



## **2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship presented by AMSOIL Branding Guidelines**

### **General Rules**

- As a general rule, the first reference to the event should be: The 2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship at Loretta Lynn Ranch presented by AMSOIL.
- All subsequent references should be AMA Amateur National Motocross Championship. Use *Amateur National* or *Loretta Lynn's* for short.
- May also be referred to as the 35th Annual Rocky Mountain ATV/MC AMA Amateur National Motocross Championship at Loretta Lynn Ranch presented by AMSOIL.

### **AMSOIL**

- AMSOIL should always be capitalized.

### **Press Releases**

- In the title of the press releases, use: The 2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship presented by AMSOIL.

### **Social Media**

- The official accounts are as follows. Use the hashtags #LorettaLynnMX and #LLMX.
  - Instagram - [@lorettalynnmx](https://www.instagram.com/lorettalynnmx)
  - Twitter - [@lorettalynnmx](https://twitter.com/lorettalynnmx)
  - Facebook - [@LorettaLynnMX](https://www.facebook.com/LorettaLynnMX)

### **Classes (AMA not necessary)**

- 37 Amateur National Classes

### **Loretta Lynn**

- The word "Loretta Lynn" should always be capitalized as a name.
- The event is held at the Loretta Lynn Ranch in Hurricane Mills, Tennessee

## **Television**

- To open the cable and live streaming broadcast, the first reference to the title of the event should always be 'The 2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship presented by AMSOIL.' Using the generic term AMA Amateur National Championship is acceptable after the proper branding is established.
- During all RacerTV broadcasts use the official hashtags #LorettaLynnMX and #LLMX on social media and tag the official RacerTV social media accounts on Twitter and Instagram at @racertv.

## **Sales Presentations**

- Sales presentations and power point proposals should always use the 2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship presented by AMSOIL logo.
- Within the body of the proposal, the first reference to the title of the event should always be the 2016 Rocky Mountain ATV/MC AMA Amateur National Motocross Championship presented by AMSOIL. Afterwards, it may be referred to as the AMA Amateur National Motocross Championship.

## **Amateur National Terms**

### **Class Reference**

- 37 Amateur National Classes
- Class list: [www.mxsports.com/classes](http://www.mxsports.com/classes)

### **Bike References**

- Motorcycle
- Dirt bike

### **Track Elements**

- Amateur National track at Loretta Lynn Ranch
- Start Gate & Start Straight
- Holeshoot, First Turn, Turn 1
- Whoops
- Berm, Turn & Bowl Turn
- Finish Line
- Rhythm Section & Timing Section
- Ten Commandments
- Story Land
- Staging Area
- Mechanics Area & Signal Area

### **Main Event Reference**

- Main Event (which is the feature race when describing it)
- Refer to class reference list

**Rider Reference**

- Rider, Racer, Competitor, Athlete
- Please Note: Not a Driver