audio-Visual, Still Imagery and Screenshots

- 4.6.1 The publishing of raw still images and digital screenshots captured at the venue is permitted for personal, non-commercial use, provided it does not compromise track safety or violate the privacy mandates regarding minors.
- 4.6.2 The capture of long-form, continuous audio-visual feeds or ambient acoustic tracks from the competitive zones remains exclusively controlled by the Licensor. No entity may stitch together sequential video segments to broadcast full competitive rounds, track runs, or driver obstacle sequences without explicit written approval from media@mud4fun.com.

4.7 Prohibited Commercial Applications

The visual, audio, audio-visual and conceptual rights of Mud4Fun may under no circumstances be used for any of the following commercial or secondary promotional activities without a specialized premium license issued directly by our legal desk:

4.7.1 Esports, Games, Simulators and Mobile Apps

Re-creating Mud4Fun obstacle designs, specific track environments, custom vehicles, or structural branding for use in electronic sports leagues, video games, virtual simulators, or mobile applications.

4.7.2 Unpermitted Ticket Giveaways

Utilizing Mud4Fun entry passes, VIP badges, hospitality credentials, or sponsor access keys as consumer prizes in independent corporate sweepstakes, client rewards programs, or social media giveaway campaigns.

4.7.3 Merchandise Production

Printing or manufacturing consumer items (including t-shirts, caps, decals, off-road equipment accessories, or souvenirs) bearing the Mud4Fun name, registered trademark symbols, or registered logo designs.

4.7.4 Adverts, Promotions and Data Mining

Anchoring third-party advertising banners, sponsored corporate placements, or brand product endorsements onto captured event media, as well as deploying automated scraping tools, bots, or data-mining scripts to extract crowd metrics, driver profiles, or telemetry datasets from our online platforms.

5. RESTRICTION ON GAMBLING, BETTING AND PREDICTIVE SERVICES

5.1 Acknowledgment and Exclusion

Mud4Fun 4x4 Challenge Limited operates strictly as a sporting, cultural, entertainment and environmental conservation ecosystem. The management and framework of any competition heats, driver brackets, mechanical telemetry outputs or event outcomes are under no circumstances designed, intended, or authorized to support wagering infrastructure. **Gambling, sports betting, spot-fixing and predictive gaming services are entirely outside the purview and corporate scope of the Mud4Fun brand.**

5.2 Prohibited Use of Telemetry and Content for Wagering

- 5.2.1 No individual, media entity, vendor, or corporate spectator may utilize live track telemetry, driver statistics, official bracket structures, audio-visual feeds, or timing clock data feeds to create, calculate, calculate odds for, or feed into real-time sports betting applications or virtual gambling matrices.
- 5.2.2 The use of the registered trademark MUD4FUN 4x4 CHALLENGE®, its associated logos, or event imagery in connection with betting advertisements, digital casinos, predictive gaming platforms, or sports gambling software is strictly illegal and constitutes a direct, actionable breach of this framework and brand copyright. Any company or platform hosting unauthorized betting books utilizing our event parameters will be pursued legally for commercial theft and trademark infringement.

6. LIABILITY AND THE PHYSICS OF RISK

6.1 Physical Hazards

The Licensee acknowledges that motorsport is inherently dangerous and involves significant risks to physical safety. High-speed maneuvers within the Mud4Fun Drifting Zone and The Challenge arena involve unpredictable variables, including mechanical failure, vehicle rollovers and the high-velocity discharge of debris such as mud, stones, and tire fragments.

6.2 Recovery Physics: The Kinetic Kill Zone Equation

Mud4Fun 6 vehicle extractions employ heavy-duty kinetic recovery ropes designed to store immense potential energy by stretching up to **30% (thirty percent)** of their length. The effort (**E**) required to recover a mired vehicle is calculated based on the following physical variables:

$$E=W+(60W\times G)+(TWDW\times W)$$

Where:

- **W** represents the total **Vehicle Weight**.
- **G** represents the **Gradient Angle** of the terrain.
- **DW** represents the number of **Damaged** or mired **Wheels**.
- **TW** represents the **Total** number of **Wheels** on the vehicle.

The One-Hundred-and-Fifty-Foot Rule

To mitigate the risk of catastrophic injury from line failure, the Licensee must maintain a minimum distance of **150 feet (one hundred and fifty feet)** or **45.7 meters (forty-seven and seven-tenths meters)** from any active winching or recovery operation. The **Licensee** is strictly prohibited from standing within the **"Kill Zone"** -defined as the direct linear trajectory of a tensioned recovery line.

6.3 Indemnification

By entering the private venue grounds, all attendees, media house crews, sponsors and vendors execute a full legal release of liability. You renounce and waive all current or future rights to initiate civil lawsuits, statutory claims or insurance proceedings against Mud4Fun 4x4 Challenge Limited, its directors, its partners or the venue land owners for any personal injury, permanent disability, death or loss of equipment sustained anywhere on the property. You assume full legal liability for the acts and omissions of your crew, staff and personal guests.

7. MEDIA ACCREDITATION AND EVENT NAVIGATION

To manage specialized operational access safely, the Licensor implements a structured, three-tier professional media framework. This framework applies strictly to verified editorial staff and content creation professionals.

7.1 Accreditation Tiers

7.1.1 Gold Tier

7.1.1.1 Target Personnel

Senior motorsport photojournalists, lead production broadcast crews, commercial agency cinematographers and official sponsor media leads.

7.1.1.2 Mandatory PPE

An official, Issued by Mud4Fun, Visibility Vest, a unique non-transferable identification tag, closed-toe professional shoes and a **Safety Helmet** (mandatory within active operational boundaries).

7.1.1.3 Authorized Access

Permitted within designated trackside zones, media pits and corporate pits, subject to maintaining the 150-foot safety buffer from active kinetic recoveries.

7.1.2 Silver Tier

7.1.2.1 Target Personnel

Independent commercial photographers, digital storytellers, lifestyle influencers and partner brand assistants.

7.1.2.2 Mandatory PPE

An official, Issued by Mud4Fun, Visibility Vest, an identification tag and closed-toe footwear.

7.1.2.3 Authorized Access

Restrained to designated safe trackside margins, the Auto Yard showcase arena, the outer perimeters of the Drifting Zone and primary lifestyle experience zones. Access to active track lanes or the internal drivers' pit lane is closed.

7.1.3 Bronze Tier

7.1.3.1 Target Personnel

Student photojournalists, up-and-coming digital creators and amateur media personnel under active career development.

7.1.3.2 Mandatory PPE

An official, Issued by Mud4Fun, High-Visibility Vest and an identification tag.

7.1.3.3 Operational Mandate

Must operate under the direct field supervision of an assigned Gold Tier mentor or a Mud4Fun media official.

7.1.3.4 Authorized Access

Restricted strictly to public viewing areas, the Experience Zone, the Food Village, the Family Hangout Grounds and the lifestyle/after-party fields. Entry into any track interior or active vehicle lane is closed.

7.2 The Visibility Mandate

To ensure maximum operational safety and professional accountability within the Event, the Licensors implement a Visibility Mandate.

Every Licensee, regardless of their accreditation tier or professional standing, is required to wear a High-Visibility Vest at all times while present at the Event.

- 7.2.1 **Official Identification:** Each vest must be fitted with a tag and/or identifier clearly stating that it was Issued by Mud4Fun.
- 7.2.2 **Non-Transferability:** These official tags and vests are assigned to specific individuals and shall not be shared, traded, or utilized by non-accredited personnel.
- 7.2.3 **Enforcement:** Any individual found within the Event precincts without the official Mud4Fun visibility gear will be escorted to the Public Zones and may face the immediate revocation of their credentials.

7.3 Trainee and Novice Mentorship Protocols

The Licensors are committed to the professional development of motorsport photography and cinematography. Bronze Tier (Trainee) Licensees must operate under the direct mentorship of a Gold Tier professional or an official appointed by the Licensors. This mentorship mandate includes:

- 7.3.1 **Safety Training:** Mandatory attendance at a specialized **Mud4Fun** safety brief.
- 7.3.2 **Supervised Experience:** Completion of a minimum of **4 (four)** sanctioned off-road events under direct supervision before the **Licensee** is eligible to apply for **Silver Tier** status.
- 7.3.3 **Age Requirements:** A minimum age requirement of **18 (eighteen)** years, although exceptional candidates between **16 (sixteen)** and **18 (eighteen)** years of age may be considered subject to written parental consent and intensified supervision.

Note on Safety Helmets:

Safety Helmets are mandatory within the Drivers' Pit and Drifting Zone during all active vehicle sessions.

7.4 Specialized Categories: Journalists, Camera Crews, and Agencies

Different media roles require distinct validation to ensure the integrity of the working tool approach and compliance with the Mud4fun private venue regulations.

7.4.1 Journalists

Must provide documented proof of employment by a reputable publication or a verifiable track record of significant unique visitors to their digital platform.

7.4.2 Camera Crews

Production houses must submit a portfolio of previous motorsport or high-action projects. They are eligible for Additional Crew Accreditation for technical staff who operate under the direct command of a senior accredited lead.

7.4.3 Agencies

First-time applicants must provide audited circulation figures and formal documentation supporting their professional status as a commercial entity.

7.5 Social Media and Digital Influencer Regulation

Accreditation for social media platforms and digital influencers is assessed on a case-by-case basis. Influencers and digital storytellers must demonstrate that their content promotes the sport in alignment with the Mud4Green initiative.

Furthermore, all digital content must comply with the Licensor's brand protection standards and the environmental ethics required for operating within the Mud4Green ecosystem.

7.6 Aviation Security and the Helipad Restricted Zone

7.6.1 The Helipad (H) located adjacent to the Challenge Cars Parking is a high-sensitivity aviation zone. To ensure the safety of emergency medical evacuations and VIP transport.

7.6.2 The Helipad is a permanent **No-Go Zone** for all Licensees. Unauthorized entry into this area is a breach of both this Media Policy and the [Civil Aviation \(Unmanned Aircraft Systems\) Regulations, 2020](#).

7.6.3 All **Unmanned Aircraft Systems (Drones)** must maintain a minimum lateral distance of **150 feet (one hundred and fifty feet)** or **45.7 meters (forty-five and seven-tenths meters)** from the Helipad during any active flight operations.

7.7 Forest Conservation and the Mud4Green Protected Zones

7.7.1 The **Event** is situated within the private land and maybe within forested ecosystem. In support of the Mud4Green initiative, media movement is strictly regulated to protect the reforestation ecosystem:

7.7.2 The Licensee is prohibited from entering Mud 4 Green Zones A through H and the Mud 4 Green Nursery Zone unless accompanied by an official Staff member of Mud4Fun.

7.7.3 The Licensee must ensure that no equipment, cables, or debris are placed on or near the Nursery Zone.

7.7.4 In accordance with the [Wildlife Conservation and Management Act \(Number 47 of 2013\)](#), the Licensee must avoid any documentation activities that disturb the natural behavior of local fauna within the forest.

7.8 Emergency Response Arteries

- 7.8.1 The Access Road for Challenge Cars, VIPs and Emergency Response is the primary lifeline for the Ambulance and Fire Fighting Trucks.
- 7.8.2 The Licensee must never block these roads with tripods, lighting rigs, or support vehicles.
- 7.8.3 Media personnel must immediately clear the path upon hearing sirens or receiving a signal from a Marshal.

8. ETHICAL MANDATES IN MATTERS CHILDREN

8.1 Child Protection Protocols

The Little Muddy Warriors Village and the Kiddie Corner are officially designated as **Sensitive Data Areas** under the [Data Protection Act \(Number 24 of 2019\)](#). The protection of minors is a paramount regulatory priority for the Licensor and the Licensee shall be held to the highest standard of ethical documentation.

8.1.1 No close-up photography, videography, or interviews of minors are permitted within the Little Muddy Warriors Village and the Kiddie Corner without a Parental Consent.

8.1.2 In accordance with the Media Council of Kenya (MCK) Code of Conduct, if a child is captured incidentally in general crowd shots where consent has not been verified, the Licensee must utilize professional blurring techniques to ensure the child is not identifiable before the content is published or broadcast.

8.1.3 Images of children captured within the Event precincts shall be used strictly for editorial storytelling that promotes the spirit of the sport and the Mud4Green initiative; they shall not be utilized for aggressive commercial exploitation or third-party advertisements without secondary, specific written consent.

8.2 Best Interests of the Child and the Children Act

In accordance with the [Children Act \(Number 29 of 2022\)](#), the best interests of the child shall be the primary consideration in all media activities.

8.2.1 Dignity and Safety

The Licensee is prohibited from capturing or distributing any content that depicts a minor in a state of distress, undress, or in any situation that compromises their physical safety or psychological dignity.

8.2.2 Right to Privacy

The Licensor reserves the right to demand the immediate deletion of any footage featuring a minor if a parent or legal guardian withdraws their consent at any time during the Event.

8.3 Enforcement of Ethical Standards

The Licensor takes a **ZERO-TOLERANCE** approach to breaches of child protection protocols.

8.3.1 Any Licensee found to be capturing identifiable images of children without the requisite consent or failing to adhere to the Blurring Standard will face the immediate and permanent revocation of their Mud4Fun accreditation.

8.3.2 Significant breaches that violate the **Data Protection Act (Number 24 of 2019)** or the **Children Act (Number 29 of 2022)** may be referred to the relevant statutory authorities for further legal action.

9. TECHNOLOGICAL GOVERNANCE AND INTERMEDIARY LIABILITY

9.1 Unmanned Aircraft Systems (UAS) and KCAA Compliance

Drone operations within the Republic of Kenya are strictly regulated by the Kenya Civil Aviation Authority (KCAA). The Licensor enforces a Zero-Tolerance policy for any unregistered or unapproved drone flights within the Event precincts. In accordance with the [Civil Aviation \(Unmanned Aircraft Systems\) Regulations, 2020](#), the following classifications apply:

9.1.1 Category A

Operations conducted within **Visual Line of Sight (VLOS)** only, at a maximum height of **400 feet (four hundred feet) Above Ground Level (AGL)**, and maintaining a **50-meter (fifty-meter)** lateral distance from persons.

9.1.2 Category B

Requires a formal **Remote Pilot License (RPL)** and is mandatory for any operations conducted over people or within controlled airspace.

9.1.3 Category C

Operations conducted **Beyond Visual Line of Sight (BVLOS)**.

All Licensees intending to deploy an Unmanned Aircraft System must provide their official KCAA Registration Certificate and evidence of a KCAA-recognized Part 101/102 competency course completed within the last 5 (five) years.

9.2 Live-Streaming and Piracy

The Licensor enforces enhanced site-blocking powers to combat illegal livestreams and digital piracy. The **Licensor** holds exclusive and absolute broadcast rights for **Mud4Fun editions**.

9.2.1 Authorization: Any Licensee wishing to Live Stream from a social media platform or digital outlet must obtain prior written consent from the Licensor.

9.2.2 Enforcement: Unauthorized streaming shall be treated as an infringement of proprietary rights and may lead to Internet Service Provider (ISP) blocking and legal prosecution under the new "Notice-and-Takedown" framework established by the 2026 Legislation.

9.3 Intellectual Property and Artificial Intelligence (AI)

The Licensor is keen in the protection of Kenyan creative works against unauthorized data scraping by Artificial Intelligence systems.

9.3.1 Prohibited Processing: The Licensor strictly prohibits the feeding of any event footage, photography, or data into generative Artificial Intelligence models without an explicit commercial license.

9.3.2 **Legal Protection:** This mandate is designed to protect the **Original Character** and **Fixation**" of the work as established under **Section 22** of the [Copyright Act \(Chapter 130 of the Laws of Kenya\)](#). Any unauthorized AI processing of Mud4Fun content shall be viewed as a fundamental breach of this Media Policy.

10. BRAND INTEGRITY AND CONTENT SUPPLY CHAIN

10.1 Universal Watermarking Standards and Placement Samples

To maintain absolute brand recognition and mitigate the risk of unauthorized content redistribution, all published material must be watermarked with the official Mud4Fun logo alongside the Licensee's proprietary professional mark.



Watermark Placement Guidelines:

Primary Location: The watermark must be positioned in the **Centre quadrant** of the frame.

The "Clear Zone" Mandate: No secondary graphics, text, or visual elements shall appear within a space equal to the height of the **"M"** in the **Mud4Fun** wordmark to ensure legibility.

Proportional Integrity: Logo proportions must remain locked at all times; the wordmark must never be skewed, stretched, or distorted in a manner that compromises the brand's visual identity.

10.2 Content Transmission, Usage Rights, and Archives

The **Licensee** is required to facilitate a professional content supply chain to assist the **Licensors** in event documentation and promotional storytelling.

10.2.1 **Mandatory Delivery:** The **Licensee** must provide the **Licensors** with a curated set of at least **15 (fifteen)** high-quality images in **Joint Photographic Experts Group (JPG)** format for each day of the **Event**.

10.2.2 **Permitted Usage:** These images are provided for the **Licensors'** "Internal Use," which includes, but is not limited to, official documentation and safety investigations.

10.2.3 **Promotional License:** The **Licensee** grants the **Licensors** a non-exclusive license for promotional usage across official **Mud4Fun** channels.

10.2.4 **Attribution:** The **Licensors** shall provide appropriate author credit to the **Licensee** where such usage is practicable

10.3 Digital Attribution and Official Tagging Mandate

To ensure a unified digital narrative and support the **Mud4Green** conservation mission, the **Licensee** shall adhere to the following social media attribution protocols:

- 10.3.1 **Mandatory Tagging:** When posting any content (stills, reels, or long-form video) captured at the Event, the Licensee must tag the official Mud4Fun social media channels.
- 10.3.2 **Collaborative Posting:** For high-impact content, the Licensee is encouraged to use the "Collab" feature with the official Mud4Fun account to ensure the content is mirrored on the Licensors' primary feed.
- 10.3.3 **Hashtag Protocol:** Every post must include the official event hashtags, including **#Mud4Fun6.0** **#Mud4Fun7.0** or **#Mud4Fun8.0** depending on the edition and **#Mud4Green**, or any other hashtags as shall be communicated, to ensure the content is indexed within the official event archive.

11. ADMINISTRATIVE ENFORCEMENT AND DISCIPLINARY ACTION

11.1 The Three-Warning Disciplinary Process

The Licensor enforces a structured disciplinary framework to manage Licensee conduct.

Offense	Warning Level	Action
First Breach	Initial Warning	Verbal notification and recording in the media log.
Second Breach	Final Warning	Written notice; restriction to paddock areas only.
Third Breach	Revocation	Immediate removal from trackside and revocation of hard card.

11.2 Revocation, Appeals and Finality

The Clerk of the Course and the Media Manager have the absolute right to revoke accreditation for serious safety violations without prior warning. Decisions made on-site are final. Appeals can be submitted in writing to the Mud4Fun Media Accreditation Manager after the Event.