

Ontario Honda Dealers Indy at Markham 2026

Stakeholder Brand Guidelines Information Sheet

APPROVAL REQUIRED	NO APPROVAL REQUIRED
<ul style="list-style-type: none">✗ Do not use Indy-related names, logos, or identifiers, without prior approval from the event organizer (the “Organizer”), Green Savoree Toronto ULC.✗ Do not use City of Markham (the “City”) logos, identifiers and/or mascot (Millie the butterfly) without City approval.✗ Do not use “Indy” as part of their customer promotions without approval from the Organizer and the City.✗ Do not use the following names. Any use must be approved in advance by the Organizer and the City:<ul style="list-style-type: none">• Ontario Honda Dealers Indy at Markham• Markham Indy• INDYCAR	<ul style="list-style-type: none">✓ Show the race in bars, restaurants and retail spaces✓ Run general racecar-themed promotions✓ Decorate with generic racing imagery✓ Hold small, free watch parties, as long as occupancy limits and fire code are followed✓ Offer racing-themed food and drink menus✓ Sell generic racing theme merchandise and promotional items

Promotions, Events and Sales

- Commercial events (e.g., ticketed watch parties) require advanced approval from the **Organizer**.
- Permits from the **City** are required for street vending, temporary event-specific promotions and pop-up retail. Official race merchandise and/or visuals may be sold only with prior approval from the **Organizer**.

City By-Law Enforcement

- Occupancy and fire safety limits
- Noise bylaws
- Parking
- Liquor licensing requirements
- Outdoor event permit requirements

Questions?

- City of Markham (event host) related inquiries: indy@markham.ca
- All other inquiries: media@hondaindy.com

