

TORC: The Off-Road Championship

2017 Team & Media

Communication Guidelines

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2017 SERIES SCHEDULE

Round	Date	Event Name	Track	Location
1 & 2	May 13-14	Chicagoland Slam	The Dirt Oval at Route 66 Raceway	Joliet, IL
3 & 4	June 10-11	Twin Cities Takedown	ERX Motor Park	Elk River, MN
5 & 6	June 24-25	Big House Brawl	Crandon International Raceway	Crandon, WI
7 & 8	July 15-16	Throwdown in the U.P.	Bark River International Raceway	Bark River, MI
9 & 10	Aug. 12-13	Rumble at Red Bud	Red Bud MX	Buchanan, MI
11	Sept. 1-2	Keys to the Big House	Crandon International Raceway	Crandon, WI
12 & 13	Sept. 23-24	The Final Rounds TORC National Championship	ERX Motor Park	Elk River, MN

COMMUNICATION GUIDELINES

The following guidelines are for use when referencing TORC: The Off-Road Championship presented by AMSOIL in official communications with the public including press releases, web stories, newsletters and social media posts.

We ask teams and partners to please help us support any major announcements including driver lineups or planned news conferences by sharing them with the TORC Series media team at least 48 hours in advance. Please add pr@torcseries.com to your distribution list. Confidentiality will be respected.

SERIES

The championship should be introduced in the opening paragraph in all written communication as TORC: The Off-Road Championship presented by AMSOIL. Abbreviate the title in subsequent references to TORC Series. The championship can be the 2017 TORC Series Championship.

EVENT NAMES

Each of the championship rounds has an official name, as follows:

- TORC Round 1: Chicagoland Slam
- TORC Round 2: Chicagoland Slam
- TORC Round 3: Twin Cities Takedown
- TORC Round 4: Twin Cities Takedown
- TORC Round 5: Big House Brawl
- TORC Round 6: Big House Brawl
- TORC Round 7: Throwdown in the U.P.
- TORC Round 8: Throwdown in the U.P.
- TORC Round 9: Rumble at Red Bud
- TORC Round 10: Rumble at Red Bud
- TORC Round 11: Keys to the Big House
- TORC Round 12: The Final Rounds
- TORC Round 13: The Final Rounds

PRO CLASS NAMES

The 5 official PRO classes of the TORC Series are:

- PRO 4
- PRO 2
- PRO Light
- PRO Mod UTV
- PRO Stock UTV

SOCIAL MEDIA

The official social media channels of the TORC Series are as follows.

Please include the hashtags whenever possible: #TORC17 #TORCOffroad

Twitter: [@TORCOffRoad](https://twitter.com/TORCOffRoad)

Instagram: [@TORCOffRoad](https://www.instagram.com/TORCOffRoad)

Facebook: [/TORC](https://www.facebook.com/TORC)

YouTube: [/USACTORC](https://www.youtube.com/USACTORC)

Website: www.torcseries.com

BOILERPLATE

The below series information is recommended for the bottom of press releases, presentations or other communications about the TORC Series.

TORC: The Off-Road Championship is the nation's homegrown short-course racing series. Built by drivers—TORC roots run deep, hosting world champions and descendants from all off-road disciplines. What started nearly a decade ago with a crew of dedicated drivers has evolved into a multi-generational sport of two-wheel and four-wheel drive trophy trucks, and UTV racing.

TORC seeks to preserve the spirit of short-course racing by working with the finest tracks throughout America's heartland and hosting some of the sport's most competitive teams. Buckle up, because when you hear the engines rumble and witness a pack of trucks flying through the air, fighting for the inside line and taking the TORC National Championship, you'll be hooked for life. Learn more at torcseries.com.

LOGO USAGE

The TORC Series logo should appear as follows. It must not be altered.

Each weekend of racing features a unique, location specific logo. All 2017 TORC Series logos can be seen and downloaded [HERE](#).

On black:



On white:



TELEVISION AND FREE HD LIVE DIGITAL BROADCASTS

Can't make the race? Watch all the race day action LIVE on torcseries.com and on TORC's official [Facebook](#) page. Full replays and highlight clips are available at www.torcseries.com/videos after the races.

Each TORC Series race will feature a free HD live broadcast starting with a pre-show before opening ceremonies and continuing through to the final race day podium. Broadcast times will be posted on each race's event page, found at torcseries.com.

TORC SERIES PHOTOGRAPHY

Drivers can access race photos for editorial use (social media, public relations, websites, etc.) by using the following [link](#). Please credit “TORC Series” and the photographer when using photos to promote the TORC Series. Link: <https://torcoffroad.smugmug.com/>

Media pool images and post-race press releases are available shortly after each event through TORC’s Press Portal: <http://torcseries.com/press/>. Please feel free to share these with your media partners. The following credit is required. (PHOTO: TORC Series / <Photographer>).

See below for detailed media asset information.

PHOTOGRAPHY USE STATEMENT

Please note the TORC Series is only authorized to grant usage rights for editorial purposes as they relate to the TORC Series. Editorial purposes include social media channels, websites, media outlets and personal use. Commercial rights, including but not limited to, advertising, corporate collateral, tradeshow/expo booths, packaging or other purposes must be negotiated directly with the photographer.

To contact a TORC photographer or request additional usage rights, please contact Jessica Kunzer at jkunzer@mtsports.com or Sean Ryan at sryan@mtsports.com.

MEDIA

Members of the media can apply for media credentials, sign-up to receive TORC news and access the latest editorial assets from each race on the TORC Series Press Portal, located here: <http://torcseries.com/press/>

SERIES MEDIA CONTACT

email: pr@torcseries.com