

To: All AMA Licensed Supercross Competitors

From: American Motorcyclist Association

Date: 1/19/24

Re: CB2024.04.SX, Gambling and Gaming Related Sponsorships

Gambling and Gaming Related Sponsorships

There have been several recent inquiries made in reference to gambling and gaming related sponsorships. The 2024 AMA Supercross Rulebook contains several important areas pertaining to sponsorship guidelines and it is the responsibility of each competitor to familiarize themselves with these rules.

For gambling and gaming related sponsorships, the following restricted sponsorship categories apply:

1.5.5 RESTRICTED SPONSORSHIP CATEGORIES

a. Gambling and Gaming

1. Casinos

- i. Sponsorships by established casinos and gaming companies are permitted.
- ii. Examples of approved team sponsors: The Cosmopolitan of Las Vegas; Hard Rock Hotel & Casino

2. Online Gambling & Sports Betting

- i. Sponsorships from licensed sportsbooks and online gambling operators within the United States are permissible.
- ii. Sponsorships from offshore or international online gambling entities are strictly prohibited.
- iii. The legal status of Internet gambling in the United States remains contested. While some operators have been prosecuted under the 1961 Wire Communications Act, the fact that most of the estimated existing 1,800 Internet gambling operations are based outside of the United States has made it difficult for U.S. authorities to enforce. AMA's permission does not constitute or provide a legal review of the sponsor and the sponsorship is still subject to the broadcast partner's standards and practice approval.
- iv. Examples of rejected team sponsors: Full Tilt Poker; GoldenPalace.Net

3. "Free and For Fun" Gaming Websites

- i. The website promoted and advertised at track or displayed on any motorcycle, rider apparel, team vehicle or crew uniform must be a free, purely for fun website that may include information on how to play games (e.g., poker, blackjack, roulette). Neither the website itself nor the advertisements for the website may contain any link, advertisement or other reference to websites or businesses that contain, promote, facilitate or contain any reference to- internet gambling for real money.
- ii. The website cannot discuss or accept any bet or wager for real money on any sporting events, teams or players, including but not limited to, AMA-sanctioned events or link to, promote advertise or reference any other website or business that does.

- iii. Neither the advertising nor the website itself may contain any link, advertisement or other reference to websites that contain or businesses that promote or facilitate any activity in violation of any Federal, state or local, law rule or regulation.
 - iv. The website and advertising should conform to any industry-imposed standards and guidelines for similar sites.
 - v. The website must not have any links, cookies or any other mechanism of any kind within the Registration, Terms & Conditions of Use or within its Privacy Policy that will allow or cause a switch to a real money gambling site.
 - vi. The website and any advertising placed by the sponsor for the website at track, on the motorcycle, rider apparel/crew uniform or in any other medium must be advertised with its URL extension to avoid confusion with any similarly named or branded real money gambling website. The .net or other extension must be presented in the same size font as the rest of the name of the website to further avoid confusion with any similarly named or branded real money gambling website.
- 4. Made-for-TV Poker & Poker Tournaments**
- i. Sponsorships from televised poker events and related tournaments are acceptable.
 - ii. Examples of approved team sponsors: World Series of Poker
- 5. Lotteries**
- i. State lottery sponsorships are permitted.
 - ii. Examples of approved team sponsors: Virginia State Lottery; Florida Lottery
- 6. Fantasy Sports**
- i. Sponsorships from Fantasy sports platforms are allowed, subject to evolving federal regulations.
 - ii. Examples of approved team sponsors: Zynga Poker; Draft Kings; World Poker Tour

For complete rules, please see the 2024 AMA Supercross Rulebook, which can be found on www.amasupercross.com. Should you have questions regarding these rules or regarding competition as affected by these rules, please contact the AMA Racing Department at: sxinfo@ama-cycle.org.