



Procedure for Obtaining SunFest Media Credentials

SunFest issues media credentials on a daily basis to reporters and news photographers on assignment. We ask for your cooperation in "pre-registering" your staff.

ONLY TWO CREDENTIALS PER DAY, PER MEDIA OUTLET:

A maximum of **TWO** credentials per day will be issued to each media outlet. Large daily newspapers can request a maximum of two credentials per department (entertainment, local news, etc) per day. Daily TV news crews doing a live show at the festival will be dealt with on a case-by-case basis.

PRE-REGISTRATION – DEADLINE APRIL 16:

- On company letterhead, please fax (**no e-mails**):
 - Name of each staff person assigned to cover SunFest (max 2 per day)
 - Days they are assigned to work
 - Their assigned duties (photo, reporter, etc.)
 - Name, title and contact information of the person submitting the request.
- Fax that information to (561) 659-3567 **by April 16**. You will receive confirmation of your approved request by April 23.
- **ONLY WORKING MEDIA WILL BE ISSUED CREDENTIALS.** Credentials will not be issued to guests, family members, or media personnel not currently on assignment. Freelance photographers and **writers must be on assignment for a specific publication**. Even if you have received credential in the past each year is subject to change.
- All pre-registered media must pick up credentials at SunFest's Media Headquarters in order to enter the festival.

CHECKING IN AT MEDIA HEADQUARTERS:

- SunFest Media Headquarters is located on the 100 block of South Clematis Street in West Palm Beach (south of the library).
- Check in at Media Headquarters each day to receive a daily credential. **If you do not return the credentials each day, you will not be given credentials for the following day.** Those staffing Media Headquarters will refer to the pre-registration list and issue the credential. Photo ID may be requested. Media entry to SunFest is at the South Clematis Street Gate.

MEDIA HEADQUARTERS HOURS OF OPERATION:

- Wednesday, April 28: 4 p.m. to 11 p.m.
- Thursday, April 29: 4 p.m. to 11 p.m.
- Friday, April 30 3 p.m. to 11 p.m.
- Sat. through Sunday, May 1-2: 11 a.m. to 11 p.m.
- By request, we can open earlier or close later.

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PARKING:

- Limited parking is available for TV news crews on assignment, and for reporters & photographers on daily deadline only. **Parking is first come, first served. You will be required to leave your keys.**

REGARDING MEDIA SPONSORS:

- Media Headquarters parking and credentials are not intended for media sponsors. Separate credentials are issued from the SunFest Sponsorship Department for all media sponsors.

INTERVIEW REQUESTS:

- All backstage requests to interview and/or photograph an artist must be certified in writing by the artist's management before the event begins. Please call by April 16 if you are interested in a particular artist.

PHONE / INTERNET ACCESS AT SUNFEST:

- DSL line is available each day of SunFest at Media Headquarters for media use.

HELP IS JUST A PHONE CALL AWAY:

- We are here to help make your job in covering SunFest as easy as possible. For example, if your reporters and/or photographers are on deadline (or are just worn out from walking the long site!) we would be happy to transport them via golf cart from point A to point B; or to arrange interviews, etc. To express any concerns ahead of time or during the event, or to discuss possible story ideas, please call one of the following numbers. We may not be able to accommodate every request, but we'll try our best to make it happen.

THANK YOU FOR YOUR HELP!

PHONE NUMBERS

Marketing Department

Office: Until April 28 (561) 837-8065

Cell: During SunFest (561) 315-6699

SunFest Office & Public Contact Number

(561) 659-5980

SunFest Office Fax:

(561) 659-3567

Web Site:

<http://www.sunfest.com>