



2026 I-96 Speedway Social Media Policies

I-96 Speedway asks all participants to read the social media policy well, it's a zero-tolerance rule, severe penalties & discipline will be handed out for not following these guidelines.

Social Media Policy Content:

- A. I-96 Speedway defines social media as all means of electronic communication or posting information of any sort on the internet. Which includes but not limited to your own or someone else's web blogs, personal website, social networking, whether or not directly associated or affiliated with I-96 Speedway.
- B. This includes but is not limited to Facebook, TikTok, Snapchat, Twitter, Instagram or YouTube. Although forums may seem informal, individuals are solely responsible for what is posted online whether by themselves and/or allowing others the ability to post online content for them.
- C. Any social media interaction or contribution that adversely affects I-96 Speedway, other members, or others directly or indirectly related to I-96 Speedway may result in disciplinary action against individuals, up to and including exclusion from I-96 Speedway indefinitely.
- D. This social media policy applies to all I-96 Speedway competitors, crew, track officials or those employed by I-96 Speedway. A competitor is defined as a driver, entrant, family member, crew member (non driver) or any other individual or entity who is a member and or participates in any activity at I-96 Speedway, all drivers are responsible for the actions of their crew.
- E. I-96 Speedway officials, officers, employees, agents, representatives, and sub-contractors are authorized and reserve the right to apply the social media policy to other members as it deems appropriate.
- F. Examples of inappropriate postings, statements, photographs, video or audio may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct is prohibited. Avoid content that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages others or that might constitute harassment or bullying, any mistake should be addressed or corrected immediately.

Be Respectful

If an individual posts complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages others or that might constitute harassment or bullying. Example of such conduct might include offensive post meant to intentionally harm someone's reputation or post that could contribute to a hostile trackside environment based on race, sex, disability, religion, or any other status protected by law, rule or policy.

Be Honest and Accurate

Posts are "on the record" whether the online medium is public or private and is accessible to the media, public, sponsors, and other business partners and is subject to discovery in litigation matters. Rumors, speculation or information about I-96 Speedway or others are not to be posted until an official

announcement release or other post by official social media accounts have been made to the public and media.

Retaliation:

Retaliation is prohibited, I-96 Speedway prohibits taking negative action against any member or other for reporting or for cooperating in a policy investigation. Members who retaliate against another member for reporting or for cooperating in an investigation. Will be subject to disciplinary action, up to and including exclusion from I-96 Speedway.

*Social Media plays an integral role in reaching out and growing fan bases, engagement, marketing and promotion to all entities. It is a way to give fans direct interaction with I-96 Speedway, drivers, teams, and sponsors.

*Please remember that we are here because of the fans, promoters, and sponsors. If they do not benefit, we will not. While we understand that this competition involves substantial financial stakes, there is no excuse for bad or unruly behavior, which would tend to bring I-96 Speedway into disrepute.

*I-96 Speedway is a Professional organization and will conduct itself as so when dealing everyone, including fans, drivers, team members, series sponsors, team sponsors and the press. I-96 Speedway expects the same from its drivers, team members, and team sponsors. I-96 Speedway organizers and officials therefore reserve the right to take disciplinary action against anyone who brings I-96 Speedway into disrepute by their actions either on or off the track.

*Disciplinary action may also include, but not limited to the right of I-96 Speedway and officials to suspend either temporarily or permanently any driver, team member, or team sponsor whose actions, in the sole opinion and discretion of I-96 Speedway organizers and officials, may have resulted in or may result in harm or detriment to I-96 Speedway officials or employees.

*I-96 Speedway, employees, and officials also reserve the right to request the removal of any derogatory or distasteful statements on any race car or hauler. Failure to comply with this request for removal may result in disqualification from some or all of I-96 Speedway events.

*The decisions made, and the disciplinary actions taken by I-96 Speedway organizers and officials shall not be appealed by the driver, team member or team sponsor affected thereby.

*Any driver entering and competing at I-96 Speedway in any event, acknowledges and accepts that I-96 Speedway and its officials may use drivers names, pictures, likeness and performances in any way, material including without limitations by and through, television, radio airwave, cable, and satellite broadcast, films for productions, videotape reproductions, audio tape reproductions, transmission over the internet public or private, online services authorized by I-96 Speedway and the like before and after events for promoting, advertising, recording or reporting in the event of any other type of event at I-96 Speedway.

*I-96 Speedway does hereby relinquish all rights for these purposes provided however that the car owner and driver shall retain the exclusive use of their name, pictures, and likeness in connection with product endorsements and the sale of products, services, concessions, and merchandise.